

TOURISM COUNCILORS

Eric Strahl, Chair
Craterian Theater

Gloria Thomas, Vice Chair
Lady Geneva Bed & Breakfast

Bruce Hoevet, Past Chair
Rogue Regency Inn

Bonny Panchal
Red Roof Inn & Suites

Gina Bianco
Rogue Valley Vintners

JoJo Howard
Compass Hotel Margaritaville

Lindsey Rice
RV Zipline Adventure

Marissa Ruf
Merete Hotel Management

Mike Doil
Rogue Valley International-Medford Airport

Rachel Koning
Common Block Brewing

Sarah Strickler
Grown Rogue/Downtown Medford
Association Liaison

Vince Domenzain
Stone Ridge Golf Club/Southern Oregon
Sports Commission Liaison

Wendy Baker
Hilton Garden Inn & Homewood Suites

Jeff Kapple
Chamber of Medford & Jackson County
Liaison

Kevin Stine
Medford City Council Liaison

TRAVEL MEDFORD STAFF

T.J. Holmes
Senior Vice President

Amanda Coscette
Marketing & Communications Coordinator

Angela Wood
Director of Sales & Visitor Services

Ashley Cates
Chief Marketing Officer

Brad King
Director of Sports Development

Celeste Moreno
Graphic Designer & Creative Manager

Maclayne De Mello
Community Partnership Coordinator



Travel Medford Tourism Council
August 23, 2023 | 3:30 p.m.
Rogue Valley International Airport

AGENDA

OPTIONAL Tour of Rogue Valley Airport begins at 3:00 p.m.

- I. Meeting Call to Order & Introductions – *Strahl*
- II. Approval of June 28, 2023 minutes *page 2*
- III. Financial Report – *Holmes* *page 4*
- IV. Travel Medford Report – *Holmes*
- V. Marketing Update – *Cates & Coscette*
- VI. Creative Update – *Moreno*
- VII. Visitor Services Update – *Holmes*
- VIII. Sports Update – *King*
- IX. Event Promotion & Brandwear Update – *De Mello* *page 14*
- X. TMTC Roundtable Updates

NEXT MEETING: September 27, 2023 at RV Zipline/Laurel Hills

Important Travel Medford standing meeting dates & events:

RV Growers & Crafters Market	Aug 31	Hawthorne Park
Labor Day	Sept 4	Office Closed
Chamber Excellence In Business Awards Dinner	Sept. 14	Rogue Valley CC
Third Friday	Sept 15	Downtown Medford
Heart of the Rogue Festival	Oct. 13-14	Pear Blossom Park

****Travel Medford Mission****

Increase lodging occupancy and enhance the visitor experience by promoting Medford and the Rogue Valley as a premier travel destination, thereby strengthening the local economy.

****Travel Medford Tourism Council Purpose****

Offer travel & hospitality expertise, support, counsel and direction to Travel Medford.

Meeting Minutes

For the Meeting on June 28, 2023

Present: Eric Strahl, Jeff Kapple, Gina Bianco, Bruce Hoevet, JoJo Howard, Kevin Stine, Mike Doil, Gloria Thomas

Absent: Vince Domenzain, Wendy Baker, Marissa Ruf, Rachel Koning, Lindsey Rice, Sarah Strickler, Bonny Panchal

Staff: T.J. Holmes, Amanda Coscette, Angela Wood, Celeste Moreno, Brad King

Minutes: Minutes from the May 31, 2023 meeting were reviewed. A motion to accept was made by Bruce. JoJo seconded. Motion approved by the group.

Tourism Council Appointments

- With Bruce Hoevet stepping down as Vice Chair, recommendations for the succeeding appointment were opened to the group. Gloria Thomas was nominated for Vice Chair and Eric Strahl to continue as Chair for his second year. A motion to accept Chair appointments was made by Bruce. JoJo seconded. Motion approved by the group.

