

**TOURISM COUNCILORS**

**Eric Strahl, Chair**  
Craterian Theater

**Bruce Hoevet, Vice Chair**  
Rogue Regency Inn

**Gina Bianco**  
Rogue Valley Vintners

**Gloria Thomas**  
Lady Geneva Bed & Breakfast

**JoJo Howard**  
Compass Hotel Margaritaville

**Lindsey Rice**  
RV Zipline Adventure

**Marissa Ruf**  
Merete Hotel Management

**Rachel Koning**  
Common Block Brewing

**Sarah Strickler**  
Grown Rogue/Downtown Medford  
Association Liaison

**Vince Domenzain**  
Stone Ridge Golf Course

**Wendy Baker**  
HGI & 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 & Sports Development

**Ashley Cates**  
Chief Marketing Officer

**Maclayne De Mello**  
Community Partnership Coordinator

**Samantha Cañez**  
Content & Projects Manager



**Travel Medford Tourism Council**  
February 22, 2023 | 3:30 p.m.  
Urban Cork

**AGENDA**

- I. Meeting Call to Order – *Strahl*
- II. Approval of January 25, 2023 minutes *page 2*
- III. Financial Report – *Holmes* *page 5*
- IV. Meeting Introductions
- V. Travel Medford Report – *Holmes*
- VI. Public Relations Firm Selection – *Holmes*
- VII. Marketing Update – *Cates*
- VIII. Sports Update – *Holmes*
- IX. Community Partnership Update – *De Mello* *page 12*
- X. Visitor Services & Projects Update – *Cañez*
- XI. TMTC & Guest Updates – *Hoteliers, Airport, etc.*

**NEXT MEETING: March 22, 2023 at Holly Theatre**

**Important Travel Medford standing meeting dates & events:**

Medford’s 138th Birthday	Feb. 24	Downtown VIC
TMTC March Meeting	March 22	Holly Theatre
Governor’s Conference on Tourism	April 3-5	Portland
Pear Blossom Festival	April 8	Pear Blossom Park
SOSC Golf Tournament	May 6	Stone Ridge
National Travel & Tourism Week	May 7-13	Various locations
Chamber Forum on Tourism	May 8	RV Country Club

**\*Travel Medford Tourism Council Mission\***

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

# Meeting Minutes

## For the Meeting on January 25, 2023

**Present:** Eric Strahl, Bruce Hoevet, Jeff Kapple, Rachel Koning, Gloria Thomas, Wendy Baker, Vince Domenzain, Gina Bianco, Sarah Strickler, Lindsey Rice, Tim D'Alessandro (substitute for Kevin Stine)

**Absent:** JoJo Howard, Marissa Ruf, Ashley Cates, Amanda Coscette

**Staff:** T.J. Holmes, Angela Wood, Emily Hunter, Maclayne De Mello, Samantha Cañez

**Guests:** Ryan Torres (Merete), Amy Powell (Merete)

**Minutes:** Minutes from the November 30, 2022 meeting were reviewed. A motion to accept was made by Bruce. Vince seconded. Motion approved by the group.

### **Financial Report (T.J.)**

- T.J. reviewed the balance sheet and profit & loss statement.
- T.J. went over tourism trends for the month. TLT for December was 10% above monthly projection and +14% YTD over projected budget.
- Line 812.1, PR support is pending, RFP has been issued.
- Line 812.5 is over budget due to an increase in visitor guide requests.
- Line 840.1, Visitor Services, is under budget due to the construction of Rogue X Visitor Information Center. We are expected to be billed by the city later this fiscal year.
- Line 812.7 & 812.9, Advertising, is under budget due to larger upcoming spends planned later this year. Entire line items are accounted for, all a matter of timing.
- A motion to accept the financial report as presented was made by Wendy. Gloria seconded. Motion approved by the group.

### **Travel Medford Update (T.J.)**

- Room supply continues to rise and demand hasn't caught up yet. Numbers are still above pre-Covid.
- People are voicing concerns regarding a recession and inflation. 50% are saying that inflation will affect their travel plans within the next six months.
- We received the Travel Oregon Capacity Building Grant and plan to use it within the guidelines of our strategic plan to fill a graphic designer role. We have received 27 applicants for the position and are going onto second interviews.
- We partnered with Visit Bend to participate in their resident sentiment survey.
- The Chamber's Vice President of Communications, Irmes Dagba-Craven, is ending her career in Medford to pursue her dream job out of state. Emily Hunter is replacing her.

