

VISIT BEND^{OR}



VISIT BEND FY26 BUSINESS PLAN
PRESENTED TO THE CITY OF BEND
6.2.2025]

HI THERE! THANKS FOR HAVING US.

VISIT BEND OVERVIEW

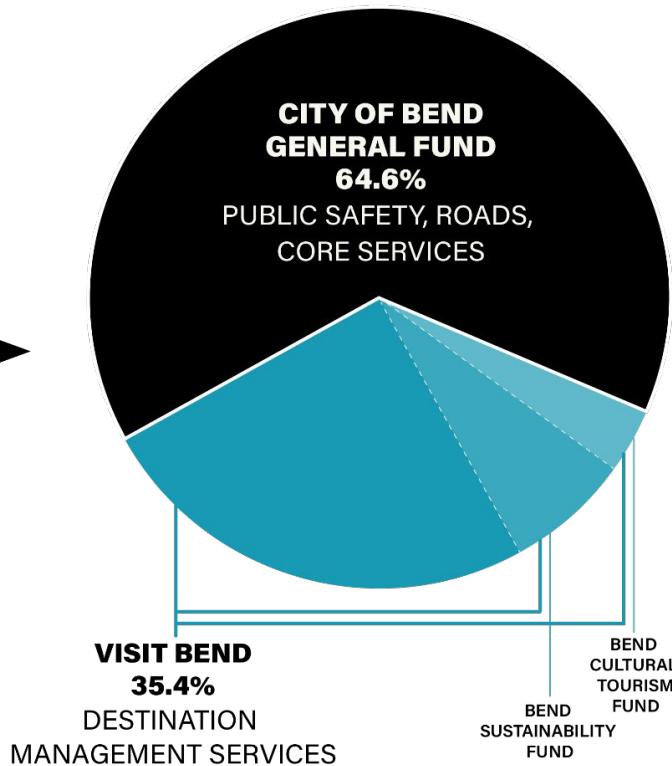
High-level overview of how Visit Bend operates within its contract with the City of Bend.

