



VISIT BEND OR

VISIT BEND FY26 BUSINESS PLAN
PRESENTED TO THE CITY OF BEND
[5.5.2025]

HI THERE! THANKS FOR HAVING US.

VISIT BEND OVERVIEW

High-level overview of how Visit Bend operates within its contract with the City of Bend.

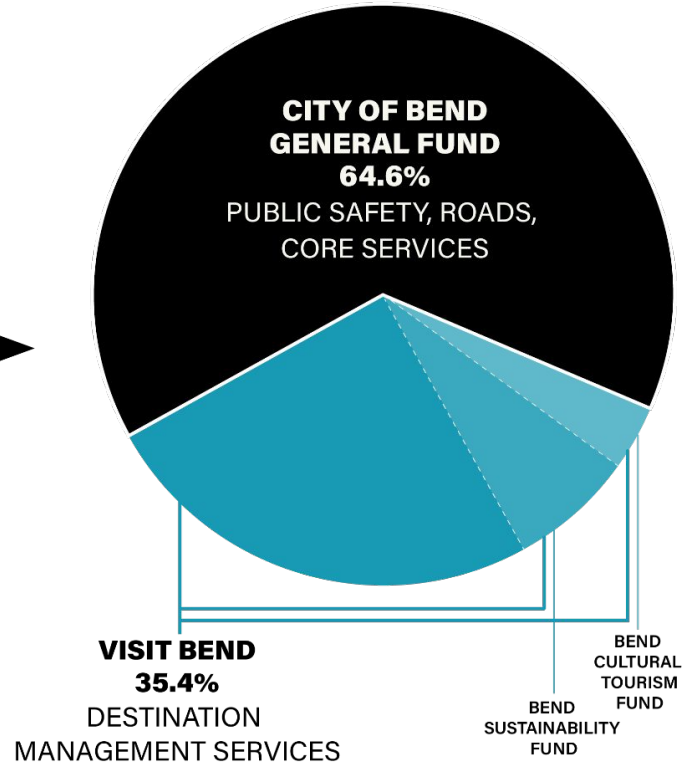
FIVE THINGS TO KNOW ABOUT VISIT BEND

- Visit Bend is funded with 35% of room tax dollars generated by visitors staying within the city limits. The City of Bend retains the 65% for public safety, roads, and other essential services.
- Visit Bend is a contracted partner of the city, currently in year three of a five-year contract.
- Visit Bend invests a substantial amount of its budget into two competitive grant programs that make this place better for everyone.
- After six years, Visit Bend is carefully reintroducing summer marketing efforts, focusing on midweek and off-peak periods to stimulate economic growth while thoughtfully managing impacts on community infrastructure during busy periods.
- Visit Bend is honored to play an active role in supporting the City's first comprehensive economic development strategy, positioning tourism and recreation as a key sector attracting new businesses, jobs, and talent to Bend.



VISITOR ROOM TAX, AKA:

TRT







THE ECONOMIC IMPACT OF TOURISM

In 2024, the travel economy experienced mixed, yet more positive results, employment within the industry experienced an increase, as did the earnings associated with that growth in employment.

- Travel spending in Bend increased from \$386.0 million in calendar year 2023 to \$386.3 million in 2024.
- Tax receipts generated by travel spending increased to \$25.9 million, up from \$25.7 million in 2023.
- Direct travel-generated employment grew to 3,500 jobs, a 2.6 percent increase over 2023.
- Direct travel-generated earnings increased to \$124.4 million, a gain of 5.9 percent compared to 2023.

RESIDENT SENTIMENT

In FY25, visitor dollars continued to be reinvested into projects that make Bend a better place to live, not just visit. From revitalizing neighborhoods to enhancing cultural experiences, our grant programs and partnerships turn tourism into long-term community value.

