

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



Travel Medford Tourism Council

January 29, 2025 | 3:30 p.m.
Gold Rush Cider & Brewing

AGENDA

- I. 3:00 – Tour of Gold Rush Brewing (OPTIONAL)
- II. 3:30 – Meeting Call to Order & Chair Message – *Eric*
- III. 3:35 – Guest Presentation: Downtown Medford Association
- IV. 3:55 – Approval of Nov. 20, 2024 minutes – *Eric* page 2
- V. 4:00 – Financial Report – *T.J.* page 4
- VI. 4:10 – Travel Medford Report – *T.J.*
- VII. 4:15 – Marketing Update – *Carole*
- VIII. 4:20 – Sports Development Update – *Darren*
- IX. 4:30 – Event Promotion Update – *Katelyn* page 11
- X. 4:35 – Visitor Services Update – *Angela* page 10
- XI. 4:45 – Compass Hotel/Coquille Update – *JoJo*
- XII. 4:55 – TMTC Roundtable Updates & Other Business

NEXT MEETING: Feb. 26, 2025 at Cascadia Axe Co.

Important Travel Medford standing meeting dates & events:

ACO Medford Major	Jan. 31-Feb. 1	Rogue X
President's Day	Feb. 17	Office Closed
City Council Quarterly Report	Feb. 19	City Hall
SOREDI State of RV Breakfast	Feb. 27	RVCC
Governor's Conf. on Tourism	April 14-16	Portland Conv. Center
Savor Southern Oregon	June 13-14	Bigham Knoll

****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 Nov. 20, 2024

Present: Eric Strahl, Gloria Thomas, JoJo Howard, Lindsey Rice, Mike Doil, Rachel Koning, Ryan Torres

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

Absent: Bonny Panchal, Adam Benson, Sarah Strickler, Vince Domenzain, Wendy Baker, Cooper Whitman, Kevin Stine

Guests: Tiffany Schmeltzer (Mt. Ashland), Gabbi Conner (Mt. Ashland)

Guest Presentation - Tiffany Schmeltzer of Mt. Ashland

- Tiffany Schmeltzer gave an update on developments at Mt. Ashland. Comments around new Lithia Chair Lift, more racing terrain, the upcoming season, disc golf course and hosting the National Alpine Ski Competition, first time in the Rogue Valley since 2018.

Minutes: Minutes from the Oct. 30, 2024 meeting were reviewed. A motion to accept the minutes was made by JoJo. Gloria seconded. Motion carried.

Financial Report (T.J.)

- The October balance sheet and profit & loss statement were reviewed
- October TLT was \$148K, +3% to projection (\$143K), second-best October on record
- Intermediaries was \$27K, +12% over projection
- TLT is +4% YTD (\$25K), +2% for hotels and +10% for intermediaries above budget
- Total income is up 9%, comments on line items 812.1 advertising support and 812.9 under budget due to pause for the election and increased demand caused high prices
- The initial carryover reviewed in October was more than actual due to accumulated depreciation and vacation payables. The actual carryover from FY 23-24 was \$13,269, which TMTC allocated to line 812.1 in FY 24-25.
- A motion to accept the financial report as presented was made by JoJo. Ryan seconded. Motion carried.

Travel Medford Report (T.J.)

- Tourism Trends were referenced in the meeting packet
- Medford Parks & Rec is asking for feedback on the Master Plan
- Travel Medford is will find out Nov. 21 if awarded the Wine Country License Plate Grant
- Travel Medford is partnering with Travel Oregon and Wheel the World on a Destination Verified program for local businesses to be assessed and advertised to mobility impaired travelers at no cost. More details to come.

Marketing Update (Carole)

- Expedia campaign results in the packet were referenced, noting is \$635K generated revenue in 3 months.
- Visitor Guide Volume 3 was presented and well received. It creates a game plan for all marketing efforts going forward and is Travel Medford's most forward facing collateral.
- Savor Southern Oregon will be at Bigham Knoll on June 13-14

Sports Update (Darren)

- CCC Tournament resulted in nearly 600 verified room nights with 750 in-person tickets, very good chance to extend the tournament two more years in Medford
- Launched an SOSC newsletter to build a subscriber base
- Working on a Sports Experience Guide to use in recruiting events/rights holders. It will allow us to recognize what we need for tournaments, what events we're ready for

Visitor Services (Angela)

- Presented the Hello Lamp Post wayfinding project with floor decals at 5 locations. It's an AI chat tool to be a personalized tour guide of our city and we curated the answers. Working on making table tents to put at restaurants to get better engagement and business-card size to include in sports tournament bags.

