

TOURISM COUNCILORS

Eric Strahl, Chair
Craterian Theater

Bonny Panchal, Vice Chair
Ramada by Wyndham

Adam Benson
Tap & Vine at 559

Gloria Thomas
Lady Geneva Bed & Breakfast

JoJo Howard
Compass Hotel Margaritaville

Lindsey Rice
Rogue Valley Zipline Adventures

Mike Doil
Rogue Valley International-Medford Airport

Rachel Koning
Common Block Brewing Company

Ryan Torres
Merete Hotel Management

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

Cooper Whitman
The Chamber of Medford & Jackson County
Liaison / Pacific Corp

Kevin Stine
Medford City Council Liaison

TRAVEL MEDFORD STAFF

T.J. Holmes
Senior Vice President

Angela Wood
Director of Sales & Visitor Services

Carole Skeeters-Stevens
Chief Marketing Officer

Celeste Moreno
Creative Director

Darren Van Lehn
Director of Sports Development

Katelyn Hanson
Sports Marketing & Event Coordinator

Serena Patel
Marketing & Communications Coordinator



Travel Medford Tourism Council
February 26, 2025 | 3:30 p.m.
Cascadia Axe Company

AGENDA

- I. 3:00 – Tour & Axe Throwing Demo at Cascadia (OPTIONAL)
- II. 3:30 – Meeting Call to Order & Chair Message – *Eric*
- III. 3:35 – Approval of Jan. 29, 2025 minutes – *Eric* *page 2*
- IV. 3:40 – Financial Report – *T.J.* *page 4*
- V. 3:45 – Travel Medford Report – *T.J.*
- VI. 4:05 – Marketing Update – *Carole*
- VII. 4:20 – Sports Development Update – *Darren*
- VIII. 4:35 – Event Promotion Update – *Katelyn* *page 11*
- IX. 4:40 – Visitor Services Update – *Angela* *page 10*
- X. 4:45 – TMTC Roundtable Updates & Other Business

NEXT MEETING: March 26, 2025 at Holly Theatre

Important Travel Medford standing meeting dates & events:

TM Customer Service Training	March 14	Hilton Garden Inn
Governor's Conf. on Tourism	April 14-16	Portland Conv. Center
Chamber Forum on Tourism	May 12	RVCC
SOSC Golf Tournament	May 16	Stone Ridge Golf Club
Savor Southern Oregon	June 13-14	Bigham Knoll
Know Your Role Night (Rogues)	June 25	Harry & David Field

****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. 29, 2025

Present: Eric Strahl, Bonny Panchal, Adam Benson, Gloria Thomas, JoJo Howard, Mike Doil, Sarah Strickler, Vince Domenzain, Cooper Whitman, Kevin Stine

Staff: Angela Wood, Carole Skeeters-Stevens, Celeste Moreno, Darren Van Lehn, Katelyn Hanson, T.J. Holmes

Absent: Lindsey Rice, Rachel Koning, Ryan Torres, Wendy Baker

Guests: EJ Macmanus & Anne Jenkins (Downtown Medford Association), Chris Miller (Compass Hotel by Margaritaville)

Guest Presentation - EJ Macmanus & Anne Jenkins (Downtown Medford Association)

- EJ Macmanus and Anne Jenkins gave an update on the Economic Improvement District project that DMA is leading. It is one of the projects on the Medford 2040 Vision Goals. DMA is looking to administer the district and anchor collective ownership of it. Comments included other cities who have successfully completed the project and helped boost economic impact in those communities.

Minutes: Minutes from the Nov. 20, 2024 meeting were reviewed. A motion to accept the minutes was made by Gloria. JoJo seconded. Motion carried.

Financial Report (T.J.)

- The December balance sheet and profit & loss statement were reviewed
- December TLT was \$108K, +11% to projection (\$98K), third-best December for TLT
- Intermediaries was a December record \$21K
- TLT is +8% YTD (\$69K) above projections and +5.7% YOY
- Total income is up 19%, comments on specific line items including additional grants on line item 456, event promotion (812.6) expenses, brochures & printing (814) and 812.9 digital advertising catching up.
- A motion to accept the financial report as presented was made by Vince. JoJo seconded. Motion carried.

Travel Medford Report (T.J.)