- **Sentiment is shifting:** In 2024, 44% of respondents said they were satisfied with Visit Bend. Satisfaction rises among those who recognize projects we've funded.
- **Awareness matters:** Only 46% of residents are aware of any Visit Bend-funded projects, but those who are tend to view our work more favorably.
- **Popular projects include:** BendFilm Festival (83%), Winter PrideFest (55%), and trails at Mt. Bachelor (51%).
- **The education gap is real:** 84% of residents support a tourism tax, but only half knew one already exists. Those unaware were twice as likely to believe tourism's costs outweigh its benefits.
- **We're acting on feedback:** Residents want to see investments in infrastructure, greenspace, cultural experiences, and sustainable recreation. These are already priorities for the Bend Sustainability and Cultural Tourism Funds.
- **Looking ahead:** In FY26, we'll expand community engagement, share the results of the upcoming carrying capacity model, and continue aligning projects with what residents say matters most.



DESTINATION STEWARDSHIP HIGHLIGHTS

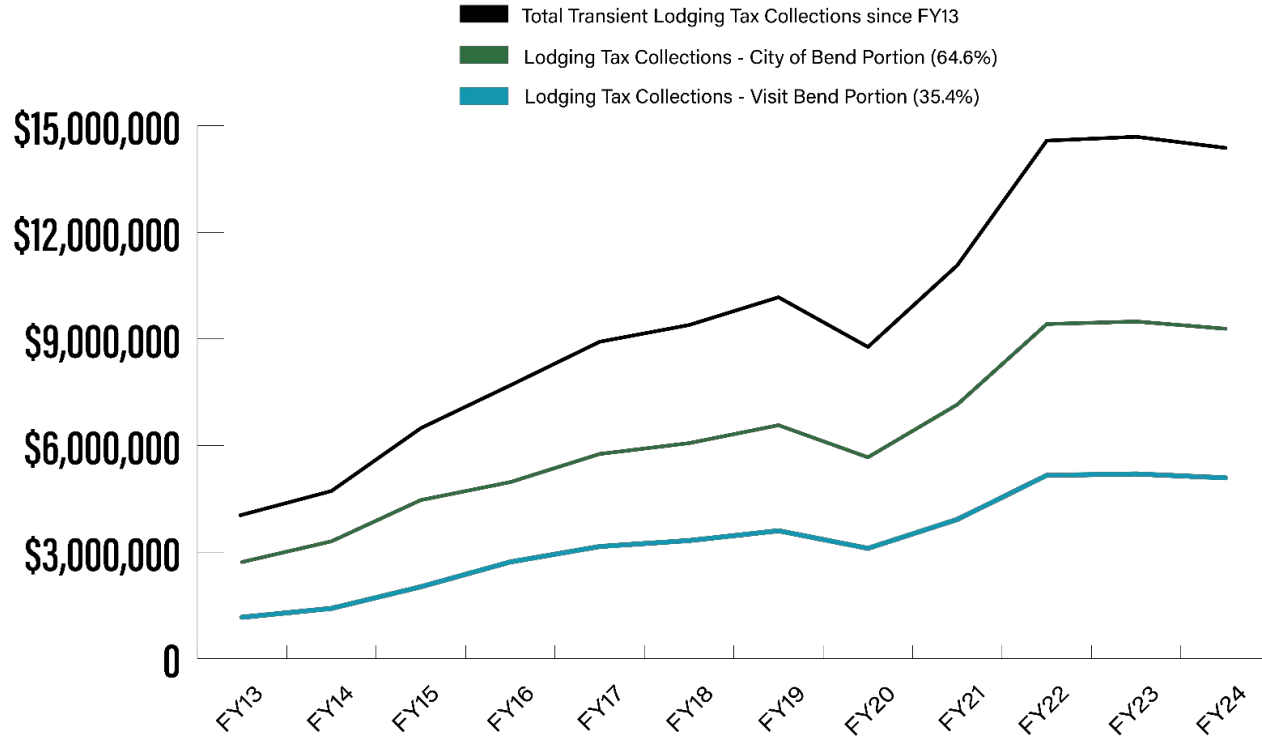
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- **Bend Sustainability Fund:** \$561,832 awarded in FY25; over **\$3.3 million reinvested across 31 projects** since inception in 2021.
- **Bend Cultural Tourism Fund:** \$300,000 awarded in FY25; more than **\$2.5 million awarded** to local organizations since 2015.
- **\$115,500 invested** in FY25 into organizations focused on sustainability, inclusion, and community well-being, all whom intersect with our visitors regularly.