- The Great American Eclipse is happening On October 14, 2023 with Crater Lake at the epi-center. It coincides with the second day of the Heart of the Rogue Festival.
- Hootboard was launched at the airport with about 850 engagements in one month. This is an extension of our website and a resourceful tool at our visitor centers, especially when staff is not present.
- Rogue X is looking to reach full construction completion by the end of October, hosting soft openings for the first few months and opening to the public around December.
- February's TMTC meeting will be held at The Urban Cork with an optional tour beginning at 3:00 pm. March will be at The Holly Theatre and The Craterian in April.

### **Marketing Update (Hunter & Holmes)**

- \$15,000 was spent on a three-month marketing campaign through Expedia, garnering a gross revenue of \$279k. This was a huge return on investment with over 2,200 rooms booked, stretching our dollars during the slow season for a \$18 ROAS.
- The holiday giveaway campaign concluded with 3,758 participants; \$100 gift cards were purchased from 30 different local businesses with the flex points on Travel Medford's credit card, putting the bonus revenue back into the community. Winners have received their prizes.

### **Sports Update (Angela)**

- The American Cornhole Organization (ACO) Oregon Major Tournament is next weekend. Radio advertisements and paid promotions are underway. We have participants coming from at least 13 different states.
- This is ACO's first time hosting a "Major" in Oregon; typically held in the southeast.
- Angela and Zoram will be presenting Know Your Role (KYR) at the Umpire in Charge Conference in Oklahoma City. There are over 300 people registered.
- KYR secured its fifth signed agreement (Fox Cities in Wisconsin) and is currently under pre-production for three new commercials.
- Part of the strategic plan is to increase our photo and video library. Round two of edits for new assets taken by Nick Alexander Films is underway for summer sports.

### **Community Partnership Update (Maclayne)**

- Maclayne reviewed the Event Promotion/Community Partnership Fund Tracker.
- We will be selling brandwear at the ACO tournament.
- Maclayne is meeting with Jim and Richard who oversee the Rogue Marathon. The plan is to change the route to simplify wayfinding.

### Projects Update (Sam)

- The Wine Passport is live with 23 wineries participating. Users of this free digital passport will gain deals and discounts from select wineries, earning points to win prizes that can be collected at our Visitor Center.
- Paid ads are currently running. The plan is to launch one passport per quarter with ideas including the Rogue Valley Bucket List and the Heart of the Rogue Festival.

### Guest Updates (Ryan Torres)

- TownePlace Suites renovations are head of schedule and is set to open in two weeks.

# Balance Sheet

## As of January 2023

11:35 AM  
02/07/23  
Accrual Basis

### Travel Medford Balance Sheet As of January 31, 2023

	<u>Jan 31, 23</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
106 - US Bank	372,725.67
107 - US Bank - Money Market	<u>202,972.47</u>
<b>Total Checking/Savings</b>	575,698.14
Accounts Receivable	
122 - Accounts Receivable	<u>101,023.42</u>
<b>Total Accounts Receivable</b>	<u>101,023.42</u>
<b>Total Current Assets</b>	676,721.56
<b>Fixed Assets</b>	
150 - Equipment	7,003.24
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	<u>-3,110.31</u>
<b>Total Fixed Assets</b>	<u>81,252.17</u>
<b>TOTAL ASSETS</b>	<b><u><u>757,973.73</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Other Current Liabilities	
145 - Vacation Payable	<u>2,070.20</u>
<b>Total Other Current Liabilities</b>	<u>2,070.20</u>
<b>Total Current Liabilities</b>	<u>2,070.20</u>
<b>Total Liabilities</b>	2,070.20
<b>Equity</b>	
302 - Retained Earnings	403,196.96
Net Income	<u>352,706.57</u>
<b>Total Equity</b>	<u>755,903.53</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>757,973.73</u></u></b>





# Tourism Trends

## For the Month of January 2023

### Tourism Trends

<b><u>DECEMBER 2022</u></b> <i>(Hotels + Intermediaries)</i>	<b>Medford</b>		<b>Jackson County</b>		<b>Oregon</b>	
	<b>Month</b>	<b>% Chg YOY</b>	<b>Month</b>	<b>% Chg YOY</b>	<b>Month</b>	<b>% Chg YOY</b>
Occupancy Rate	53.7%	-18%	51.6%	-17%	47.2%	-4%
Average Daily Rate	\$99.43	-3%	\$111.26	0%	\$148.70	8%
Rev. Per Available Room	\$53.37	-21%	\$57.36	-16%	\$70.13	4%

