

**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**  
Project Specialist

**Angela Wood**  
Director of Sales & Sports Development

**Ashley Cates**  
Chief Marketing Officer

**Emily Hunter**  
Marketing & Communications Coordinator

**Maclayne De Mello**  
Community Partnership Coordinator

**Samantha Cañez**  
Content & Projects Manager



**Travel Medford Tourism Council**  
January 25, 2023 | 3:30 p.m.  
The Children’s Museum of S.O.

**AGENDA**

- I. Meeting Call to Order – *Strahl*
- II. Approval of November 30, 2022 minutes *page 2*
- III. Financial Report – *Holmes* *page 5*
- IV. Meeting Introductions
- V. Travel Medford Report – *Holmes*
- VI. Marketing Update – *Hunter*
- VII. Sports Update – *Wood*
- VIII. Community Partnership Update – *De Mello* *page 12*
- IX. Visitor Services & Projects Update – *Cañez*
- X. TMTC & Guest Updates – *Hoteliers, Airport, etc.*

**NEXT MEETING: February 22, 2023 at The Urban Cork**

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

ACO Kickoff Party	Feb. 2	Wild River Brewery
ACO Oregon Majors	Feb. 3-4	Medford Armory
Bones & Barrels	Feb. 3-4	The Expo
DMA’s Third Friday’s	Feb. 17	Downtown
Presidents’ Day Holiday	Feb. 20	Office Closed

***\*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 November 30, 2022

**Present:** Eric Strahl, Bruce Hoevet, JoJo Howard, Lindsey Rice, Jeff Kapple, Kevin Stine, Marissa Ruf, Rachel Koning

**Absent:** Vince Domenzain, Gina Bianco, Gloria Thomas, Wendy Baker

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

**Guests:** Brad Cozza (Rogue Valley International-Medford Airport)

**Minutes:** Minutes from the October 26, 2022 meeting were reviewed. A motion to accept was made by Bruce. JoJo 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. October was the best on record, 3% above monthly projection and +11% YTD over projected budget.
- Line 812.1, A request for proposal will be distributed in December for PR support.
- Line 812.5 is over budget due to an increase in visitor guide requests and additional brochure placements in five different visitor centers in Washington.
- Line 840.1, Visitor Services, is under budget due to the construction of Rogue X. This won't be spent until the last quarter of the fiscal year. The facility use agreement was signed yesterday.
- 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 Bruce. Marissa seconded. Motion approved by the group.

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

- Room supply is up 10% from last year. There's a 7% increase in revenue for intermediaries. Intermediary booking projections have increased by 29% for December.
- T.J. presented the annual report at City Council on Nov. 17. The report was well-received and it included a recap video of the inaugural Heart of The Rogue Festival.
- Application for the Travel Oregon Capacity Building Grant has been submitted, asking for \$50,000 for an in-house graphic designer. The results will be announced Dec. 21.
- The Holly Theatre is getting a boost in fundraising from the City of Medford, with a \$250,000 grant for their restoration project.

- Future TMTTC meetings will be held at various locations throughout Medford. Next month's meeting will be held at The Children's Museum of Southern Oregon with an optional tour beforehand.

### Marketing Update (Cates & Hunter)

#### **Cates**

- The Content Calendar is being finalized with an 18-month design that will be used to tackle budget and marketing plans for 2022-2023.
- Zartico, a platform used to provide analytics, is in full effect and we are excited to uncover its data.
- The downtown map project is progressing. Meanwhile, the regional map is now interactive and live on the website with clickable links for users.
- Paid print and digital ads are running on several locations, including Sunset Magazine.
- We are currently running a campaign to support our local economy by using our accrued credit card points to purchase \$100 gift cards from 30 different local businesses. We have about 4,000 leads thus far ending mid-December.
- Cost per click advertising is down from 21 cents to 16 cents.

#### **Hunter**

- Eight articles have been published since Heart of The Rogue, earning over 9,200 views.
- Social is flourishing with more than 500,000 organic impressions on Facebook alone.
- A social strategy plan is in its final stages and will assist in creating intentional content throughout the fiscal year.

### Sports Update (Angela)

- Angela is working on securing a location for the American Cornhole Organization Oregon Major kick off party held Feb. 2. Out of town visitors are expected for this event.
- Know Your Role is approaching its second year, with a new gameplan in the works. How-to videos will be created to provide clients with tangible resources to present at school assemblies and parent meetings.
- KYR licensing with Fox Cities Visitors Bureau is being finalized. Partnerships with Pure Michigan Sports, Oregon School Activities Association, and the National Federation of High School Sports are all currently underway.