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

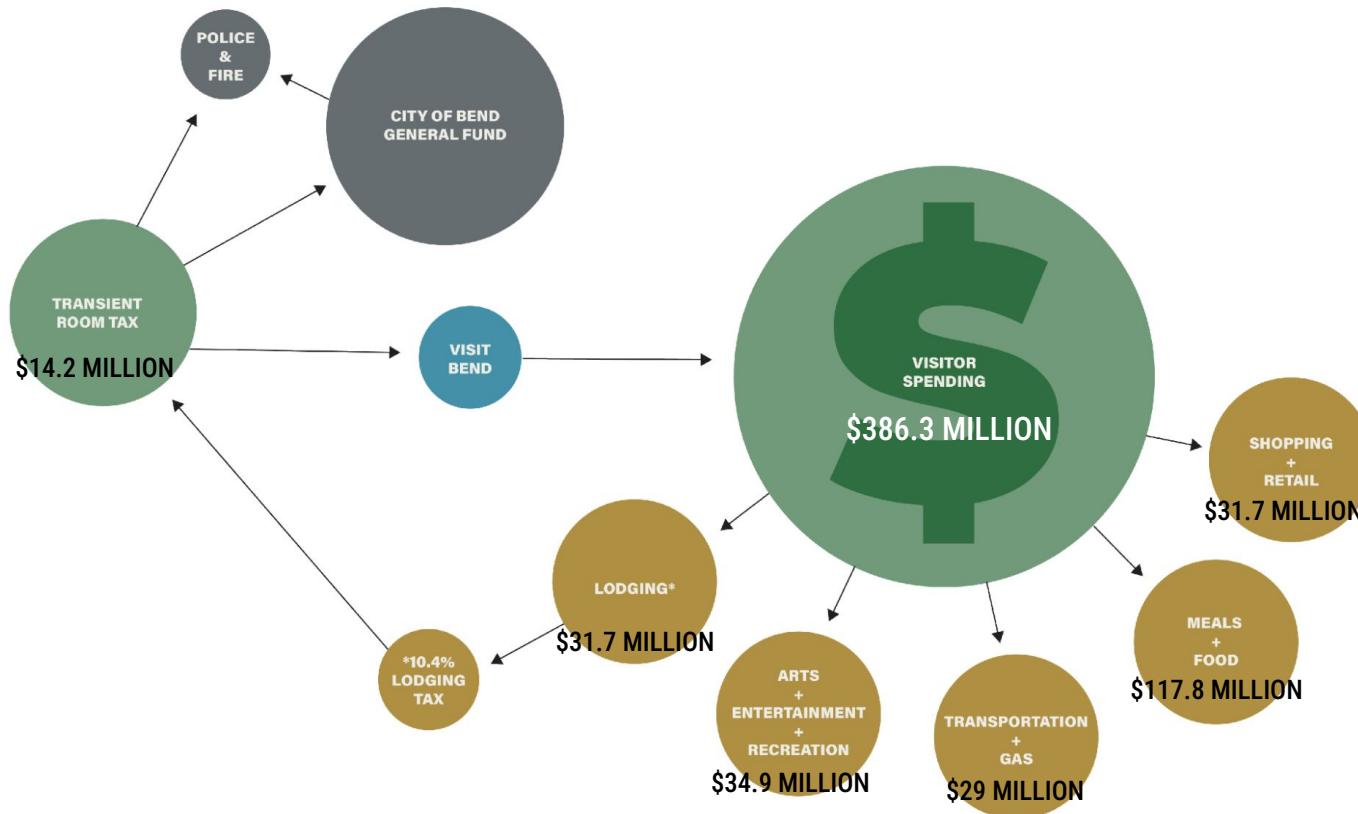




THE ECONOMIC IMPACT OF TOURISM

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 was nearly flat, up from \$386.0 million in calendar year 2023 to \$386.3 million in 2024.
- Tax receipts generated by travel spending was also up slightly to \$25.9 million, 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.