- Tourism Trends were referenced in the meeting packet
- Comments on personnel changes - Madison moved back home to Alaska and actively interviewing for her replacement.
- The 2023-24 Annual Report was shared, highlighting the team's accomplishments
- Travel Medford won the Travel Weekly Magellan Award for Best Adventure Destination
- Carole will be honored with the Rising Star Award at Governor's Conference on Tourism

- Travel Medford is partnering with Travel Oregon and Wheel the World on a Destination Verified program, 14 local businesses will be assessed at no cost

Marketing Update (Carole)

- Expedia campaign results in the packet were referenced
- Visitor Guide is being distributed at 78 locations
- Savor Southern Oregon is a major focus, tickets anticipated to go on sale in March
- Travel Southern Oregon grant helps fund Wine Industry Sales Education (WISE) training. Tasting rooms will be secret shopped to provide customer service training in April.
- Winter shoot for the Harbor/Travel Oregon Competitive Grant Visual Asset Project is in February.

Sports Update (Darren)

- Sports tourism aided a record second quarter in TLT with lot of events in the time period
- Vince was voted to be on the SOSC Executive Committee
- ACO is coming Jan. 31-Feb. 1, pre-registration is higher than October's ACO Major
- Know Your Role Night at the Royals was a success, growing community connections
- SOSC approved partnering with Travel Medford to bring in consultants to do a new strategic plan for SOSC. The initiatives align to bolster economic impact
- Sports Experience Guide is being developed to use in recruiting events/rights holders

Event Promotion (Katelyn)

- Community Partnership Grant Fund tracker sheet in the packet was referenced
- Granted more in January. Comments around available funds for future events and the new grant guidelines and format is developing to launch for new fiscal year

Visitor Services (Angela)

- Updated the Medford Maps and will stock them at our three visitor centers
- Frontline Hospitality Customer Service Training class is March 14, registration is open
- Comments on Hello Lamp Post engagement and development plan

TMTC Updates

- Compass by Margaritaville (JoJo & Chris Miller)
 - Comments on the Compass campus property recorded into the trust for Coquille Indian Tribe. The new casino has 30 machines in the building. A new project is coming soon elsewhere on the property.
- Rogue Valley Medford-International Airport (Mike)
 - Airport reached over 1 million passengers in 2024, second best year since 1976. A multi-year and multi-phased airport expansion project will be underway shortly

TLT Trends for FY 2024-25

Transient Lodging Tax: Actual vs. Prediction

2024 - 2025

	Actual	Prediction	Difference	Collected from Intermediaries
JUL	\$ 191,922.99	\$ 181,748.75	\$ 10,174.24	\$ 36,542.80
AUG	\$ 197,955.25	\$ 185,505.83	\$ 12,449.42	\$ 36,268.60
SEP	\$ 159,312.50	\$ 160,849.23	\$ (1,536.73)	\$ 31,131.00
OCT	\$ 148,022.45	\$ 143,800.01	\$ 4,222.44	\$ 27,557.17
NOV	\$ 149,039.50	\$ 115,332.13	\$ 33,707.37	\$ 23,995.04
DEC	\$ 108,355.49	\$ 97,808.23	\$ 10,547.26	\$ 21,253.76
JAN	\$ 91,882.60	\$ 92,184.30	\$ (301.70)	\$ 18,835.31
FEB			\$ -	
MAR			\$ -	
APR			\$ -	
MAY			\$ -	
JUN			\$ -	
TOTAL	\$ 1,046,490.78	\$ 977,228.48	\$ 69,262.30	\$ 195,583.68