### Community Partnership Update (Maclayne)

- Maclayne reviewed the Event Promotion/Community Partnership Fund Tracker.
- Travel Medford is the sole sponsor of the upcoming Winter Wonderland event at Hanley Farm. The event is free to the public and will be decorated with holiday lights throughout the facility.

- Maclayne will be selling brandwear at Pear Blossom Park for the Winter Lights Festival on Dec. 3.

### Projects Update (Sam)

- A Black Friday sale on brandwear was held over the holidays.
- The Wine Passport is launching later this month encouraging users to visit local wineries. Users of this free digital passport will gain deals and discounts from select businesses, earning points to win prizes from our Visitor Center.

### Guest Updates (Brad Cozza)

- After years of serving as Rogue Valley International Medford Airport's Manager, Jerry Brienza, will be leaving the community Dec. 16. The replacement process is underway.
- Flight numbers are currently plateauing due to the national pilot shortage. Flights to Portland have been reduced from six to two flights a day.

### Guest Updates (Kevin Stine)

- A study session will be held in December to discuss plans for public safety concerns in the community. The City's plan is to hire 27 positions for public safety including police officers, fire fighters, and additional clerical staff.
- There will be a small increase in the public safety utility fee beginning January 2023.
- Kevin has been approached with several requests for increased security downtown.

# Balance Sheet

## As of December 31, 2022

11:30 AM  
01/10/23  
Accrual Basis

Travel Medford  
**Balance Sheet**  
As of December 31, 2022

	<u>Dec 31, 22</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
106 - US Bank	338,053.69
107 - US Bank - Money Market	<u>202,970.75</u>
Total Checking/Savings	541,024.44
Accounts Receivable	
122 - Accounts Receivable	<u>105,447.26</u>
Total Accounts Receivable	<u>105,447.26</u>
Total Current Assets	646,471.70
Fixed Assets	
150 - Equipment	7,003.24
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	<u>-3,110.31</u>
Total Fixed Assets	<u>81,252.17</u>
<b>TOTAL ASSETS</b>	<b><u><u>727,723.87</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
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>322,456.71</u>
Total Equity	<u>725,653.67</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>727,723.87</u></u></b>

# Profit & Loss

## December 2022

11:30 AM  
01/10/23  
Accrual Basis

### Travel Medford Profit & Loss Budget Performance July through December 2022

		YTD Actual	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
	430 - Interest Income	13		
	440 - Occupancy Tax Income	930,426	818,481	1,541,864
	451 - Airport Ad Income	3,521	2,400	4,800
	452 - Brand Merchandise	4,468	10,500	21,000
	454 - Misc. Revenue-Events	17,332		
	<b>Total Income</b>	<b>955,761</b>	<b>831,381</b>	<b>1,567,664</b>
<b>Expense</b>				
	<b>540 - Administration</b>			
	540.1 - Rent and Operations	21,323	21,323	42,646
	540.2 - Shared Salaries	31,430	31,451	62,902
	540.3 - Salaries	44,625	44,625	89,250
	540.4 - Benefits	9,015	9,111	19,568
	<b>Total 540 - Administration</b>	<b>106,393</b>	<b>106,510</b>	<b>214,366</b>
	<b>Office Expense</b>			
	602 - Telephone	1,710	1,860	3,720
	604 - Postage	348	1,000	2,000
	606 - Supplies	1,305	600	1,200
	608 - Legal & Accounting	29,940	19,500	39,000
	<b>Total Office Expense</b>	<b>33,302</b>	<b>22,960</b>	<b>45,920</b>
	<b>Promotion Expense</b>			
	<b>812 - Advertising</b>			
	812.1 - Advertising Support	0	21,000	42,000
	812.2 - Salaries	109,305	117,250	234,500
	812.3 - Benefits	21,235	24,515	55,308
	812.4 - Giveaways	924	7,500	15,000
	812.5 - BrochDist/Fullfillment	9,054	3,860	7,719
	812.6 - Community Partnerships	51,487	38,550	77,100
	812.7 - Sust. Mkt. Traditional	31,340	34,500	69,000
	812.9 - DigitalSocialMedCampaig	96,192	138,000	276,000
	<b>Total 812 - Advertising</b>	<b>319,537</b>	<b>385,175</b>	<b>776,628</b>
	<b>813 - Sports Tourism</b>			
	813.1 - SOSC	3,786	2,500	5,000
	813.2 - Sports Tourism	27,209	31,949	63,897
	<b>Total 813 - Sports Tourism</b>	<b>30,995</b>	<b>34,449</b>	<b>68,897</b>
	<b>814 - Brochures &amp; Printing</b>	<b>7,198</b>	<b>11,163</b>	<b>22,325</b>
	<b>816 - Art, Design Services</b>	<b>7,438</b>	<b>24,000</b>	<b>48,000</b>
	<b>818 - Conv. Sales/Group Tours</b>			
	818.1 - Conv. Sales/Group Tours	1,584	4,750	9,500
	818.2 - Salaries	34,125	34,125	68,250
	818.3 - Benefits	8,072	8,485	17,387
	<b>Total 818 - Conv. Sales/Group Tours</b>	<b>43,782</b>	<b>47,360</b>	<b>95,137</b>