MFR/Airport Update (Mike)

- MFR received the Small Community Air Service Development Grant with the hope to begin securing an airline to fly direct to Dallas/Ft. Worth. The flight bid has to be secured within 3 years but doesn't mean the flights have to happen during that time
- Airport is up 6% year-over-year in traffic and will see over 1 million passengers in 2024

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			\$ -	
FEB			\$ -	
MAR			\$ -	
APR			\$ -	
MAY			\$ -	
JUN			\$ -	
TOTAL	\$ 954,608.18	\$ 885,044.18	\$ 69,564.00	\$ 176,748.37

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				49.7%		\$ 98.47	
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	\$ 903,180	\$ 885,044	\$ 954,608	\$ 69,564				

*ADR: Average Daily Rate

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

Balance Sheet

Fiscal YTD Through December 2024

11:25 AM
01/07/25
Accrual Basis

Travel Medford
Balance Sheet
As of December 31, 2024

	<u>Dec 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	350,885.00
107 - US Bank - Money Market	251,708.87
Total Checking/Savings	602,593.87
Accounts Receivable	
122 - Accounts Receivable	108,335.49
Total Accounts Receivable	108,335.49
Total Current Assets	710,929.36
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-30,967.35
Total Fixed Assets	103,335.91
TOTAL ASSETS	<u>814,265.27</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-9300	-1,939.64
Total Credit Cards	-1,939.64
Other Current Liabilities	
145 - Vacation Payable	11,391.90
Total Other Current Liabilities	11,391.90
Total Current Liabilities	9,452.26
Total Liabilities	9,452.26
Equity	
302 - Retained Earnings	486,672.48
Net Income	318,140.53
Total Equity	804,813.01
TOTAL LIABILITIES & EQUITY	<u>814,265.27</u>

Fiscal YTD Through December 2024

								YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense										
			Income							
				430 - Interest Income				4,413	5,400	10,800
				440 - Occupancy Tax Income				954,588	885,044	1,586,333
				451 - Ad Income						
				451.1 - Airport Ad Inc				5,054	3,400	6,800
				451.2 - Rogue X Ad Inc				1,857	1,120	2,240
				451.3 - Visitor Guide Ad Sales				33,850	0	0
				Total 451 - Ad Income				40,761	4,520	9,040
				452 - Brand Merchandise				1,774	4,000	8,000
				454 - Event Revenue				0	0	47,000
				456 - Misc Revenue				68,478	0	23,290
				Total Income				1,070,015	898,964	1,684,463
				Expense						
				540 - Administration						
				540.1 - Rent and Operations				22,528	22,527	45,054
				540.2 - Shared Salaries				40,941	40,941	81,883
				540.3 - Salaries				53,500	53,500	107,000
				540.4 - Benefits				11,813	12,466	25,419
				Total 540 - Administration				128,782	129,435	259,356
				Office Expense						
				602 - Telephone				2,010	2,160	4,320
				604 - Postage				108	1,200	2,400
				606 - Supplies				521	1,500	3,000
				608 - Legal & Accounting				9,851	3,500	7,000
				Total Office Expense				12,490	8,360	16,720
				Promotion Expense						
				812 - Advertising						
				812.1 - Advertising Support				18,194	57,478	133,057
				812.2 - Salaries				134,696	140,010	271,440
				812.3 - Benefits				27,243	30,623	58,358
				812.4 - Giveaways				32	4,000	8,000
				812.5 - BrochDist/Fullfillment				12,473	16,160	24,320
				812.61 - Event Promotion						
				812.6 - Community Partnerships				19,875	32,000	64,000
				812.62 - Rogue X				7,000	5,000	10,000
				812.63 - Downtown Events				8,860	8,000	16,000
				826 - Lithia & Driveway Fields				5,000	5,000	10,000
				Total 812.61 - Event Promotion				40,735	50,000	100,000

01/07/25
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July through December 2024

[illegible]

Travel Medford
Profit & Loss Budget Performance
July through December 2024

Travel Medford Tourism Council Packet January 29, 2025 - Page 8

Tourism Data Metrics

November 2024

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	55.5%	0%	51.4%	-1%	50.5%	0%
Average Daily Rate	\$105.36	2%	\$117.09	4%	\$148.39	2%
Rev. Per Available Room	\$58.47	2%	\$60.23	4%	\$74.99	2%

YEAR-TO-DATE

July '24 - Nov. '24

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	68.8%	3%	66.1%	2%	66.0%	3%
Average Daily Rate	\$122.65	1%	\$137.89	1%	\$178.03	2%
Rev. Per Available Room	\$84.33	4%	\$91.13	2%	\$117.58	5%
Room Demand	301,541	3%	519,446	3%	9.3 M	3%
Room Supply	438,581	1%	786,025	2%	14.1 M	1%
Room Revenue	\$37.0 M	5%	\$71.6 M	4%	\$1.66 B	6%

Sources: STR & AirDNA

Visitor Services Tracking

Fiscal YTD Through December 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	178	42	456	429	2,676	1,198	4,979	240	23,071
AUG	190	34	429	379	2,661	1,481	5,174	229	21,249
SEP	172	19	421	314	2,468	1,029	4,423	189	16,802
OCT	121	21	428	302	2,292	70	4,423	202	16,022
NOV	166	24	299	276	2,125	1,106	3,996	209	18,612
DEC	153	17	276	362	1,843	1,139	3,790	196	17,851
JAN									
FEB									
MAR									
APR									
MAY									
JUN									
TOTAL	980	157	2,309	2,062	14,065	6,023	26,785	1,265	113,607
TOTAL YTD 23-24	870	249	2,162	2,301	10,064	3,186	18,832	1,424	129,159
% Chg	13%	-37%	7%	-10%	40%	89%	42%	-11%	-12%