Financial Report (Holmes)

- The balance sheet and profit & loss statement were reviewed, financials are in a good position as we get close to wrapping up the fiscal year.
- Line 107 - \$37,000 has been moved into reserves, per TMTC's vote, and is up to date.
- Line 122 - May is showing the best TLT on record, and has been for the past three Mays.
- TLT revenue is 5% above projection for the entire fiscal year. Total income up 9%.
- Line 812.7 - Ad buys are a little over budget, made for a strong push on marketing.
- Travel Medford met the annual city deliverable of spending \$10,000 to promote events at Lithia & Driveway Fields.
- A motion to accept the financial report as presented was made by Gloria. Gina seconded. Motion approved by the group.

Travel Medford Update (Holmes)

- As Angela transitions from Sports Tourism to Visitor Services, she will be taking Fridays off and will be working 32 hours a week.
- T.J. will be submitting a proposed budget to the City of Medford this week.
- Visitor Information contract with the airport has been renewed for the next five years.
- There is no TMTC meeting in July, we will reconvene in August at the RV Airport.

Marketing Update (Coscette)

- Amanda presented the Quarter 4 Marketing Report.
- Print Ads, designed by Celeste, were published in USA Today, Southern Oregon Magazine, NW Travel, and Bend Magazine.
- Reporting on Digital Ads finalize at the end of June, but Direct Booking Campaigns are underway. Sojern is showing an economic impact of \$256,800 with 248 bookings. Expedia is performing well with a return on advertising spend (ROAS) of \$33.40 and impressions reaching 1.1 million.
- Datafy Visitation Summary includes 1,669,896 trips to Medford with 284,430 bookings.
- Facebook organic shows a 5.4% increase in followers. Facebook paid has earned 2.5M impressions with cost per click at \$0.68.
- Oregon Wine Month campaign concluded, gaining 8,481 leads from 47 states.

Visitor Services (Wood)

- The Taste of the Rogue event held at the airport visitor center is underway, offering samplings from some of the best in Rogue Valley wine. June will showcase Roxyann, July hosts Rellik and Naumes in August.
- Angela attended the PRS Volunteer Fair and gained some good leads. Looking to extend hours with volunteers with plans to host quarterly meetings.
- A downtown awareness plan is in the works with quarterly "VIC Takeovers" showcasing our partners in food, drink, and adventure.
- We are developing a new mobile passport based on our Rogue Valley Bucket List.

Sports Update (King)

- Working towards certification as a Sports Tourism Strategist.
- Filming wrapped on the latest Know Your Role video with plans to expand the program nationally.
- SOSC is excited to host the 2nd annual Southern Oregon Cornhole Classic in November. This three day event will be huge for the West Coast as it boasts a \$10k purse.

Community Partnership (Holmes)

- Preparation for Heart of the Rogue Festival is underway with 32 exhibitors registered to participate. Early bird pricing will end July 1st.
- Wine Country Lane plans to include a food sampling and beer garden for the average festival goer in addition to the elevated VIP experience.
- \$116,000 was spent on event promotions this year and it is the highest amount Travel Medford has ever spent specifically on events.

Balance Sheet

As of June 2023

1:55 PM
07/11/23
Accrual Basis

Travel Medford Balance Sheet As of June 30, 2023

	<u>Jun 30, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	16,038.20
107 - US Bank - Money Market	<u>240,166.21</u>
Total Checking/Savings	256,204.41
Accounts Receivable	
122 - Accounts Receivable	<u>143,997.45</u>
Total Accounts Receivable	<u>143,997.45</u>
Total Current Assets	400,201.86
Fixed Assets	
150 - Equipment	12,887.26
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	<u>-3,110.31</u>
Total Fixed Assets	<u>87,136.19</u>
TOTAL ASSETS	<u>487,338.05</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	<u>2,070.20</u>
Total Other Current Liabilities	<u>2,070.20</u>
Total Current Liabilities	<u>2,070.20</u>
Total Liabilities	2,070.20
Equity	
302 - Retained Earnings	403,196.96
Net Income	<u>82,070.89</u>
Total Equity	<u>485,267.85</u>
TOTAL LIABILITIES & EQUITY	<u>487,338.05</u>