# Tourism Trends

## For the Month of December 2022

### Tourism Trends

<b>NOVEMBER 2022</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	58.9%	-18%	63.9%	-15%	52.8%	-5%
Average Daily Rate	\$104.98	-5%	\$131.55	7%	\$152.23	10%
Rev. Per Available Room	\$95.49	-22%	\$84.05	-9%	\$80.34	5%

<b>YEAR-TO-DATE</b> <b>July-November</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	71.0%	-12%	69.4%	-10%	67.1%	0%
Average Daily Rate	\$124.54	0%	\$137.32	2%	\$179.26	10%
Rev. Per Available Room	\$88.31	-12%	\$95.27	-7%	\$120.26	11%
Room Demand	295,174	-7%	509,024	-4%	9.0 M	5%
Room Supply	416,274	6%	733,685	6%	13.5 M	5%
Room Revenue	\$36.7 M	-7%	\$69.9 M	-2%	\$1.6 B	16%

Sources: STR & AirDNA

# Tourism Trends (Continued) For the Month of December 2022

## 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					
FEB					
MAR					
APR					
MAY					
JUN					
<b>TOTAL</b>	<b>\$ 930,426.32</b>	<b>\$ 818,480.85</b>	<b>\$ 111,945.47</b>	<b>\$ 157,408.88</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			65.7%		\$ 103.05	
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>\$948,079.58</b>	<b>\$930,426.32</b>	<b>-\$17,653.26</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>						
<b>FEB</b>						
<b>MAR</b>						
<b>APR</b>						
<b>MAY</b>						
<b>JUN</b>						
<b>TOTAL</b>	<b>1,299</b>	<b>527</b>	<b>6,423</b>	<b>5,628</b>	<b>13,878</b>	<b>27,755</b>
<b>TOTAL YTD 21-22</b>	<b>503</b>	<b>90</b>	<b>1,234</b>	<b>1,434</b>	<b>7,985</b>	<b>10,743</b>
<b>% Chg</b>	<b>158%</b>	<b>486%</b>	<b>421%</b>	<b>292%</b>	<b>74%</b>	<b>158%</b>

# Event Promotion / Community Partnership Fund Tracker Through December 2022

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

	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	\$35,858	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	\$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. <b>Marketing Plan:</b> 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	In progress	SEE NOTES	In progress. Needs to be approved.
14						
15						
16						
17						
TOTAL				\$60,358		

# WINE PASSPORT



Travel Medford has officially launched a digital wine passport! The passport functions like a mobile phone app, and uses GPS to allow each pass holder to check in at each location they visit. With 23 participating wineries, the Rogue Valley Wine Passport directs traffic to visit each tasting room in exchange for points.



Points are redeemed for prizes at the Downtown Medford Visitor Center.

The pass is free to both participating wineries and passholders. Tasting rooms are not required to offer specials or discounts, but the option is there for them to do so.

## PRIZES



## PARTICIPATING WINERIES

2 Hawk Vineyard & Winery  
Anchor Valley Wine Bar  
Bayer Family Estate  
Belle Fiore Winery  
Cliff Creek Cellars  
DANCIN  
Del Rio Vineyards  
Devitt Winery  
Dwell Wines  
EdenVale Winery  
Eliana Wines  
Grizzly Peak Winery  
Hunningbird Estate  
Kriselle Cellars  
Long Walk Vineyard  
Plaisance Ranch  
Rellik Winery  
Rosella's Vineyard & Winery  
RoxyAnn Winery  
Stoneriver Vineyards  
Troon Vineyard  
Valley View Winery  
Weisinger Family Winery

## SCAN TO DOWNLOAD

