

TOURISM COUNCILORS

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Mike Doil
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Rachel Koning
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Grown Rogue/Downtown Medford
Association Liaison

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

Wendy Baker
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TRAVEL MEDFORD STAFF

T.J. Holmes
Senior Vice President

Angela Wood
Director of Sales & Visitor Services

Brad King
Director of Sports Development

Carole Skeeters-Stevens
Chief Marketing Officer

Celeste Moreno
Creative Director

Kasey Colangelo
Community Partnership Coordinator

Maddi Childers
Marketing & Communications Coordinator



Travel Medford Tourism Council
February 28, 2024 | 3:30 p.m.
Urban Cork

AGENDA

OPTIONAL Tour of Urban Cork/City Center Wine District begins at 3:00 p.m

- I. Meeting Call to Order & Chair Message – *Eric*
- II. Approval of January 24, 2024 minutes page 2
- III. Financial Report – *T.J.* page 4
- IV. Travel Medford Report – *T.J.*
- V. Tourism Promotion/Marketing Update – *Carole & Maddi*
- VI. Creative Update – *Celeste*
- VII. Visitor Services Update – *T.J.* page 12
- VIII. Event Promotion Update – *Kasey* page 13
- IX. Sports Update – *Brad*
- X. TMTC Roundtable Updates

NEXT MEETING: March 27, 2024 at Holly Theatre

Important Travel Medford standing meeting dates & events:

Oregon Festivals & Events	2/29-3/1	Seaside
Association Annual Conf.		
Oregon Chocolate Festival	March 1-3	Ashland Hills
Gov. Conference on Tourism	March 11-13	Salem
TMTC March	March 27	Holly Theatre
Pear Blossom Festival	April 12-13	Pear Blossom Park
SOSC Golf Tournament	May 10	Stone Ridge GC
Chamber Forum on Tourism	May 13	RV Country Club

****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 Jan. 24, 2024

Present: Eric Strahl, Gloria Thomas, Bruce Hoevet, Bonny Panchal, Gina Bianco, Lindsey Rice, Sarah Strickler, Marissa Ruf, Mike Doil, Rachel Koning, Vince Domenzain, Jeff Kapple, Kevin Stine

Absent: JoJo Howard, Wendy Baker

Staff: T.J. Holmes, Angela Wood, Brad King, Carole Skeeters-Stevens, Celeste Moreno, Kasey Colangelo, Maddi Childers

Minutes: Minutes from the Nov. 29, 2023 meeting were reviewed. A motion to accept was made by Bruce. Vince seconded. Motion approved by the group.

TMTC Announcements

- Bruce Hoevet announced his retirement from Rogue Regency effective Feb. 13. He would like to stay involved as much as possible in TMTC.
- Gina Bianco accepted the position of Executive Director of the Oregon Wine Board, promoting Oregon wine nationally and internationally. She begins her new job Feb. 1. An interim executive director is starting soon on a part-time basis.
- Comments about a wine-related replacement for Gina on TMTC.

Financial Report (T.J.)

- November and December balance sheet and profit & loss statements were reviewed.
- December TLT was up 8% over projection, +10% compared to pre-COVID
- Intermediaries was \$20K, the highest December., +11 YOY
- TLT is up YTD over projection by 4.7%, total income is up 10% YTD over projection
- Line 456 Misc. revenue was receiving a Travel Oregon grant that wasn't budgeted for
- Line 812.2 & 3 - Under YTD due to personnel changes and vacant positions
- Line 812.6 - Event Promotion will be over budget with a record support of events, the Heart of the Rogue Festival and additional funds from city for downtown events
- A motion to accept the financial report as presented was made by Bruce. Vince seconded. Motion approved by the group.

Travel Medford Update (T.J.)

- Tourism metrics from the TMTC packet were referenced, noting room demand is up.
- Staff updates: Kasey Colangelo was introduced as the new Community Partnership Coordinator and Celeste Moreno was promoted to Creative Director of Travel Medford
- City Council approved funding a Conference Center Feasibility Study which Travel Medford is leading the charge on. More info coming soon.

- T.J. graduated from the Oregon Tourism Leadership Academy in December. Carole was accepted for the Year 5 Class kicking off in Medford in April.