Profit & Loss

June 2023

11:41 AM
07/11/23
Accrual Basis

Travel Medford Profit & Loss Budget Performance July 2022 through June 2023

		YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense				
Income				
	430 - Interest Income	216		
	440 - Occupancy Tax Income	1,585,958	1,541,864	1,541,864
	451 - Airport Ad Income	6,465	4,800	4,800
	452 - Brand Merchandise	10,099	21,000	21,000
	454 - Event Revenue	21,445		
	456 - Misc Revenue	45,000		
	Total Income	1,669,182	1,567,664	1,567,664
Expense				
	540 - Administration			
	540.1 - Rent and Operations	42,646	42,646	42,646
	540.2 - Shared Salaries	62,881	62,902	62,902
	540.3 - Salaries	89,250	89,250	89,250
	540.4 - Benefits	19,028	19,568	19,568
	Total 540 - Administration	213,805	214,366	214,366
	Office Expense			
	602 - Telephone	3,645	3,720	3,720
	604 - Postage	1,638	2,000	2,000
	606 - Supplies	2,920	1,200	1,200
	608 - Legal & Accounting	38,124	39,000	39,000
	Total Office Expense	46,327	45,920	45,920
	Promotion Expense			
	812 - Advertising			
	812.1 - Advertising Support	52,200	42,000	42,000
	812.2 - Salaries	223,369	234,500	234,500
	812.3 - Benefits	46,831	55,308	55,308
	812.4 - Giveaways	4,858	15,000	15,000
	812.5 - BrochDist/Fullfillment	31,895	7,719	7,719
	812.6 - Community Partnerships	97,285	77,100	77,100
	812.7 - Sust. Mkt. Traditional	76,210	69,000	69,000
	812.9 - DigitalSocialMedCampaign	323,577	276,000	276,000
	Total 812 - Advertising	856,225	776,628	776,628
	813 - Sports Tourism			
	813.1 - SOSC	4,999	5,000	5,000
	813.2 - Sports Tourism	58,951	63,897	63,897
	813.3 - Salary	8,750		
	813.4 - Benefits	847		
	Total 813 - Sports Tourism	73,548	68,897	68,897
	814 - Brochures & Printing	18,746	22,325	22,325
	816 - Art, Design Services	31,615	48,000	48,000

Balance Sheet

July 2023

12:11 PM
08/14/23
Accrual Basis

Travel Medford
Balance Sheet
As of July 31, 2023

	<u>Jul 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	33,249.86
107 - US Bank - Money Market	240,208.97
Total Checking/Savings	<u>273,458.83</u>
Accounts Receivable	
122 - Accounts Receivable	178,362.56
Total Accounts Receivable	<u>178,362.56</u>
Total Current Assets	451,821.39
Fixed Assets	
150 - Equipment	5,339.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-3,110.31
Total Fixed Assets	<u>79,587.95</u>
TOTAL ASSETS	<u><u>531,409.34</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	2,070.20
Total Other Current Liabilities	<u>2,070.20</u>
Total Current Liabilities	<u>2,070.20</u>
Total Liabilities	2,070.20
Equity	
302 - Retained Earnings	437,506.18
Net Income	91,832.96
Total Equity	<u>529,339.14</u>
TOTAL LIABILITIES & EQUITY	<u><u>531,409.34</u></u>