Year-Over-Year Comparison

2024 - 2025

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2023-24	TLT 2024-25 Projection	TLT 2024-25	24-25 Actual vs. Projection	Lodging Occ.% 2023-24	Lodging Occ.% 2024-25	Lodging ADR 2023 - 2024	Lodging ADR 2024 - 2025
JUN	JUL	AUG	\$ 178,363	\$ 181,749	\$ 191,923	\$ 10,174	76.5%	78.0%	\$ 130.87	\$ 133.91
JUL	AUG	SEP	\$ 186,228	\$ 185,506	\$ 197,955	\$ 12,449	74.0%	80.3%	\$ 136.16	\$ 137.51
AUG	SEP	OCT	\$ 156,880	\$ 160,849	\$ 159,313	\$ (1,537)	71.0%	72.1%	\$ 126.80	\$ 128.04
SEP	OCT	NOV	\$ 150,616	\$ 143,800	\$ 148,022	\$ 4,222	71.9%	69.8%	\$ 121.37	\$ 119.89
OCT	NOV	DEC	\$ 130,725	\$ 115,332	\$ 149,040	\$ 33,707	62.4%	65.5%	\$ 113.05	\$ 115.28
NOV	DEC	JAN	\$ 100,368	\$ 97,808	\$ 108,355	\$ 10,547	55.4%	55.5%	\$ 103.02	\$ 105.36
DEC	JAN	FEB	\$ 96,237	\$ 92,184	\$ 91,883	\$ (302)	49.9%	47.3%	\$ 98.01	\$ 99.58
JAN	FEB	MAR	\$ 94,036				46.6%		\$ 97.55	
FEB	MAR	APR	\$ 96,826				51.5%		\$ 98.94	
MAR	APR	MAY	\$ 112,295				57.1%		\$ 103.11	
APR	MAY	JUN	\$ 120,112				59.3%		\$ 106.57	
MAY	JUN	JUL	\$ 152,093				67.1%		\$ 118.60	
YTD			\$ 999,417	\$ 977,228	\$ 1,046,491	\$ 69,262				

*ADR: Average Daily Rate

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

Balance Sheet

Fiscal YTD Through January 2025

3:50 PM
02/10/25
Accrual Basis

Travel Medford Balance Sheet As of January 31, 2025

	<u>Jan 31, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	338,251.27
107 - US Bank - Money Market	252,487.16
Total Checking/Savings	590,738.43
Accounts Receivable	
122 - Accounts Receivable	91,882.60
Total Accounts Receivable	91,882.60
Total Current Assets	682,621.03
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-32,100.69
Total Fixed Assets	102,202.57
TOTAL ASSETS	<u>784,823.60</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-9300	-2,330.08
Total Credit Cards	-2,330.08
Other Current Liabilities	
145 - Vacation Payable	9,556.04
Total Other Current Liabilities	9,556.04
Total Current Liabilities	7,225.96
Total Liabilities	7,225.96
Equity	
302 - Retained Earnings	486,672.48
Net Income	290,925.16
Total Equity	777,597.64
TOTAL LIABILITIES & EQUITY	<u>784,823.60</u>

Fiscal YTD Through January 2025

Travel Medford
Profit & Loss Budget Performance
July 2024 through January 2025

								YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense										
		Income								
		430 - Interest Income						5,195	6,300	10,800
		440 - Occupancy Tax Income						1,046,471	977,228	1,586,333
		451 - Ad Income								
			451.1 - Airport Ad Inc					5,830	3,900	6,800
			451.2 - Rogue X Ad Inc					2,186	1,280	2,240
			451.3 - Visitor Guide Ad Sales					38,600	0	0
		Total 451 - Ad Income						46,616	5,180	9,040
		452 - Brand Merchandise						2,271	4,667	8,000
		454 - Event Revenue						0	7,833	47,000
		456 - Misc Revenue						68,478	0	23,290
		Total Income						1,169,031	1,001,208	1,684,463
		Expense								
		540 - Administration								
			540.1 - Rent and Operations					26,283	26,282	45,054
			540.2 - Shared Salaries					47,765	47,765	81,883
			540.3 - Salaries					62,417	62,417	107,000
			540.4 - Benefits					14,187	14,625	25,419
		Total 540 - Administration						150,651	151,088	259,356
		Office Expense								
			602 - Telephone					2,270	2,520	4,320
			604 - Postage					108	1,400	2,400
			606 - Supplies					521	1,750	3,000
			608 - Legal & Accounting					11,686	4,083	7,000
		Total Office Expense						14,585	9,753	16,720
		Promotion Expense								
			812 - Advertising							
			812.1 - Advertising Support					23,547	70,074	133,057
			812.2 - Salaries					155,584	161,915	271,440
			812.3 - Benefits					31,516	35,245	58,358
			812.4 - Giveaways					57	4,667	8,000
			812.5 - BrochDist/Fulfillment					15,170	17,520	24,320
			812.61 - Event Promotion							
			812.6 - Community Partnerships					27,888	37,333	64,000
			812.62 - Rogue X					10,000	5,833	10,000
			812.63 - Downtown Events					14,560	9,333	16,000
			826 - Lithia & Driveway Fields					5,000	5,833	10,000
		Total 812.61 - Event Promotion						57,448	58,333	100,000

