

A night sky photograph featuring the Milky Way galaxy stretching across the upper right portion. A comet with a bright head and a long tail is visible in the lower left quadrant. The foreground shows the dark silhouette of a mountain range with several evergreen trees. The text 'VISIT BEND BEND' is centered in the sky, with 'BEND' inside a white circle.

VISIT **BEND** BEND

*NLA Meeting - September 8, 2020*



# Mission, Guiding Principles, Values

## MISSION

As a primary caretaker of Bend's brand, Visit Bend is dedicated to enhancing Bend's economy by attracting visitors and encouraging them to connect with our rich culture and diverse local businesses. Visit Bend's strategic, creative, and thoughtful initiatives promote the area with a focus on community, sustainability, and respect for Bend's natural resources and way of life.

## GUIDING PRINCIPLES

**Economic development:** We responsibly promote tourism to help local businesses flourish, generate tax revenue for the city, and enhance the city's year-round livability for guests and residents alike.

**Brand development:** We establish and support a brand reflective of Bend's values, maintaining the vision of our community for both visitors and locals.

**Stewardship:** We acknowledge, maintain, and partner with non-profits and land managers to ensure a responsible and sustainable vision for our wild places.

## VISION

To become the most effective, respected, responsive, and conscientious DMO in the United States.

## VALUES

- We operate with honesty & integrity at all times
- We are committed to the highest level of fiscal responsibility
- We will be respectful & compassionate to our community and our wild places
- We strive to be courageous, creative, and innovative in all we do
- Our actions enhance the quality of life for visitors and residents alike



# State Law and Local Law

## Local Law / City of Bend:

The bill establishing the state lodging tax also placed restrictions on local lodging taxes, which are still in place today. These restrictions include:

For local lodging taxes that were in existence in 2003 (For the City of Bend, this was 9%):

- Maintain the percentage of existing lodging tax used for tourism promotion and tourism facilities\*
- The recipients of the tax may change, but the percentage used for tourism purposes cannot

For new or increased local lodging taxes (For the City of Bend, the tax rate was increased by 1.4% - approved by voters in 2013):

- 70% must be used for tourism promotion or tourism-related facilities\*
- 30% is unrestricted in use

\*Additionally there is a 1.5% statewide tax making the total TRT tax rate 12.9% in the city of Bend.

\*In Bend, local city code further restricts use so that tourism-related facilities cannot be funded by local lodging taxes.





# TRT Timeline

- 1983 ● City of Bend imposes first Transient Room Tax of 6%.
- 2001 ● Bend City Council votes to increase Transient Room Tax to 9%.
- 2002 ● City ordinance passed, to allocate an increase to the Tourist Fund for the purpose of promoting tourism for the City of Bend.
- 2003 ● State Law adopted to allocate a minimum percentage of TRT collections to the promotion of tourism.
- 2007 ● Bend City Council asks Visit Bend to ramp up marketing efforts to help Bend weather the impending recession.
- 2010 ● Bend's strong tourism industry begins pulling Bend out of the recession ahead of all other industries.
- 2013 ● Voter-approved measure passed to increase TRT from 9% to 10.4%, creating dedicated funding for Police + Fire and arts + cultural organizations.
- 2015 ● Visit Bend shifts strategy, investing 90% of marketing dollars in to non-summer months.
- 2015 ● Bend City Council passes new vacation rental density law.
- 2017 ● City of Bend changes percentage of TRT allocated to the tourism fund.
- 2018 ● Visit Bend adopts new mission + vision statements along with new guiding principles.