Visitor Services (Angela)

- Visitor information metrics in the TMTC packet were referenced
- Visitor Center at Rogue X had its grand opening Jan. 6, it's Travel Medford's third VIC.
- There have been 2,807 people in the Rogue X VIC since opening, waiting for data to come in to determine if we need to staff the VIC at certain times
- Volunteer incentive program was created for airport and VIC volunteers

Marketing Update (Carole)

- The Expedia campaign continues to deliver positive results. It has generated \$795K in gross bookings, 6,700 room nights for a \$22 to \$1 return on advertising spend (ROAS).
- Advertising is secured in Portland Great Escapes, Oregon Live, Southern Oregon Magazine, Travel Oregon's Visitor Guide, Hemisphere Magazine (United Airlines)
- Press highlights include Crater Lake named Nation's Most Beautiful National Park, request of newsworthy information to share with PR firm and leverage coverage

Creative Update (Celeste)

- Various projects were presented and shared with TMTC including ACO Medford Major sponsor sheet, vertical screen displays at Rogue X, ads for various paid placements.
- Upcoming projects include brand wear, Know Your Role Game Plan and Visitor Guide

Sports Update (Brad)

- Collaborated on a bid to host the Cascade Collegiate Soccer Championships in November with potential to bring 300-500 room nights.
- American Cornhole Organization Medford Major is Feb. 2-3 at Rogue X. Surpassed last year's registration, 60% are from out of state.
- Know Your Role Year 3 will begin development soon.
- Comments on Medford being an attainable tournament destination due to room rates

Community Partnership (T.J.)

- The Community Partnership Grant Fund and event tracker was reviewed. Travel Medford has supported 26 events for \$126,166 YTD. Also tracking in-kind support.

TMTC Roundtable (Various)

- Kevin comments about Rogue X early success. City Manager search begins soon.
- Lindsey comments about RV Zipline: had best December yet, open-year round and just won 11th consecutive Trip advisor award - #1 fan favorite destination in Oregon.
- Marissa comments about SpringHill Suites South renovations, complete by April/May

Balance Sheet

YTD Through January 2024

3:08 PM
02/12/24
Accrual Basis

Travel Medford
Balance Sheet
As of January 31, 2024

	<u>Jan 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	214,203.75
107 - US Bank - Money Market	241,831.60
Total Checking/Savings	456,035.35
Accounts Receivable	
122 - Accounts Receivable	96,237.00
Total Accounts Receivable	96,237.00
Total Current Assets	552,272.35
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-18,024.31
Total Fixed Assets	116,278.95
TOTAL ASSETS	<u>668,551.30</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-1511	19,537.10
Total Credit Cards	19,537.10
Other Current Liabilities	
145 - Vacation Payable	6,648.93
Total Other Current Liabilities	6,648.93
Total Current Liabilities	26,186.03
Total Liabilities	26,186.03
<u>Jan 31, 24</u>	
Equity	
302 - Retained Earnings	465,946.45
Net Income	176,418.82
Total Equity	642,365.27
TOTAL LIABILITIES & EQUITY	<u>668,551.30</u>