Travel Medford
Profit & Loss Budget Performance
July 2024 through January 2025

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Accrual Basis

July 2024 through January 2025

							YTD Actual	YTD Budget	Annual Budget
						656.1 - Conferences	7,467	7,000	15,300
						656.3 - Tradeshowes	974	1,500	4,000
						656.7 - Local Sales/Meeting	7,653	9,730	16,680
						Total 656 - Sales Travel, Meetings	16,095	18,230	35,980
						Total Sales & Travel	31,893	34,467	53,544
						Total Expense	870,173	1,001,163	1,697,732
						Net Ordinary Income	298,859	46	-13,269
						Other Income/Expense			
						Other Expense			
						900 - Depreciation	7,933		
						Total Other Expense	7,933		
						Net Other Income	-7,933	0	0
						Net Income	290,925	46	-13,269

Tourism Data Metrics

December 2024

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	47.3%	-5%	44.6%	-4%	43.4%	-2%
Average Daily Rate	\$99.58	2%	\$111.69	3%	\$144.33	2%
Rev. Per Available Room	\$47.11	-4%	\$49.86	-1%	\$62.61	0%

YEAR-TO-DATE

July '24 - Dec. '24

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	65.1%	2%	62.5%	1%	62.3%	2%
Average Daily Rate	\$119.83	1%	\$134.78	1%	\$174.13	2%
Rev. Per Available Room	\$78.05	3%	\$84.26	2%	\$108.45	4%
Room Demand	343,645	2%	589,523	3%	10.5 M	3%
Room Supply	527,568	1%	943,008	2%	16.9 M	1%
Room Revenue	\$41.2 M	4%	\$79.5 M	4%	\$1.83 B	5%

Sources: STR & AirDNA

Visitor Services Tracking

Fiscal YTD Through January 2025

Rogue Valley Airport Info Desk Data

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Hootboard Interactions	Total Interactions	Arriving Flights	Passenger Capacity
JUL	178	42	456	429	2,676	1,198	4,801	240	23,071
AUG	190	34	429	379	2,661	1,481	4,984	229	21,249
SEP	172	19	421	314	2,468	1,029	4,251	189	16,802
OCT	121	21	428	302	2,292	703	3,746	202	16,022
NOV	166	24	299	276	2,125	1,106	3,830	209	18,612
DEC	153	17	276	362	1,843	1,139	3,637	196	17,851
JAN	175	18	288	298	1,653	795	3,052	208	16,544
FEB									
MAR									
APR									
MAY									
JUN									
TOTAL	1,155	175	2,597	2,360	15,718	7,451	28,301	1,473	130,151
TOTAL YTD 23-24	1,048	281	2,406	2,617	11,548	3,624	20,476	1,638	174,240
% Chg	10%	-38%	8%	-10%	36%	106%	38%	-10%	-25%

*Arriving Flights = when VIC was staffed

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	100	1,935	9	80	41	6	2,171	JUL	6,972
AUG	85	1,661	9	79	16	4	1,854	AUG	6,838
SEP	58	850	10	114	32	8	1,072	SEP	5,323
OCT	60	838	11	111	10	11	1,041	OCT	4,787
NOV	51	1,066	12	105	8	7	1,249	NOV	5,079
DEC	26	872	5	30	1	1	935	DEC	4,572
JAN	43	1,205	11	72	10	9	1,350	JAN	4,402
FEB								FEB	
MAR								MAR	
APR								APR	
MAY								MAY	
JUN								JUN	
TOTAL	423	8,427	67	591	118	46	9,672	TOTAL	37,973
TOTAL YTD 23-24	422	4,022	54	581	223	91	5,393	TOTAL YTD 23-24	25,869
% Chg	0%	N/A	24%	2%	-47%	-49%	79%	% Chg	47%