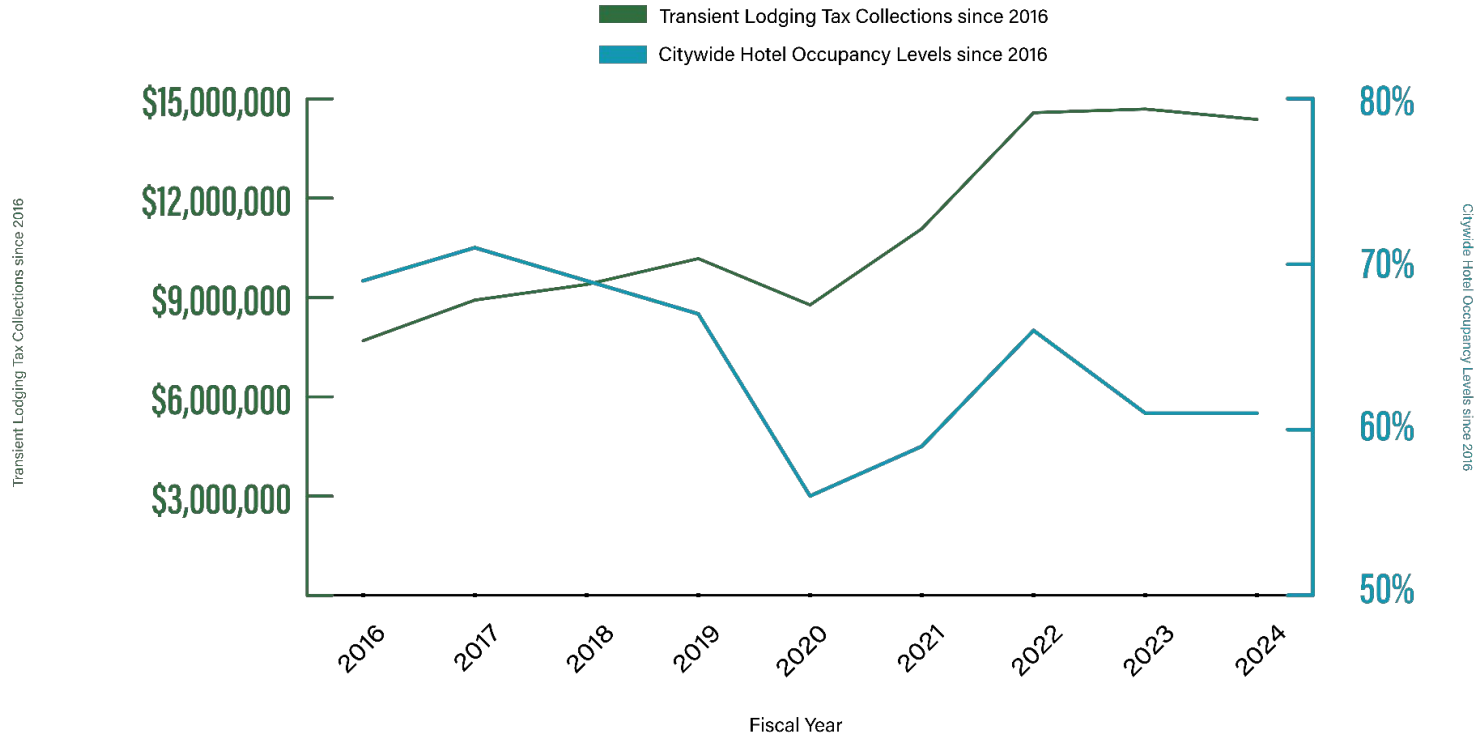
DATA FROM CITY OF BEND, STR, AND AIRDNA

TOURISM INDUSTRY METRICS

LODGING TAX COLLECTIONS BY YEAR SINCE FISCAL YEAR 2013



TRANSIENT ROOM TAX COLLECTIONS VS LODGING OCCUPANCY RATES



LOOKING FORWARD

FY26 PRIORITIES + GOALS

Finding balance between destination management and destination marketing, for a better future for all of Bend.