Profit & Loss

YTD Through January 2024

3:09 PM
02/12/24
Accrual Basis

Travel Medford Profit & Loss Budget Performance July 2023 through January 2024

						YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense								
			Income					
			430 - Interest Income			1,632		
			440 - Occupancy Tax Income			999,417	951,890	1,564,008
			451 - Airport Ad Income			4,476	3,208	5,500
			452 - Brand Merchandise			4,699	9,917	17,000
			454 - Event Revenue			35,696	8,167	14,000
			456 - Misc Revenue			43,693	20,403	24,987
			Total Income			1,089,613	993,585	1,625,494
			Expense					
			540 - Administration					
			540.1 - Rent and Operations			24,877	24,877	42,646
			540.2 - Shared Salaries			38,306	38,306	65,668
			540.3 - Salaries			58,333	58,333	100,000
			540.4 - Benefits			14,105	14,308	24,678
			Total 540 - Administration			135,621	135,825	232,992
			Office Expense					
			602 - Telephone			1,945	2,520	4,320
			604 - Postage			448	1,167	2,000
			606 - Supplies			2,898	1,400	2,400
			608 - Legal & Accounting			1,918	8,750	15,000
			Total Office Expense			7,209	13,837	23,720
			Promotion Expense					
			812 - Advertising					
			812.1 - Advertising Support			51,894	43,808	75,100
			812.2 - Salaries			118,786	147,612	253,049
			812.3 - Benefits			18,908	35,536	61,623
			812.4 - Giveaways			6,320	4,083	7,000
			812.5 - BrochDist/Fullfillment			8,047	7,420	12,720
			812.61 - Event Promotion					
			812.6 - Community Partnerships			101,897	45,617	78,200
			812.62 - Rogue X			7,500	5,833	10,000
			826 - Lithia & Driveway Fields			5,000	5,833	10,000
			Total 812.61 - Event Promotion			114,397	57,284	98,200
			812.7 - Sust. Mkt. Traditional			41,880	41,650	71,400
			812.9 - DigitalSocialMedCampaig			138,791	163,742	280,700
			Total 812 - Advertising			499,023	501,135	859,792
			813 - Sports Tourism					
			813.1 - SOSC			3,103	2,917	5,000
			813.2 - Sports Tourism			5,095	7,961	13,647
			813.3 - Salary			40,833	40,833	70,000
			813.4 - Benefits			5,764	10,145	17,691
			Total 813 - Sports Tourism			54,796	61,856	106,338

Profit & Loss (cont.)

YTD Through November 2023

3:09 PM
02/12/24
Accrual Basis

Travel Medford Profit & Loss Budget Performance July 2023 through January 2024

					YTD Actual	YTD Budget	Annual Budget
				814 - Brochures & Printing	17,563	8,750	15,000
				816 - Art, Design Services	14,675	30,333	52,000
				818 - Conv. Sales/Group Tours			
				818.1 - Conv. Sales/Group Tours	12,629	6,708	11,500
				818.2 - Salaries	32,898	33,122	56,780
				818.3 - Benefits	8,714	8,981	15,695
				Total 818 - Conv. Sales/Group Tours	54,242	48,811	83,975
				819- Promo Materials/Brand			
				819.1 - Promotional Partnership	2,726	1,750	3,000
				819.2 - Brand Merchandise	10,264	9,917	17,000
				Total 819- Promo Materials/Brand	12,990	11,667	20,000
				820 - Spec. Proj/Programs	11,726	19,864	34,052
				822 - Research	23,859	20,242	34,700
				824 - Website	6,623	5,833	10,000
				840 - Visitor Services			
				840.1 - Visitor Services	22,907	22,465	38,511
				840.4 - Airport			
				840.41 - Airport Ad Expense	2,238	1,604	2,750
				840.42 - Airport Support	15,201	23,654	40,550
				Total 840.4 - Airport	17,439	25,258	43,300
				Total 840 - Visitor Services	40,346	47,723	81,811
				Total Promotion Expense	735,842	756,214	1,297,668
				Sales & Travel			
				650 - Trade/Travel Shows/Confer			
				650.1 - Conferences	7,060	8,097	13,880
				650.3 - Tradeshows	2,895	1,283	2,200
				650.5 - Stakeholder Partnerships	350	583	1,000
				Total 650 - Trade/Travel Shows/Confer	10,305	9,963	17,080
				654 - Dues and Subscriptions	9,511	5,853	10,034
				656 - Sales Travel, Meetings			
				656.1 - Conferences	3,386	11,667	20,000
				656.3 - Tradeshows	2,125	4,083	7,000
				656.7 - Local Sales/Meeting	9,194	9,917	17,000
				Total 656 - Sales Travel, Meetings	14,706	25,667	44,000
				Total Sales & Travel	34,521	41,483	71,114
				Total Expense	913,194	947,359	1,625,494
				Net Ordinary Income	176,419	46,226	0
				Net Income	176,419	46,226	0