# Room Tax Breakdown



Average Hotel Night in Bend, FY 2020:

**\$124.41**



X 10.4% Tax Rate =

**\$12.94**

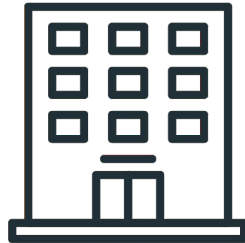


70% to General Fund:

**\$9.06**

30% Restricted  
to Tourism Fund:

**\$3.88**



\$2,300 / year / hotel room  
to city's general fund

compared  
to

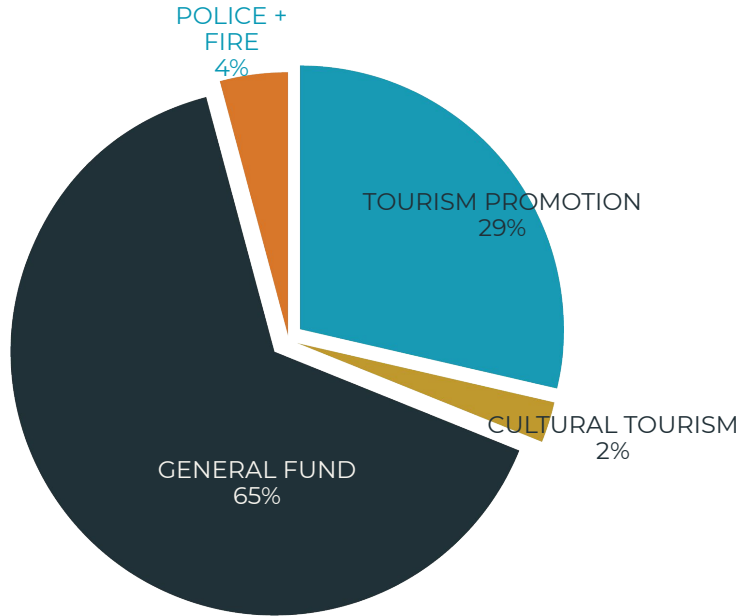


\$630 / year / private residence  
to city's general fund



# Allocation of TRT Dollars (FY 19-21)

## TRT ALLOCATION PERCENTAGES



## TRT ALLOCATIONS BY YEAR

	FY 19	FY 20	FY 21(proj.)
<b>GENERAL FUND</b>	\$6,592,525	\$5,685,848	\$4,252,948
<b>POLICE + FIRE</b>	\$406,946	\$350,978	\$262,528
<b>TOURISM PROMOTION</b>	\$2,936,115	\$2,532,308	\$2,047,716
<b>CULTURAL TOURISM</b>	\$238,063	\$205,322	\$238,063

# STATE OF OREGON

## DIRECT TRAVEL IMPACTS

	IN 2003	IN 2019	CHANGE
<i>Direct Employment</i>	84,500 jobs	117,500 jobs	+39%
<i>Employee Earnings</i>	\$1.7 billion	\$3.8 billion	+124%
<i>Visitor Spending</i>	\$6.5 billion	\$12.8 billion	+97%
<i>Taxes (State/Local)</i>	\$246 million	\$592 million	+141%

\*City of Bend change in taxes from 2003-2019: +376% (2003-2019, \$2.13 million - \$10.17 million)