INDUSTRY + SUPPLIER RELATIONS

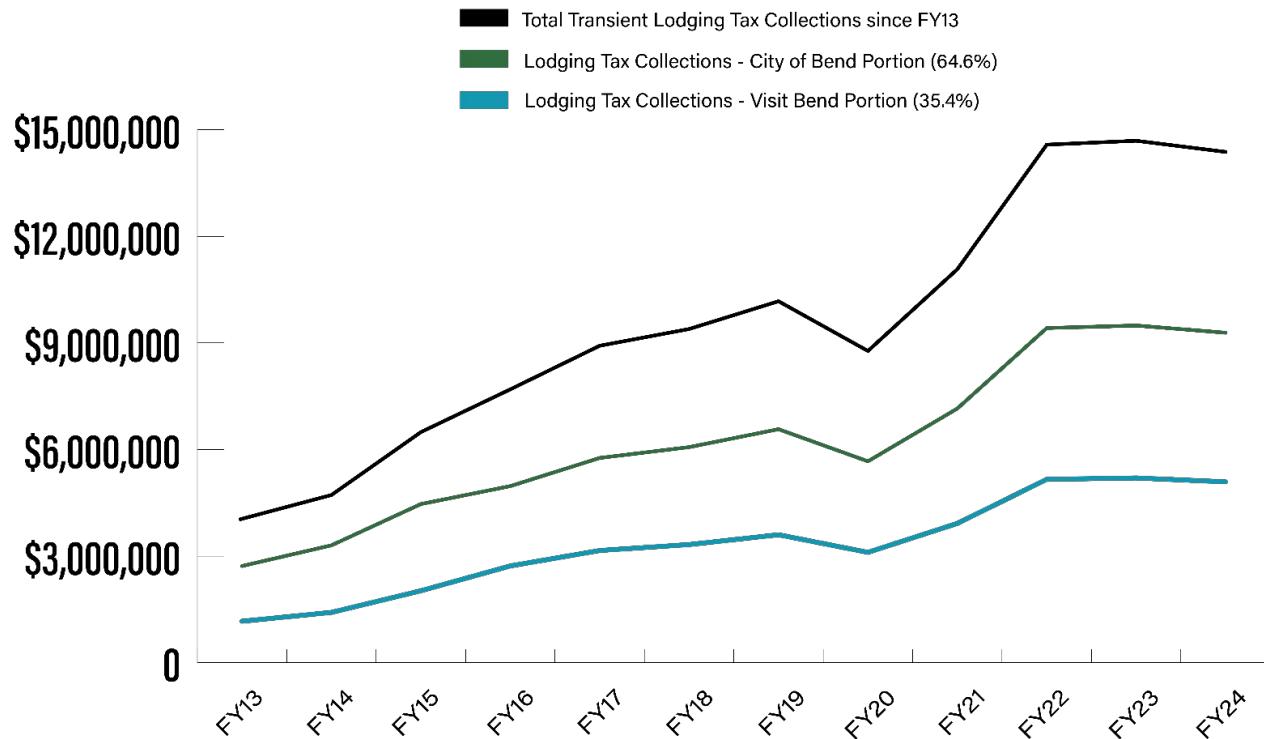
Visit Bend consistently and frequently engages with industry partners across the tourism + recreation space throughout the year. The following efforts help to drive increased business activity for businesses of all sizes throughout our community.

