

TOURISM COUNCILORS

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Craterian Theater

Bruce Hoevet, Vice Chair
Rogue Regency Inn

Lindsey Rice, Past Chair
RV Zipline Adventure

Gina Bianco
Rogue Valley Vintners

Gloria Thomas
Lady Geneva Bed & Breakfast

JoJo Howard
Compass Hotel Margaritaville

Marissa Ruf
Merete Hotel Management

Rachel Koning
Common Block Brewing

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

Mike Doil
Rogue Valley International-Medford Airport

Bonny Panchal
Red Roof Inn & 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 & Visitor Services

Ashley Cates
Chief Marketing Officer

Brad King
Director of Sports Development

Celeste Moreno
Graphic Designer & Creative Manager

Maclayne De Mello
Community Partnership Coordinator



Travel Medford Tourism Council
June 28, 2023 | 3:30 p.m.
Compass Hotel by Margaritaville

AGENDA

- I. Meeting Call to Order & Introductions – *Strahl*
- II. Approval of May 31, 2023 minutes *page 2*
- III. VOTE: TMTC 2023-24 Chair & Vice Chair
- IV. Financial Report – *Holmes* *page 5*
- V. Travel Medford Report – *Holmes*
- VI. Marketing Update – *Cates & Coscette*
- VII. Visitor Services Update – *Wood*
- VIII. Sports Update – *King*
- IX. Event Promotion & Brand Wear Update – *De Mello* *page 11*
- X. TMTC Roundtable Updates

NEXT MEETING: August 28, 2023 at Rogue Valley Airport

Important Travel Medford standing meeting dates & events:

Independence Day	July 4	Office Closed
RV Growers & Crafters Market	Thursdays	Hawthorne Park
Jackson County Fair	July 12-16	Fairgrounds
Third Friday	July 21	Downtown Medford
Sasquatch Open Pro Am	July 30	Centennial Golf Club
Chamber Excellence In Business Awards Dinner	Sept. 14	Rogue Valley CC
Heart of the Rogue Festival	Oct. 13-14	Pear Blossom Park

****Travel Medford 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.

****Travel Medford Tourism Council Purpose****

Offer travel & hospitality expertise, support, counsel and direction to Travel Medford.

Meeting Minutes

For the Meeting on May 31, 2023

Present: Eric Strahl, Jeff Kapple, Gina Bianco, Vince Domenzain, JoJo Howard, Marissa Ruf, Rachel Koning, Lindsey Rice, Sarah Strickler, Mike Doil, Bonny Panchal

Absent: Bruce Hoevet, Wendy Baker, Gloria Thomas, Kevin Stine

Staff: T.J. Holmes, Maclayne De Mello, Amanda Coscette, Ashley Cates, Angela Wood, Celeste Moreno, Brad King

Guests: Bobby Stricker (101 Things To Do)

Minutes: Minutes from the April 26, 2023 meeting were reviewed. A motion to accept was made by Lindsey. Vince seconded. Motion approved by the group.

Guest Presentation (Bobby Sticker)

- 101 Things To Do presented. A digital and print magazine with a publication about Southern Oregon is slated for October 2023.

Financial Report (Holmes)

- Welcomed newest members Mike Doil and Bonny Panchal to the Tourism Council.
- The balance sheet and profit & loss statement were reviewed, financials holding strong.
- Line 107 - TMTC voted in April to move \$37,000 into reserves which will be reflected in the June financials balance since the transaction occurred in May.
- Line 122 - April TLT was the third best April on record. TLT is 7% above the annual projected TLT budget. Intermediaries was \$21,000, marking the best April on record.
- Total income is 11% above projection through April.
- A motion to accept the financial report as presented was made by Vince. Marissa seconded. Motion approved by the group.

Travel Medford Update (Holmes)

- Travel Medford's creative excellence and marketing innovation has been recognized with 6 Hermes Creative Awards including two platinum awards and two gold.
- The Chamber is sending out a Public Safety and Livability survey regarding ongoing safety concerns, all TMTC members are encouraged to respond.
- The Visitor Information Desk contract at the airport goes to the County Board of Commissioners to sign off and approve for a five-year renewal in June.
- There is an opportunity to conduct a feasibility study for a new conference center. The last study held was in 2016 when Medford still had meeting space, now there is a

deficiency. A conference center aligns with the City of Medford's 2040 Vision Goals that Travel Medford is the lead partner on. The study would include vital visitor information and data to use for marketing and market research is one of the deliverables in the city contract. Marissa motioned to pursue a feasibility study for a conference center. Bonny seconded. Motion approved by the group.