# Industry Briefing – TRT, Occupancy, Forecasting

## ROOM TAX COLLECTIONS

13:00 8/26/20

### DESCHUTES COUNTY - TRT COLLECTION

	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE	FY18/19	CHANGE	FY19/20	CHANGE
JUL	\$ 625,711	-18.3%	\$ 675,977	8.0%	\$ 782,447	12.8%	\$ 818,812	7.4%	\$ 915,363	11.8%	\$ 1,188,765	29.9%	\$ 1,271,350	6.9%	\$ 1,430,995	12.6%	\$ 1,514,978	5.9%	\$ 1,667,996	10.1%	\$ 1,748,181	4.8%
AUG	\$ 672,341	-6.7%	\$ 674,385	0.3%	\$ 640,605	-5.0%	\$ 735,633	14.8%	\$ 906,575	23.2%	\$ 1,115,119	23.0%	\$ 1,169,306	4.9%	\$ 1,216,888	4.1%	\$ 1,468,425	20.7%	\$ 1,413,522	-3.7%	\$ 1,555,799	10.1%
SEP	\$ 291,042	7.8%	\$ 315,140	8.3%	\$ 313,722	-0.4%	\$ 327,777	4.5%	\$ 403,810	23.2%	\$ 430,477	6.6%	\$ 614,663	42.8%	\$ 574,496	-6.5%	\$ 529,022	-7.9%	\$ 610,968	15.5%	\$ 793,230	29.8%
OCT	\$ 137,059	-12.0%	\$ 110,719	-19.2%	\$ 129,320	16.8%	\$ 126,948	-1.8%	\$ 139,234	9.7%	\$ 175,403	26.0%	\$ 240,295	37.0%	\$ 282,936	17.7%	\$ 394,256	39.3%	\$ 364,516	-7.5%	\$ 354,406	-2.8%
NOV	\$ 103,767	-11.7%	\$ 112,113	8.0%	\$ 101,784	-9.2%	\$ 105,795	3.9%	\$ 131,451	24.3%	\$ 195,905	49.0%	\$ 213,017	8.7%	\$ 228,533	7.4%	\$ 266,930	16.6%	\$ 289,147	7.2%	\$ 297,571	4.0%
DEC	\$ 188,621	-14.2%	\$ 199,866	6.0%	\$ 221,146	10.6%	\$ 252,250	14.1%	\$ 319,538	26.7%	\$ 360,655	12.9%	\$ 395,621	10.0%	\$ 453,353	14.3%	\$ 421,618	-7.0%	\$ 472,507	12.1%	\$ 554,419	17.3%
JAN	\$ 118,337	-18.5%	\$ 153,670	29.9%	\$ 125,545	-18.3%	\$ 180,588	43.8%	\$ 180,382	0.1%	\$ 230,003	27.5%	\$ 278,939	21.3%	\$ 272,394	-2.3%	\$ 315,236	15.7%	\$ 414,665	31.8%	\$ 471,140	13.6%
FEB	\$ 121,654	14.8%	\$ 119,788	-1.5%	\$ 143,076	19.4%	\$ 154,062	7.7%	\$ 155,023	0.6%	\$ 189,704	22.4%	\$ 255,899	34.9%	\$ 259,411	1.4%	\$ 277,310	6.9%	\$ 351,432	26.7%	\$ 362,855	3.3%
MAR	\$ 147,374	11.9%	\$ 148,310	0.6%	\$ 151,221	2.0%	\$ 194,809	28.8%	\$ 224,459	15.2%	\$ 276,134	23.0%	\$ 302,367	9.5%	\$ 354,899	17.4%	\$ 407,138	14.7%	\$ 343,289	-15.7%	\$ 159,628	-63.4%
APR	\$ 90,000	7.0%	\$ 105,941	17.7%	\$ 121,015	14.2%	\$ 130,428	7.8%	\$ 181,695	39.3%	\$ 189,582	4.3%	\$ 216,213	14.0%	\$ 236,091	9.2%	\$ 272,934	15.6%	\$ 406,383	48.9%	\$ 33,029	-91.9%
MAY	\$ 143,816	-11.5%	\$ 190,961	32.8%	\$ 202,628	6.1%	\$ 219,254	8.2%	\$ 258,725	18.0%	\$ 292,303	13.0%	\$ 354,123	21.1%	\$ 390,661	10.3%	\$ 476,280	4.0%	\$ 524,883	29.2%	\$ 224,100	-67.3%
JUN	\$ 332,197	3.8%	\$ 345,103	3.9%	\$ 445,126	29.0%	\$ 449,607	1.0%	\$ 462,519	2.9%	\$ 625,431	35.2%	\$ 755,305	20.8%	\$ 683,013	-9.6%	\$ 761,871	11.5%	\$ 973,143	27.7%	\$ 992,980	2.0%
FYTD	\$ 2,971,919	-7.1%	\$ 3,151,973	6.1%	\$ 3,357,635	6.5%	\$ 3,695,963	10.1%	\$ 4,278,774	15.8%	\$ 5,269,481	23.2%	\$ 6,068,098	15.2%	\$ 6,383,950	5.2%	\$ 7,035,998	10.2%	\$ 7,829,451	11.3%	\$ 7,547,538	-3.6%
FY End	\$ 2,971,919	-7.1%	\$ 3,151,973	6.1%	\$ 3,357,635	6.5%	\$ 3,695,963	10.1%	\$ 4,278,774	15.8%	\$ 5,269,481	23.2%	\$ 6,068,098	15.2%	\$ 6,383,950	5.2%	\$ 7,035,998	10.2%	\$ 7,829,451	11.3%	\$ 7,547,538	-3.6%