- **Industry Comms:** On a monthly basis, Visit Bend builds and distributes an industry updates email that goes out to hundreds of suppliers (lodging, restaurants, guides, etc.). Content includes monthly industry statistics including lodging and spend data, marketing support, other important information including a open invite to meet with Visit Bend's marketing team for a no-charge marketing strategy session. This past year saw a 16% increase in subscribers, an open rate of 51.8%, and a CTR of 3.6%.
- **Public Board Meetings:** Every other month, Visit Bend hosts a public board meeting, where anyone interested is welcome to attend, learn more about the work Visit Bend is doing on behalf of the industry, and provide any updates on their businesses.
- **Forums + Other Public Engagements:** Throughout the year, Visit Bend participates in a series of community-focused forums, discussions, presentations and more. Some are led by Visit Bend, others by community partners who leverage Visit Bend data to contribute to these meaningful conversations.
- **Data Sharing + Insights:** As part of Visit Bend's scope of work under contract with the City of Bend, the organization invests significantly into data and insights that drive our industry. Whether it's high-level lodging data, usage based on geolocation technology, granular spend data by zip code and category, or larger feasibility studies, Visit Bend's growing library of data is available for use to guide business decisions and growth.

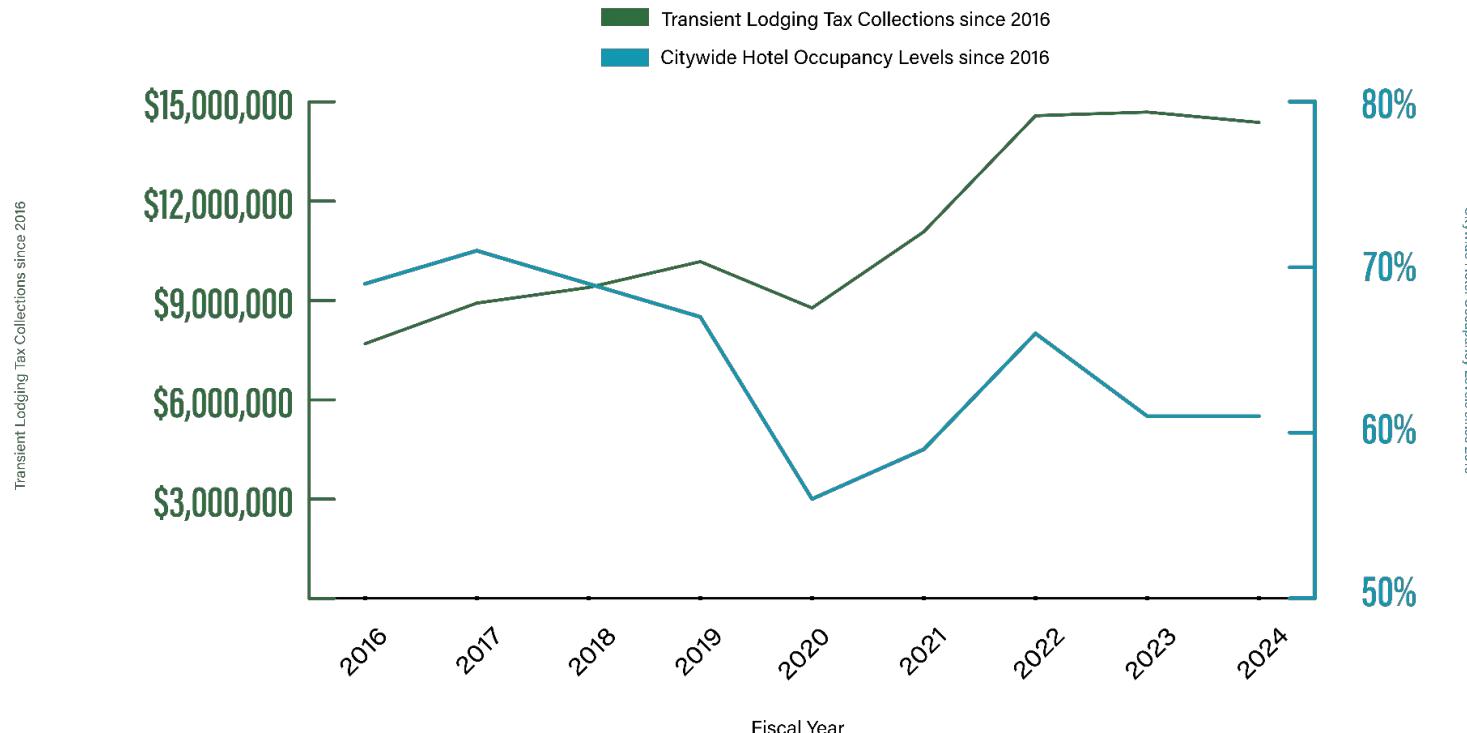
DATA FROM CITY OF BEND, STR, AND AIRDNA

TOURISM INDUSTRY METRICS

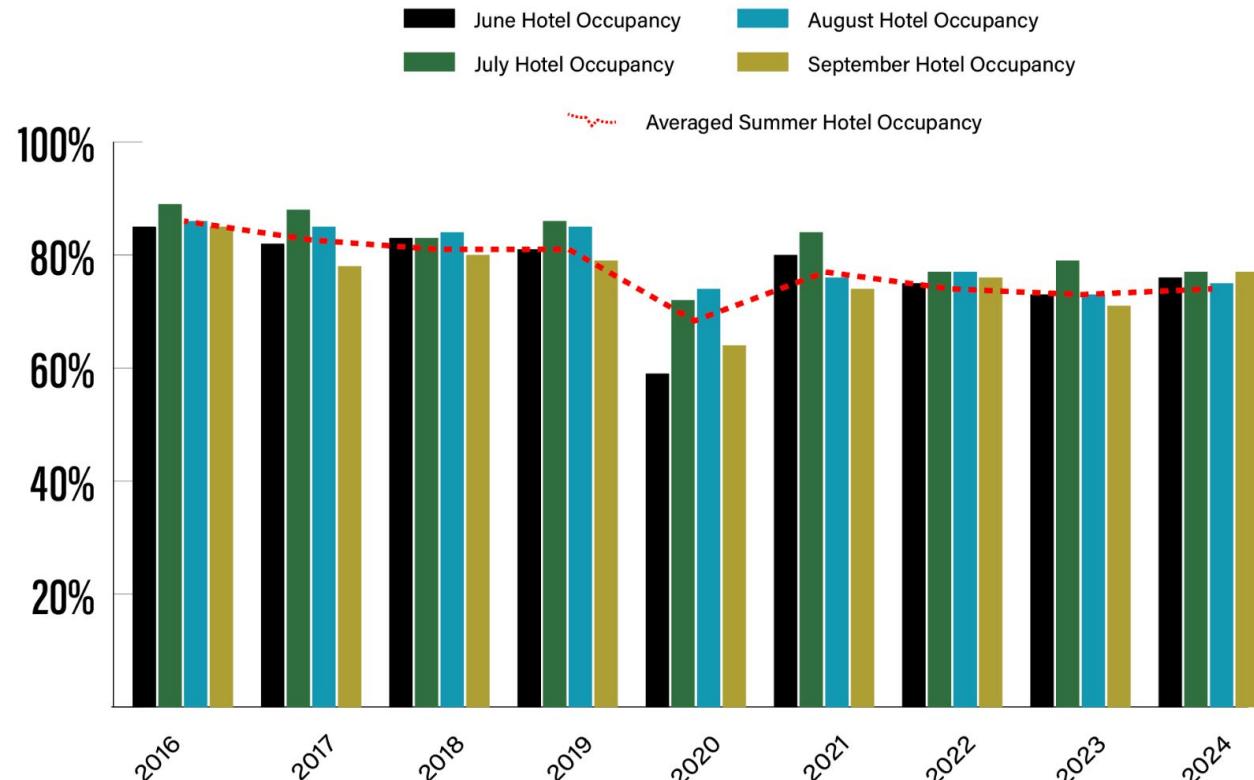
LODGING TAX COLLECTIONS BY YEAR SINCE FISCAL YEAR 2013



TRANSIENT ROOM TAX COLLECTIONS VS LODGING OCCUPANCY RATES



SUMMER HOTEL OCCUPANCY RATES - CITYWIDE SINCE 2016



INVESTING IN HUMAN CAPITAL AND OUR COMMUNITY TO MAKE THIS PLACE BETTER FOR EVERYONE

DESTINATION STEWARDSHIP



DESTINATION STEWARDSHIP HIGHLIGHTS

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.