*Note: Started tracking at Rogue X in January 2024

Community Partnership/Event Promotion Tracker

Fiscal YTD Through January 2025

Travel Medford - Event Promotion Tracking FY 2024-25

Community Partnership Grant Fund (812.6)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
2024 EVENTS							
1	Folk Collective Summer Series (in Medford)	Summer	\$2,000	\$2,000		\$2,000	General
2	Southern Oregon Golf Championships	August	\$1,000	\$1,000		\$1,000	Sports & Outdoors
3	Sasquatch Open Pro Am	August	\$1,000	\$1,000		\$1,000	Sports & Outdoors
4	American Cornhole Organization (ACO) World Championships	July 2027	\$5,000	\$5,000		\$5,000	Sports & Outdoors
5	Medford Rogue Rotary Pickleball Fest	September	\$1,000	\$1,000	\$200	\$1,200	Sports & Outdoors
6	Medford Rogues	Summer	\$900	\$900		\$900	Sports & Outdoors
7	Red Hawk Ridge Freestyle Jam	October	\$1,000	\$1,000		\$1,000	Sports & Outdoors
8	Cascade Collegiate Conference Soccer Championships	November	\$8,500	\$5,500	\$2,675	\$8,175	Sports & Outdoors
2025 Events							
9	Savor Southern Oregon	June 2025	Event Host	\$8,986		\$8,986	Wine & Beer
10	King of the Ice Hockey Tournament	January	\$1,500	\$1,500		\$1,500	Sports & Outdoors
11	RISE Volleyball Rogue Valley Classic	March 2025	\$5,000	\$2,500		\$2,500	Sports & Outdoors
12	Go Rogue Boys Volleyball Tournament	April 2025	\$5,000	\$2,500		\$2,500	Sports & Outdoors
13	Kids Unlimited Southern Oregon Open	May 2025	\$5,000	\$2,500		\$2,500	Sports & Outdoors
14	Southern Oregon Classic & Culinary Feast	June 2025	\$8,900	\$3,200	\$1,800	\$5,000	General
15	Medford Summer Classic Pickleball Tournament	June 2025	\$1,300	\$1,300		\$1,300	Sports & Outdoors
16	Rogue Reining Horse Association Ranch and Reining Show Series	June 2025	\$5,000	\$1,000	\$0	\$1,000	Sports & Outdoors
TOTAL			\$20,400	\$40,886	\$4,675	\$45,561	

Rogue X Events (812.62)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	ACO Medford Major - Fall	Oct 2024	\$3,500	\$3,500		\$3,500	Sports & Outdoors
2	ACO Medford Major - Winter	Feb 2025	\$3,500	\$3,500		\$3,500	Sports & Outdoors
3	48th Annual Medford Rod & Custom Show	Apr 2025	\$10,000	\$3,000		\$3,000	General
TOTAL			\$17,000	\$10,000	\$0	\$10,000	

Downtown Events (812.63)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Craterian Theater	March 2025	\$5,000	\$4,500		\$4,500	Downtown
2	Ride for a Cause	Oct 2024	\$1,500	\$2,685	\$200	\$2,885	Downtown
3	End of the Finish Line (Rogue Marathon & Ride for a Cause)	Oct 2024	\$1,675	\$1,675		\$1,675	Downtown
4	Pear Blossom Run	April 2025	\$2,500	\$2,500		\$2,500	Downtown
5	Rogue Week	May 2025	\$12,000	\$3,000		\$3,000	Downtown
6	Art In Bloom	May 2025	\$6,000	\$3,000		\$3,000	Downtown
TOTAL			\$28,675	\$17,360	\$200	\$17,560	

Lithia & Driveway Fields Events (826)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	USA Softball College Exposure Tournament	Oct 2024	\$5,000	\$5,000		\$5,000	Sports & Outdoors
TOTAL			\$5,000	\$5,000	\$0	\$5,000	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	3	\$20,900	\$8,200	\$1,800	\$10,000
Downtown	6	\$28,675	\$17,360	\$200	\$17,560
Sports & Outdoors	16	\$53,200	\$38,700	\$2,875	\$41,575
Wine & Beer	1	\$0	\$8,986		\$8,986
TOTAL	26	\$102,775	\$73,246	\$4,875	\$78,121

Expedia Direct Booking “Always On Campaign”

Run Dates: Aug. 1 - Jan. 31

Display Performance Summary - Travel Medford



Conversion Insights - Travel Medford