### CITY OF BEND - TRT COLLECTION

	FY09/10	CHANGE	FY10/11	CHANGE	FY11/12	CHANGE	FY12/13	CHANGE	FY13/14	CHANGE	FY14/15	CHANGE	FY15/16	CHANGE	FY16/17	CHANGE	FY17/18	CHANGE	FY18/19	CHANGE	FY19/20	CHANGE
JUL	\$ 433,489	-3.5%	\$ 489,662	13.0%	\$ 544,688	11.2%	\$ 543,438	-0.2%	\$ 586,376	7.9%	\$ 881,867	60.4%	\$ 1,157,521	32.4%	\$ 1,253,078	7.3%	\$ 1,415,547	13.0%	\$ 1,392,621	-1.6%	\$ 1,677,435	13.3%
AUG	\$ 384,731	-11.9%	\$ 444,130	15.4%	\$ 480,388	8.2%	\$ 534,186	11.2%	\$ 610,702	14.3%	\$ 870,733	42.4%	\$ 1,021,591	17.3%	\$ 1,109,525	8.6%	\$ 1,347,492	21.4%	\$ 1,343,926	-0.3%	\$ 1,458,091	8.5%
SEP	\$ 284,892	-11.4%	\$ 328,306	15.2%	\$ 377,773	16.1%	\$ 395,722	4.8%	\$ 462,399	16.8%	\$ 565,927	22.6%	\$ 739,451	30.7%	\$ 839,649	13.6%	\$ 820,801	-2.2%	\$ 954,580	15.2%	\$ 1,021,681	8.0%
OCT	\$ 224,398	-7.5%	\$ 250,959	11.8%	\$ 229,891	-4.4%	\$ 280,250	21.9%	\$ 345,402	23.2%	\$ 440,768	27.6%	\$ 530,277	20.3%	\$ 664,833	25.4%	\$ 650,738	-2.1%	\$ 734,036	12.8%	\$ 795,824	8.4%
NOV	\$ 144,153	-5.6%	\$ 152,274	5.6%	\$ 166,215	9.2%	\$ 178,469	7.4%	\$ 215,766	20.9%	\$ 295,095	36.8%	\$ 357,690	21.2%	\$ 458,649	28.3%	\$ 426,303	-7.1%	\$ 495,457	16.2%	\$ 539,082	8.8%
DEC	\$ 185,489	22.8%	\$ 218,038	17.5%	\$ 205,001	-5.7%	\$ 228,195	11.0%	\$ 298,908	26.6%	\$ 390,893	31.8%	\$ 434,108	14.0%	\$ 541,672	24.8%	\$ 567,940	4.4%	\$ 567,940	12.0%	\$ 592,581	4.3%
JAN	\$ 143,102	0.4%	\$ 153,892	7.4%	\$ 158,458	3.1%	\$ 183,934	16.1%	\$ 229,564	24.3%	\$ 328,988	43.9%	\$ 399,620	21.5%	\$ 467,385	17.0%	\$ 475,959	1.8%	\$ 556,007	16.4%	\$ 595,787	7.5%
FEB	\$ 165,234	3.2%	\$ 181,006	9.5%	\$ 191,409	5.7%	\$ 205,050	7.1%	\$ 262,821	28.2%	\$ 377,576	43.7%	\$ 428,240	13.4%	\$ 475,556	11.0%	\$ 499,764	5.1%	\$ 533,904	6.8%	\$ 656,403	22.9%
MAR	\$ 198,289	18.5%	\$ 207,918	4.9%	\$ 225,231	8.3%	\$ 260,039	15.5%	\$ 356,557	37.1%	\$ 492,377	38.1%	\$ 542,242	10.1%	\$ 686,890	26.6%	\$ 673,381	-1.9%	\$ 741,513	10.1%	\$ 335,846	-64.7%
APR	\$ 201,723	12.1%	\$ 215,623	6.9%	\$ 233,926	8.5%	\$ 273,645	17.0%	\$ 329,826	20.5%	\$ 474,418	43.8%	\$ 571,271	20.4%	\$ 635,713	11.3%	\$ 690,587	8.6%	\$ 737,773	6.8%	\$ 120,155	-83.7%
MAY	\$ 296,714	7.1%	\$ 290,647	-1.3%	\$ 304,522	4.8%	\$ 358,299	17.7%	\$ 431,931	20.6%	\$ 587,528	36.0%	\$ 614,788	4.6%	\$ 766,845	24.7%	\$ 803,357	4.8%	\$ 915,959	14.0%	\$ 311,083	-66.0%
JUN	\$ 337,885	14.9%	\$ 348,207	3.1%	\$ 405,876	16.0%	\$ 446,842	10.1%	\$ 601,113	34.5%	\$ 704,235	17.1%	\$ 877,415	11.7%	\$ 1,021,403	15.1%	\$ 1,081,683	6.9%	\$ 1,210,933	11.9%	\$ 770,490	-36.4%
FYTD	\$ 2,980,088	0.8%	\$ 3,280,461	10.8%	\$ 3,523,958	7.4%	\$ 3,888,070	10.3%	\$ 4,720,365	21.4%	\$ 6,490,413	37.5%	\$ 7,694,125	18.5%	\$ 8,920,998	15.9%	\$ 9,392,551	5.3%	\$ 10,173,649	8.3%	\$ 8,774,457	-13.8%
FY End	\$ 2,980,088	0.8%	\$ 3,280,461	10.8%	\$ 3,523,958	7.4%	\$ 3,888,070	10.3%	\$ 4,720,365	21.4%	\$ 6,490,413	37.5%	\$ 7,694,125	18.5%	\$ 8,920,998	15.9%	\$ 9,392,551	5.3%	\$ 10,173,649	8.3%	\$ 8,774,457	-13.8%