Travel Medford
Profit & Loss Budget Performance
July 2023

					YTD Actual	YTD Budget	Annual Budget
818 - Conv. Sales/Group Tours							
818.1 - Conv. Sales/Group Tours					326	958	11,500
818.2 - Salaries					4,732	4,732	56,780
818.3 - Benefits					1,273	1,273	15,695
Total 818 - Conv. Sales/Group Tours					6,331	6,963	83,975
819- Promo Materials/Brand							
819.1 - Promotional Partnership					0	250	3,000
819.2 - Brand Merchandise					7,332	1,417	17,000
Total 819- Promo Materials/Brand					7,332	1,667	20,000
820 - Spec. Proj/Programs					4,964	2,838	34,052
822 - Research					0	2,892	34,700
824 - Website					686	833	10,000
840 - Visitor Services							
840.1 - Visitor Services					346	3,209	38,511
840.4 - Airport							
840.41 - Airport Ad Expense					284	229	2,750
840.42 - Airport Support					1,627	3,379	40,550
Total 840.4 - Airport					1,910	3,608	43,300
Total 840 - Visitor Services					2,256	6,818	81,811
Total Promotion Expense					88,024	107,987	1,297,668
Sales & Travel							
650 - Trade/Travel Shows/Confer							
650.1 - Conferences					0	1,157	13,880
650.3 - Tradeshows					0	183	2,200
650.5 - Stakeholder Partnershps					0	83	1,000
Total 650 - Trade/Travel Shows/Confer					0	1,423	17,080
654 - Dues and Subscriptions					16	836	10,034
656 - Sales Travel, Meetings							
656.1 - Conferences					511	1,667	20,000
656.3 - Tradeshows					0	583	7,000
656.7 - Local Sales/Meeting					915	1,417	17,000
Total 656 - Sales Travel, Meetings					1,426	3,667	44,000
Total Sales & Travel					1,442	5,926	71,114
Total Expense					109,034	135,289	1,625,494
Net Ordinary Income					91,833	74,792	0
Net Income					91,833	74,792	0

Tourism Trends

Tourism Trends

JUNE 2023

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	76.5%	-5%	74.5%	-6%	70.6%	-6%
Average Daily Rate	\$130.84	-5%	\$154.53	2%	\$157.59	6%
Rev. Per Available Room	\$100.03	-10%	\$115.17	-4%	\$111.32	-1%

YEAR-TO-DATE

July '22 - June '23

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	63.9%	-13%	62.0%	-11%	60.5%	-2%
Average Daily Rate	\$116.56	-2%	\$130.27	2%	\$140.07	7%
Rev. Per Available Room	\$74.46	-15%	\$80.83	-9%	\$84.68	5%
Room Demand	647,650	-4%	1,097,146	-5%	15.6 M	-2%
Room Supply	1,013,844	9%	1,768,342	7%	25.8 M	0%
Room Revenue	\$75.5 M	-7%	\$142.9 M	-3%	\$2.18 B	5%

Sources: STR & AirDNA

Transient Lodging Tax: Actual vs. Prediction
2023 - 2024

	Actual	Prediction	Difference	Collected from Intermediaries	Collected After the Last Day of the Month
JUL	\$ 178,362.56	\$ 186,635.89	\$ (8,273.33)	\$ 36,565.97	\$ -
AUG					
SEP					
OCT					
NOV					
DEC					
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
TOTAL	\$ 178,362.56	\$ 186,635.89	\$ (8,273.33)	\$ 36,565.97	