- **ELEVATE + DIVERSIFY VISIT BEND'S MARKETING + CONTENT STRATEGY TO INCREASE TRT COLLECTIONS**
- **MAXIMIZE VISITOR SPENDING IN THE LOCAL ECONOMY**
- **LEVERAGE NEW PARTNERSHIPS THROUGHOUT THE REGION TO GROW ECONOMIC IMPACTS**

- ➔ **PROMOTE EQUITY AND ACCESSIBILITY WITHIN BEND'S TOURISM ECOSYSTEM**
- ➔ **ENHANCE RESIDENT SENTIMENT AND ENGAGEMENT**
- ➔ **ENSURE INDUSTRY REPRESENTATION IN COMMUNITY-DEVELOPMENT CONVERSATIONS**

- **ENHANCE ENVIRONMENTAL RESILIENCE AND SUSTAINABILITY.**
- **PROMOTE ENGAGEMENT IN OUTDOOR RECREATION, EDUCATION, AND CONSERVATION EFFORTS TO ALL WHO SPEND TIME IN BEND.**
- **SUPPORT AND PARTNER WITH ORGANIZATIONS WORKING TO FIND SOLUTIONS TO THE CHALLENGES BEND FACES AS A SUSTAINABLE DESTINATION.**

VISIT BEND'S PROPOSED BUDGET

VISIT BEND BUDGET

High-level overview of allocations based on revenue projections, and a breakdown of expenses.

YEAR TO YEAR COMPARISON			VARIANCE	
REVENUE	FY26	FY25	\$	%
City Funding - Current Year	4,976,200	4,946,900	29,300	1%
Retail Sales	50,000	78,000	(28,000)	-36%
Advertising	4,800	4,800	-	0%
Interest Income	10,800	6,000	4,800	80%
TOTAL REVENUE	5,041,800	5,035,700	6,100	0.12%
EXPENSES	FY25	FY24	\$	%
Personnel	1,877,946	1,493,356	384,590	26%
Grant Programs	1,119,700	1,113,000	6,700	1%
Marketing + Visitor Development	1,721,270	2,043,974	(322,704)	-16%
Overhead Expenses	371,192	311,892	59,300	19%
TOTAL	5,090,108	4,962,222	127,886	3%
NET INCOME (LOSS)	(48,308)	73,478	(121,786)	

VISIT BEND BUDGET - FY26 BREAKOUT

	TOTAL \$
REVENUE	
City Funding - Current Year	4,976,200
Retail Sales	50,000
Advertising Sales	4,800
Interest Income	10,800
TOTAL \$ 5,041,800	
PERSONNEL EXPENSES	
Base Pay	1,331,896
Incentive Pay	108,650
Payroll Taxes	115,200
Employee Benefits	322,200
TOTAL \$ 1,877,946	
GRANT PROGRAMS	
Bend Cultural Tourism Fund	373,200
Bend Sustainability Fund	746,500
TOTAL \$ 1,119,700	
SALES & MARKETING EXPENSES	
Audio	30,000
Blog	6,000
Brochure Distribution	35,000
Collateral	60,000
Content (Production)	77,200
Digital Marketing (Online)	295,000
Influencer Marketing	150,000
Marketing Software (Dues & Sub-	39,570
Photo	25,000
Postage	7,200
Print	43,000
Production	100,000
Promotions	25,000
Public Relations	40,000
Research	280,000
Social	105,500
Travel & Meals	6,000
Video	130,000
Visitor Development	160,000
Website Development & Maint	73,200
Retail Purchasing	33,600
TOTAL \$ 1,721,270	

	TOTAL \$
OVERHEAD EXPENSES	
Bank Fees	6,000
Building Lease	79,200
Building Maintenance	18,000
Depreciation & Amortization	18,000
Dues & Subscriptions	10,800
Education & Training	53,000
Equipment Lease & Maint.	4,800
Hiring Expenses	3,600
Insurance	9,500
Interest Expense	7,692
Licenses & Permits	6,000
Network & Telco	25,200
Office Supplies	19,200
Professional Fees	72,000
Travel & Meals	26,300
Utilities	11,900
TOTAL \$ 371,192	

TOTAL FY26 EXPENSES

\$ 5,090,108

TOTAL FY26 DEFICIT

-\$48,308

TOTAL RESERVE FUND

\$506,793



THANK YOU