1% TRT rate increase implemented in June 2014 in City of Bend (9% to 10%)  
 .4% TRT rate increase implemented in June 2015 in City of Bend (10% to 10.4%)  
 1% TRT rate increase implemented for Deschutes County on July 1, 2014 (7% to 8%)

Indicates Historical High For That Specific Month  
 Months Affected by COVID-19 Pandemic





# Industry Briefing – TRT, Occupancy, Forecasting

<b>Hotel, Motel, Resort, OTA</b>														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2018	2017/18	\$1,141,693	\$1,086,135	\$659,175	\$531,967	\$330,526	\$379,113	\$323,792	\$355,163	\$507,184	\$538,880	\$630,252	\$816,414	\$7,300,294
2019	2018/19	\$1,128,099	\$1,102,577	\$785,476	\$614,296	\$404,335	\$427,165	\$376,484	\$369,784	\$531,575	\$549,580	\$700,162	\$993,238	\$7,982,771
2020	2019/20	\$1,452,618	\$1,122,377	\$788,167	\$667,801	\$386,579	\$421,362	\$395,638	\$440,901	\$269,062	\$127,716	\$206,788	\$522,818	\$6,801,827
	% Change	29%	2%	0%	9%	-4%	-1%	5%	19%	-49%	-77%	-70%	-47%	