Year-Over-Year Comparison
2023 - 2024

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2022 - 2023	TLT 2023 - 2024	Difference	Lodging Occ.% 2022 - 2023	Lodging Occ.% 2023 - 2024	Lodging ADR 2022 - 2023	Lodging ADR 2023 - 2024
JUN	JUL	AUG	\$ 164,911.10	\$ 178,362.56	\$ 13,451.46	84.3%	76.5%	\$ 132.84	\$ 130.84
JUL	AUG	SEP	\$ 198,725.77			78.8%		\$ 139.54	
AUG	SEP	OCT	\$ 177,384.56			78.0%		\$ 132.12	
SEP	OCT	NOV	\$ 146,234.93			73.4%		\$ 123.57	
OCT	NOV	DEC	\$ 137,722.70			65.6%		\$ 116.47	
NOV	DEC	JAN	\$ 105,447.26			58.9%		\$ 104.98	
DEC	JAN	FEB	\$ 101,023.42			53.7%		\$ 99.43	
JAN	FEB	MAR	\$ 90,354.40			47.4%		\$ 100.57	
FEB	MAR	APR	\$ 96,559.04			51.6%		\$ 102.59	
MAR	APR	MAY	\$ 91,172.73			58.7%		\$ 104.79	
APR	MAY	JUN	\$ 132,424.23			60.5%		\$ 104.43	
MAY	JUN	JUL	\$ 143,997.45			65.0%		\$ 115.74	
		YTD	\$1,585,957.59	\$178,362.56	\$13,451.46				

**NOTE: Lodging includes hotels and intermediaries (AirBnb, VRBO)*

Visitor Information

July 2023

Rogue Valley Airport Welcome Center Data

2023 - 2024

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Hootboard Interactions	Total Interactions	Arriving Flights	Passenger Capacity
JUL	164	54	417	510	2,128	486	3,759	245	21,779
AUG							0		
SEP							0		
OCT							0		
NOV							0		
DEC							0		
JAN							0		
FEB							0		
MAR							0		
APR							0		
MAY							0		
JUN							0		
TOTAL	164	54	417	510	2,128	486	3,759	245	21,779
TOTAL YTD 22-23	231	109	1,530	1,178	2,395	161	5,373	378	31,108
% Chg	-29%	-50%	-73%	-57%	-11%	202%	-30%	-35%	-30%

Event Promotion

July 2023

Travel Medford - Event Promotion Tracking

FY 2023-24

Community Partnership Grant Fund (812.6)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Heart of the Rogue Festival 2023	October 2023	\$45,000	\$6,443		\$6,443	Downtown
2	Sasquatch Open Pro Am	July 2023	\$1,000	\$1,000	\$500	\$1,500	Sports & Outdoors
3	Southern Oregon Golf Championships	September 2023	\$1,000	\$1,000	\$1,800	\$2,800	Sports & Outdoors
4	Medford Rogue Rotary Pickleball Fest	September 2023	\$1,000	\$1,000		\$1,000	Sports & Outdoors
5	Oregon Wine Experience	August 2023	\$5,000	\$2,500	\$10,500	\$13,000	Wine & Beer
6	Northwest Seasonal Farmworkers	July 2023	N/A	N/A	\$1,400	\$1,400	General
7	Western Intergovernmental Child Support Engagement Council	August 2023	N/A	N/A	\$12	\$12	General
8	14th Annual Mayors United (Access)	August 2023	N/A	N/A			General
9	Thunderstruck Custome Bikes	August 2023	N/A	N/A			General
10	Trail Blazers RIP City Rally Event	September	N/A	N/A			Sports & Outdoors
TOTAL			\$53,000	\$11,943	\$14,212	\$26,155	

Lithia & Driveway Fields Support (826)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	2023 Medford Fall Classic	October 2023	\$5,000				Sports & Outdoors
2							
TOTAL			\$5,000	\$0	\$0	\$0	

Rogue X Support (812.62)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	American Cornhole Organization Oregon Major	February 2024	\$3,500	\$3,500		\$3,500	Sports & Outdoors
2							
TOTAL			\$3,500	\$3,500	\$0	\$3,500	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	4	\$0		\$1,412	\$1,412
Downtown	1	\$45,000	\$6,443		\$6,443
Sports & Outdoors	6	\$8,000	\$6,500	\$2,300	\$8,800
Wine & Beer	1	\$5,000	\$2,500	\$10,500	\$13,000
TOTAL	12	\$58,000	\$15,443	\$14,212	\$29,655