- **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.

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.

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.



LOOKING AHEAD: LONG-TERM

As Visit Bend plans long-term to continue fostering a vibrant tourism industry in balance with community needs, we're focused on the following:

- Group business feasibility study
- Wildfire messaging x business resiliency
- Alignment with CoB Economic Development Plan (Invest Bend)
- Expanded revenue opportunities to support more diverse community needs (housing, transportation).
- Supplier surveys to better inform Visit Bend investments.
- Grant program evolution and expansion to further serve local organizations and economic development efforts through cultural and sustainable tourism.

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

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	FY26	FY25	\$	%
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)	

	TOTAL \$		TOTAL \$
REVENUE		OVERHEAD EXPENSES	
City Funding - Current Year	4,976,200	Bank Fees	6,000
Retail Sales	50,000	Building Lease	79,200
Advertising Sales	4,800	Building Maintenance	18,000
Interest Income	10,800	Depreciation & Amortization	18,000
TOTAL \$ 5,041,800		Dues & Subscriptions	10,800
PERSONNEL EXPENSES		Education & Training	53,000
Base Pay	1,331,896	Equipment Lease & Maint.	4,800
Incentive Pay	108,650	Hiring Expenses	3,600
Payroll Taxes	115,200	Insurance	9,500
Employee Benefits	322,200	Interest Expense	7,692
TOTAL \$ 1,877,946		Licenses & Permits	6,000
GRANT PROGRAMS		Network & Telco	25,200
Bend Cultural Tourism Fund	373,200	Office Supplies	19,200
Bend Sustainability Fund	746,500	Professional Fees	72,000
TOTAL \$ 1,119,700		Travel & Meals	26,300
SALES & MARKETING EXPENSES		Utilities	11,900
Audio	30,000	TOTAL \$ 371,192	
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 FY26 EXPENSES

\$ 5,090,108

TOTAL FY26 DEFICIT

-\$48,308

TOTAL RESERVE FUND

\$506,793

THANK YOU