Tourism Trends

Transient Lodging Tax: Actual vs. Prediction 2023 - 2024

	Actual	Prediction	Difference	Collected from Intermediaries
JUL	\$ 178,362.56	\$ 186,635.89	\$ (8,273.33)	\$ 36,565.97
AUG	\$ 186,228.49	\$ 183,684.16	\$ 2,544.33	\$ 37,853.02
SEP	\$ 156,880.28	\$ 160,259.10	\$ (3,378.82)	\$ 30,918.61
OCT	\$ 150,616.13	\$ 134,035.98	\$ 16,580.15	\$ 27,893.00
NOV	\$ 130,724.65	\$ 105,897.88	\$ 24,826.77	\$ 24,735.49
DEC	\$ 100,367.76	\$ 92,399.40	\$ 7,968.36	\$ 20,460.11
JAN	\$ 96,237.00	\$ 88,978.08	\$ 7,258.92	\$ 18,851.71
FEB				
MAR				
APR				
MAY				
JUN				
TOTAL	\$ 999,416.87	\$ 951,890.49	\$ 47,526.38	\$ 197,277.92

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	80.9%	76.5%	\$ 137.86	\$ 130.84
JUL	AUG	SEP	\$ 198,725.77	\$ 186,228.49	\$ (12,497.28)	76.4%	74.6%	\$ 147.21	\$ 137.50
AUG	SEP	OCT	\$ 177,384.56	\$ 156,880.28	\$ (20,504.28)	75.7%	71.7%	\$ 137.63	\$ 128.36
SEP	OCT	NOV	\$ 146,234.93	\$ 150,616.13	\$ 4,381.20	72.4%	72.4%	\$ 128.24	\$ 122.75
OCT	NOV	DEC	\$ 137,722.70	\$ 130,724.65	\$ (6,998.05)	64.4%	63.0%	\$ 119.02	\$ 114.71
NOV	DEC	JAN	\$ 105,447.26	\$ 100,367.76	\$ (5,079.50)	55.1%	55.2%	\$ 109.02	\$ 104.13
DEC	JAN	FEB	\$ 101,023.42	\$ 96,237.00	\$ (4,786.42)	50.0%	49.9%	\$ 102.41	\$ 99.14
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	\$1,031,449.74	\$999,416.87	-\$32,032.87				

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

Tourism Data Metrics

December 2023

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	49.9%	0%	47.0%	-3%	44.3%	-5%
Average Daily Rate	\$99.14	-3%	\$106.57	-5%	\$145.76	0%
Rev. Per Available Room	\$49.50	-3%	\$50.09	-8%	\$64.62	-5%

YEAR-TO-DATE

July '23 - Dec. '23

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	64.5%	-2%	62.8%	-4%	61.6%	-3%
Average Daily Rate	\$119.67	-5%	\$136.46	-1%	\$175.19	0%
Rev. Per Available Room	\$77.16	-7%	\$85.73	-5%	\$107.95	-3%
Room Demand	336,220	2%	570,621	-1%	10.2 M	-1%
Room Supply	521,450	4%	908,248	3%	16.5 M	2%
Room Revenue	\$40.2 M	-3%	\$77.9 M	-2%	\$1.8 B	-1%

Sources: STR & AirDNA

Visitor Services Tracking Through January 2024

Rogue Valley Airport Welcome Center Data

	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	121	43	576	552	2,182	577	4,051	318	29,063
SEP	139	27	431	370	2,156	251	3,374	223	19,317
OCT	140	38	351	302	1,945	627	3,403	210	18,620
NOV	147	47	242	313	0	568	1,317	216	21,905
DEC	159	40	145	254	1,653	677	2,928	212	18,475
JAN	178	32	244	316	1,484	438	2,692	214	20,463
FEB									
MAR									
APR									
MAY									
JUN									
TOTAL	1,048	281	2,406	2,617	11,548	3,624	21,524	1,638	149,622
TOTAL YTD 22-23	1,430	555	5,159	5,051	16,142	2,038	28,945	1,937	148,094
% Chg	-27%	-49%	-53%	-48%	-28%	78%	-26%	-15%	1%

*Note: Explore Board malfunctioned in November and data was lost

Other Visitor Services & Programs

	Downtown	Rogue X	Taste of the Rogue		Passports (Wine/ Bucket List)		Total	TOTAL INTERACTIONS	
	Visitors		Flights	Encounters	Sign Ups	Check-ins	Interactions		
JUL	79	-	8	86	30	23	218	JUL	3,977
AUG	73	-	10	85	19	5	182	AUG	4,233
SEP	70	-	0	0	12	15	97	SEP	3,471
OCT	90	-	12	159	12	12	273	OCT	3,676
NOV	43	-	12	123	117	8	291	NOV	1,608
DEC	32	-	9	106	16	23	177	DEC	3,105
JAN	35	4,022	3	22	17	5	4,101	JAN	6,793
FEB								FEB	0
MAR								MAR	0
APR								APR	0
MAY								MAY	0
JUN								JUN	0
TOTAL	422	4,022	54	581	223	91	5,339	TOTAL	26,863
TOTAL YTD 22-23								TOTAL YTD 22-23	28,945
% Chg								% Chg	-7%