<b><u>YEAR-TO-DATE</u></b> <b>July-December</b> <i>(Hotels + Intermediaries)</i>	<b>Medford</b>		<b>Jackson County</b>		<b>Oregon</b>	
	<b>YTD</b>	<b>% Chg YOY</b>	<b>YTD</b>	<b>% Chg YOY</b>	<b>YTD</b>	<b>% Chg YOY</b>
Occupancy Rate	67.9%	-13%	66.3%	-11%	63.7%	0%
Average Daily Rate	\$121.09	-1%	\$133.87	2%	\$175.46	10%
Rev. Per Available Room	\$82.23	-14%	\$88.82	-9%	\$111.85	10%
Room Demand	342,220	-7%	586,650	-5%	10.3 M	4%
Room Supply	503,923	7%	884,249	6%	16.2 M	4%
Room Revenue	\$41.4 M	-7%	\$78.5 M	-3%	\$1.8 B	15%

Sources: STR & AirDNA

**Transient Lodging Tax: Actual vs. Prediction**  
**2022 - 2023**

	Actual	Prediction	Difference	Collected from Intermediaries	Collected After the Last Day of the Month
JUL	\$ 164,911.10	\$ 172,446.62	\$ (7,535.52)	\$ 31,890.89	\$ -
AUG	\$ 198,725.77	\$ 154,003.41	\$ 44,722.36	\$ 33,393.34	\$ 17,672.56
SEP	\$ 177,384.56	\$ 137,368.67	\$ 40,015.89	\$ 28,015.19	\$ -
OCT	\$ 146,234.93	\$ 142,805.62	\$ 3,429.31	\$ 24,009.08	\$ 200.00
NOV	\$ 137,722.70	\$ 115,558.80	\$ 22,163.90	\$ 21,674.12	\$ 3,542.00
DEC	\$ 105,447.26	\$ 96,297.73	\$ 9,149.53	\$ 18,426.26	\$ -
JAN	\$ 101,023.42	\$ 87,384.70	\$ 13,638.72	\$ 17,268.96	\$ -
FEB					
MAR					
APR					
MAY					
JUN					
<b>TOTAL</b>	<b>\$ 1,031,449.74</b>	<b>\$ 905,865.55</b>	<b>\$ 125,584.19</b>	<b>\$ 174,677.84</b>	

**Year-Over-Year Comparison**  
**2022 - 2023**

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2021 - 2022	TLT 2022 - 2023	Difference	Lodging Occ.% 2021 - 2022	Lodging Occ.% 2022 - 2023	Lodging ADR 2021 - 2022	Lodging ADR 2022 - 2023
JUN	JUL	<b>AUG</b>	\$ 173,126.72	\$ 164,911.10	\$ (8,215.62)	90.7%	84.3%	\$ 125.58	\$ 132.84
JUL	AUG	<b>SEP</b>	\$ 211,736.62	\$ 198,725.77	\$ (13,010.85)	90.0%	78.8%	\$ 141.38	\$ 139.54
AUG	SEP	<b>OCT</b>	\$ 165,459.25	\$ 177,384.56	\$ 11,925.31	80.8%	78.0%	\$ 133.99	\$ 132.12
SEP	OCT	<b>NOV</b>	\$ 141,444.65	\$ 146,234.93	\$ 4,790.28	81.2%	73.4%	\$ 120.01	\$ 123.57
OCT	NOV	<b>DEC</b>	\$ 140,586.50	\$ 137,722.70	\$ (2,863.80)	80.1%	65.6%	\$ 115.99	\$ 116.47
NOV	DEC	<b>JAN</b>	\$ 115,725.84	\$ 105,447.26	\$ (10,278.58)	71.9%	58.9%	\$ 110.65	\$ 104.98
DEC	JAN	<b>FEB</b>	\$ 106,815.82	\$ 101,023.42	\$ (5,792.40)	65.7%	53.7%	\$ 102.71	\$ 99.43
JAN	FEB	<b>MAR</b>	\$ 89,809.26			61.1%		\$ 98.73	
FEB	MAR	<b>APR</b>	\$ 100,363.22			66.5%		\$ 104.21	
MAR	APR	<b>MAY</b>	\$ 120,647.71			70.3%		\$ 107.34	
APR	MAY	<b>JUN</b>	\$ 124,525.50			71.8%		\$ 108.39	
MAY	JUN	<b>JUL</b>	\$ 144,892.87			74.0%		\$ 118.07	
		<b>YTD</b>	<b>\$1,054,895.40</b>	<b>\$1,031,449.74</b>	<b>-\$23,445.66</b>				