*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	7,345
AUG	85	1,661	9	79	16	4	1,854	AUG	6,277
SEP	58	850	10	114	32	8	1,072	SEP	5,495
OCT	60	838	11	111	10	11	1,041	OCT	5,037
NOV	51	1,066	12	105	8	7	1,249	NOV	5,039
DEC	26	872	5	30	1	1	935	DEC	935
JAN								JAN	
FEB								FEB	
MAR								MAR	
APR								APR	
MAY								MAY	
JUN								JUN	
TOTAL	380	7,222	56	519	108	37	8,322	TOTAL	30,128
TOTAL YTD 23-24	387	0	51	559	206	86	1,238	TOTAL YTD 23-24	20,070
% Chg	-2%		10%	-7%	-48%	-57%	572%	% Chg	50%

*Note: Started tracking at Rogue X in January 2024

Community Partnership/Event Promotion Tracker

Fiscal YTD Through December 2024

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	Ashland 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	Savor Southern Oregon	June 2025	Event Host	\$3,475		\$3,475	Wine & Beer
9	Cascade Collegiate Conference Soccer Championships	November	\$8,500	\$5,500	\$2,675	\$8,175	Sports & Outdoors
10	Rogue Renning	December	\$5,000	\$1,000		\$1,000	Sports & Outdoors
2025 Events							
11	King of the Ice Hockey Tournament	January	\$1,500	\$1,500		\$1,500	Sports & Outdoors
TOTAL			\$20,400	\$21,875	\$2,875	\$26,250	

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
TOTAL			\$7,000	\$7,000	\$0	\$7,000	

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	Art In Bloom	May 2025	\$6,000	\$3,000		\$3,000	Downtown
TOTAL			\$14,175	\$11,860	\$200	\$12,060	

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)

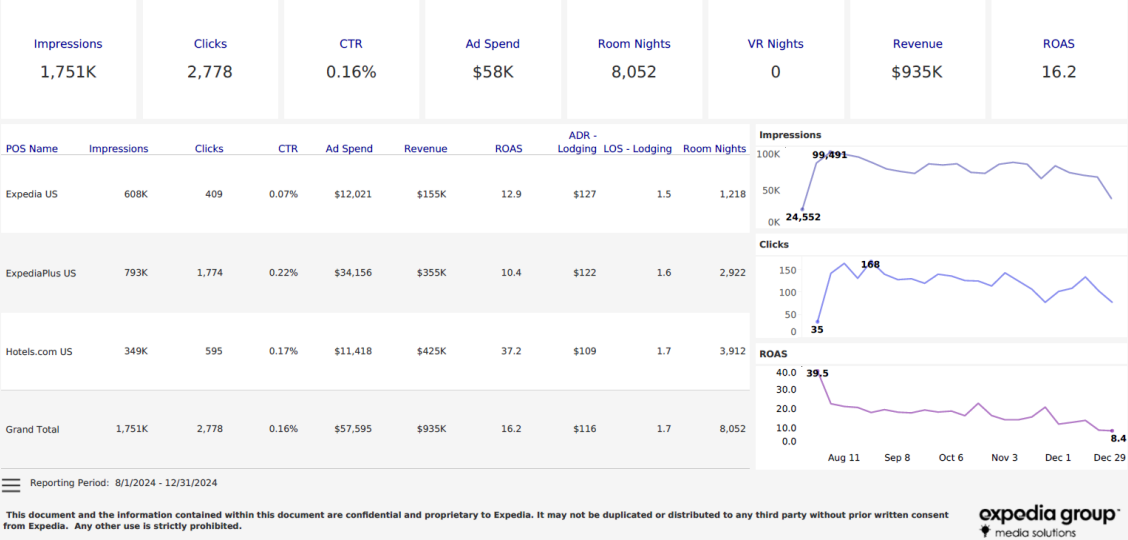
Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	1	\$2,000	\$2,000	\$0	\$2,000
Downtown	4	\$14,175	\$11,860	\$200	\$12,060
Sports & Outdoors	12	\$36,900	\$29,900	\$2,875	\$32,775
Wine & Beer	1	\$0	\$3,475	\$0	\$3,475
TOTAL	18	\$53,075	\$47,235	\$3,075	\$50,310

Expedia Direct Booking "Always On Campaign"

Run Dates: Aug. 1 - Dec. 31

Display Ads	Ad Spend	Impressions	Clicks	CTR	Revenue	ROAS
	\$59,189	1,803,485	2,882	0.16%	\$941,916	15.9

Display Performance Summary - Travel Medford



Conversion Insights - Travel Medford