<b>Vacation Rental</b>														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2018	2017/18	\$165,402	\$155,212	\$86,523	\$47,787	\$34,853	\$71,772	\$47,425	\$47,976	\$53,971	\$40,435	\$56,558	\$95,865	\$903,779
2019	2018/19	\$137,911	\$115,559	\$59,286	\$30,647	\$22,985	\$59,555	\$43,074	\$45,095	\$55,037	\$48,907	\$62,202	\$100,360	\$780,618
2020	2019/20	\$155,736	\$126,309	\$84,030	\$60,984	\$41,748	\$65,923	\$53,187	\$50,369	\$31,449	\$13,731	\$24,011	\$56,758	\$764,235
	% Change	13%	9%	42%	99%	82%	11%	23%	12%	-43%	-72%	-61%	-43%	

<b>B&amp;B, Boarding House</b>														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2018	2017/18	\$10,870	\$10,686	\$6,730	\$4,719	\$1,871	\$2,692	\$1,869	\$2,303	\$3,526	\$3,648	\$5,959	\$8,167	\$63,040
2019	2018/19	\$10,554	\$10,169	\$8,058	\$4,619	\$2,147	\$2,403	\$2,250	\$1,951	\$2,437	\$3,331	\$4,452	\$6,868	\$59,239
2020	2019/20	\$9,665	\$9,408	\$8,050	\$4,791	\$2,183	\$2,073	\$921	\$1,803	\$1,888	\$519	\$1,915	\$1,608	\$44,824
	% Change	-8%	-7%	0%	4%	2%	-14%	-59%	-8%	-23%	-84%	-57%	-77%	

<b>RV Park</b>														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2018	2017/18	\$22,678	\$22,198	\$14,111	\$7,255	\$1,677	\$990	\$1,098	\$1,148	\$2,580	\$4,708	\$11,636	\$21,318	\$111,397
2019	2018/19	\$25,182	\$26,687	\$17,337	\$8,608	\$2,284	\$1,283	\$1,448	\$1,159	\$2,780	\$5,930	\$14,044	\$22,490	\$129,232
2020	2019/20	\$30,694	\$27,552	\$36,946	\$12,669	\$3,223	\$1,461	\$1,975	\$1,456	\$2,879	\$1,285	\$8,059	\$5,388	\$133,587
	% Change	22%	3%	113%	47%	41%	14%	36%	26%	4%	-78%	-43%	-76%	

<b>Airbnb</b>														
		July	August	September	October	November	December	January	February	March	April	May	June	Total Year
2018	2017/18	\$74,905	\$73,261	\$54,262	\$59,010	\$57,376	\$52,352	\$101,775	\$93,194	\$106,150	\$102,916	\$89,195	\$99,977	\$964,373
2019	2018/19	\$90,876	\$88,934	\$75,423	\$75,867	\$63,706	\$77,534	\$130,751	\$115,915	\$149,684	\$130,025	\$135,098	\$122,689	\$1,256,502
2020	2019/20	\$120,607	\$116,171	\$106,547	\$105,213	\$92,575	\$89,697	\$168,488	\$155,660	\$0	\$0	\$56,338	\$218,003	\$1,229,299
	% Change	33%	31%	41%	39%	45%	16%	29%	34%	-100%	-100%	-58%	78%	

Months Affected by COVID-19 Pandemic



# Opportunities to engage w/ Visit Bend

Kevney Dugan - [Kevney@visitbend.com](mailto:Kevney@visitbend.com) or 541-848-7275 (cell), 541-382-8048 (office)

Board Meetings - 3rd Tuesday, 8 am (January, March, May, September, November)

Future NLA Meetings

Visit Bend - About Us Page [www.visitbend.com/about-us](http://www.visitbend.com/about-us)

Visit Bend Board of Directors - [www.visitbend.com/about-us/board-of-directors/](http://www.visitbend.com/about-us/board-of-directors/)



VISIT  BEND

*Q+A // NLA Meeting*