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

## Rogue Valley Airport Welcome Center Data

2022 - 2023

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Total Interactions
<b>JUL</b>	231	109	1,530	1,178	2,395	5,443
<b>AUG</b>	234	104	1,304	1,100	2,765	5,507
<b>SEP</b>	236	92	1,194	992	2,685	5,199
<b>OCT</b>	193	84	1,025	868	2,526	4,696
<b>NOV</b>	207	76	706	726	2,156	3,871
<b>DEC</b>	199	62	664	764	1,351	3,040
<b>JAN</b>	131	49	204	371	1,189	1,944
<b>FEB</b>						
<b>MAR</b>						
<b>APR</b>						
<b>MAY</b>						
<b>JUN</b>						
<b>TOTAL</b>	<b>1,430</b>	<b>576</b>	<b>6,627</b>	<b>5,999</b>	<b>15,067</b>	<b>29,699</b>
<b>TOTAL YTD 21-22</b>	<b>583</b>	<b>112</b>	<b>1,480</b>	<b>1,564</b>	<b>9,063</b>	<b>12,219</b>
<b>% Chg</b>	<b>145%</b>	<b>414%</b>	<b>348%</b>	<b>284%</b>	<b>66%</b>	<b>143%</b>

# Event Promotion / Community Partnership

## Fund Tracker Through January 2023

### TRAVEL MEDFORD COMMUNITY PARTNERSHIP FUND 2022 - 2023 APPLICATION TRACKER



Name of Event	Date of Event	Amount Requested	Amount Awarded	Status	Notes
1 Sasquatch Open Pro AM	July 29-31	\$1,500	\$1,000	Paid	200 lip balm provided for bags
2 Southern Oregon Classic	June 1, 2023	\$6,000	\$6,000	Paid	Paid \$5,000 in 2021-2022
3 Rockafest 2022	August 20, 2022	\$10,000	\$1,500	Paid	\$1,000 toward radio campaign
4 Oregon Wine Experience	August 17-21	\$5,000	\$5,000	Paid	
5 SOHS - Christmas at Hanley	Dec. 15-18, 2022	\$1,500	\$1,500	Paid	9000 bulbs to decorate the trees and grounds. All of the funds went toward the lighting order (which totals more than \$25,000).
6 Tee it Up for Timbers Golf Tournament	Oct. 14, 2022	\$5,000	\$500	Paid	Hole Sponsor
7 USA Softball Fall Classic	Oct. 7-9, 2022	\$5,000	\$0		Taken out of 826 budget line item
8 Heart of the Rogue Festival	Oct. 14-15, 2022	Not specified	\$35,993	SEE NOTES	Ongoing expenses
9 Rogue Valley Farm Tour	July 16, 2022	\$2,000	\$1,000	Paid	\$1,000 cover the costs of printed brochures & paid advertisements. Marketing efforts include social media ads, local email blasts, digital media ads, and a banner over Central Ave in Medford.
10 Rogue Valley Hockey Association	Jan 13th-16th, 2023	\$1,500	\$1,500	Paid	\$1,500 is towards buying ice time and swag gifts.
11 ACO Oregon Majors Cornhole Tournament	Feb 2,3 & 4, 2023	\$5,000	\$5,000	Paid	SOSC will kick off the ACO Majors Cornhole Tournament on February 2nd at Wild river Brewing and Pizza Co. which is one of our sponsors for the tournament. The ACO tournament will follow in a two-day corn hole tournament on February 3rd & 4th, located at the Medford Armory. The ACO tournament is an annual event, the first year of a three-year contract, and will be hosted at the new Rogue X for the following two years to come. \$5,000 will be distributed towards event promotion, signage, and venue rental. The first year will require the most funding due to the push in promoting out-of-town attendees for this year and the subsequent years.
12 Downtown Medford Association/ Bikes N Brews	October 14, 2023	\$1,500			Fundraiser Bike ride for DMO. Bikes N Brews will be part of the 2023 HOTR. Proceeds will help continue the downtown community of Medford. <a href="#">Marketing Plan</a> : 2,500 rack cards, 500 full colors posters-distributed to the area & out-of-town bike shops, and hotels. Visitor center. Social media ads, radio & television
13 Southern Oregon Motorsport	Mar-Oct, 2023	\$5,000	\$5,000	SEE NOTES	Local TV, Radio, and regional advertising for our out-of-state drivers and fans
14 Brews, Bluegrass, and BBQ	June 3, 2023	\$1,500			-RVFSN Monthly Newsletter starting with a save the date in March -RVFSN and Rogue Flavor Guide social media accounts (Facebook and Instagram) -Feature on homepage of RVFSN website -Press Release in May -Full page ad in RFG - releases in March -Personal outreach by RVFSN staff/council/steering committee -Print flyers posted around Medford, Ashland and Grants Pass – -Print/digital ads sponsored by MFC as outlined in Jeff Jones marketing package
15					
16					
17					
TOTAL			\$63,993		