*Started tracking at Downtown VIC in August 2022

*Note: No Taste of the Rogue in September

*Note: Started tracking at Rogue X in January 2024

Event Promotion Through January 2024

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)
2023 EVENTS							
1	Heart of the Rogue Festival 2023	October 2023	Event Host	\$69,242		\$69,242	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	Oregon Wine Experience	August 2023	\$5,000	\$2,500	\$10,500	\$13,000	Wine & Beer
5	Northwest Seasonal Farmworkers	July 2023	Donation	\$0	\$1,400	\$1,400	General
6	Western Intergovernmental Child Support Engagement Council	August 2023	Donation	\$0	\$12	\$12	General
7	14th Annual Mayors United (Access)	August 2023	Donation	\$0			General
8	Thunderstruck Custom Bikes	August 2023	Donation	\$0			General
9	Trail Blazers Rip City Rally Event	September 2023	Donation	\$0			Sports & Outdoors
10	Fall 2023 Medford Citizen Academy	September 2023	Donation	\$0			General
11	The Rogue Marathon	October 2023	\$3,500	\$3,570		\$3,570	Sports & Outdoors
12	Bikes N Brews	October 2023	\$200	\$0	\$200	\$200	Sports & Outdoors
13	Southern Oregon Cornhole Classic	November 2023	\$2,500	\$2,500		\$2,500	Sports & Outdoors
14	Winter Wonderland at Hanley Farm	December 2023	\$4,000	\$1,500		\$1,500	General
15	Winter Lights Festival	December 2023	\$8,000	\$7,000		\$7,000	Downtown
2024 EVENTS							
16	Ghost Tree Invitational - Southern Oregon Classic Culinary Feast	June 2024	\$5,000	\$3,200	\$1,800	\$5,000	General
17	King of the Ice Tournament (RV Hockey Assn.)	January 2024	\$1,500	\$1,000	\$559	\$1,559	Sports & Outdoors
18	Rogue World Music	May 2024	\$2,000	\$3,000	\$2,000	\$5,000	Downtown
19	Rogue Comic Con	May 2024	\$5,000	\$4,000		\$4,000	Downtown
20	Rogue Valley Farm Tour	July 2024	\$1,000	\$0	\$500	\$500	General
21	Pear Blossom Festival	April 2024	\$3,500	\$3,500		\$3,500	Downtown
22	Medford Open Streets	May 2024	\$0	\$0	\$500	\$500	Downtown
23	Southern Oregon Motorsports (Speedway)	March-Sept	\$5,000	\$5,000		\$5,000	Sports & Outdoors
24	Medford Rogues / Know Your Role Night	Summer 2024	\$1,000	\$1,000		\$1,000	Sports & Outdoors
25	Heart of the Rogue Festival 2024	October 2024	Event Host	\$3,455			Downtown
TOTAL			\$39,700	\$109,012	\$19,771	\$128,782	

Note: Gray denotes \$25,000 for Downtown events to support usage and vibrancy of downtown

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	\$5,000		\$5,000	Sports & Outdoors
2							
TOTAL			\$5,000	\$5,000	\$0	\$5,000	

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	Rogue X Grand Opening Celebration	January 2024	\$4,000	\$4,000		\$4,000	General
3	47th Medford Rod & Custom Show	April 2024	\$2,500	\$2,500		\$2,500	General
TOTAL			\$10,000	\$10,000	\$0	\$10,000	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	10	\$16,500	\$11,200	\$2,300	\$13,500
Downtown	7	\$18,500	\$90,197	\$2,500	\$92,697
Sports & Outdoors	11	\$24,200	\$23,570	\$3,059	\$26,629
Wine & Beer	1	\$5,000	\$2,500	\$10,500	\$13,000
TOTAL	29	\$64,200	\$127,467	\$18,359	\$145,826