FY 2023-24 Proposed Budget (Holmes)

- T.J. presented the TLT projections for Fiscal Year 2023-24, noting nine sources for data collection in projections including Dean Runyan Oregon Travel Impacts, TMTC and the Medford Hotelier Group.
- T.J. presented the proposed budget for Fiscal Year 2023-24. He also provided a budget narrative that explains what each line item includes.
- Notable line items include:
 - o Event Promotion is clearly more defined in the budget under 812.61 Event Promotion, which includes 812.6 Community Partnership Grant Fund (5% of TLT), and moved Line 826 Lithia & Driveway Fields under Event Promotion since we are contractually required to budget \$10,000 to secure and promote events at the facility.
 - o Advertising expenses are increasing by 9 percent
 - o Line 822 - Research has increased due to potential conference center study
 - o Line 840.4 - Budgeting for one part-time airport information desk employee through a staffing agency
 - o Total Promotion is increasing by 5 percent and is 80% of total budget
- A motion to accept the budget was made by Rachel. Sarah seconded. Motion approved by the group.

Marketing Update (Cates & Coscette)

- 5W is announced as our new PR agency on record and we are already thrilled with their communication and research. Four team members will be visiting for an immersion trip later in June. A monthly press release is expected and open to TMTC for submissions.
- Beartooth Media will be visiting next month for a two-day trip focused on obtaining new imagery and videography of the region.
- Expedia campaign is running through June has garnished \$445,000 in hotel bookings.
- We are hosting the editor of Porsche Magazine in June for an upscale road trip story.
- We promoted 'Go Paddling Week' on social media and included promotional videos from partners on how to enjoy the Rogue safely this summer.

Sports Update (Wood)

- Angela is training Brad as the new Director of Sports Development of Travel Medford.

- Southern Oregon Sports Commission Golf Tournament was a huge success and made a profit more than \$9,000 for SOSOC.
- Filming for the next Know Your Role video will be held June 7 at Lithia and Driveway Fields.
- Promotion is underway for the digital Wine Passport. Angela is working on gathering additional marketing materials to gain users.

Community Partnership Update (DeMello)

- Maclayne reviewed the Event Promotion/Community Partnership Grant Fund Tracker.
- Travel Medford was present at the Medford Open Streets event with our brand wear and information booth.
- On June 10-11, we will be hosting a Rogue Music Fest wristband pick up event at our Downtown Visitor Center.
- Heart of the Rogue Festival planning is underway with already 33 exhibitors registered.
- The top two event categories of the year were dedicated to sports and performing arts and a total of 21 events were sponsored.

Balance Sheet

As of May 2023

5:13 PM
06/06/23
Accrual Basis

Travel Medford
Balance Sheet
As of May 31, 2023

	<u>May 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	22,063.90
107 - US Bank - Money Market	240,128.66
Total Checking/Savings	<u>262,192.56</u>
Accounts Receivable	
122 - Accounts Receivable	132,424.23
Total Accounts Receivable	<u>132,424.23</u>
Total Current Assets	394,616.79
Fixed Assets	
150 - Equipment	12,887.26
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-3,110.31
Total Fixed Assets	<u>87,136.19</u>
TOTAL ASSETS	<u><u>481,752.98</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	2,070.20
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	76,485.82
Total Equity	<u>479,682.78</u>
TOTAL LIABILITIES & EQUITY	<u><u>481,752.98</u></u>

Profit & Loss

May 2023

2:13 PM
06/08/23
Accrual Basis

Travel Medford Profit & Loss Budget Performance July 2022 through May 2023

		YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense				
	Income			
	430 - Interest Income	177		
	440 - Occupancy Tax Income	1,441,960	1,371,671	1,541,864
	451 - Airport Ad Income	5,906	4,400	4,800
	452 - Brand Merchandise	9,523	19,250	21,000
	454 - Event Revenue	20,190		
	456 - Misc Revenue	45,000		
	Total Income	1,522,757	1,395,321	1,567,664
	Expense			
	540 - Administration			
	540.1 - Rent and Operations	39,092	39,092	42,646
	540.2 - Shared Salaries	57,639	57,660	62,902
	540.3 - Salaries	81,813	81,813	89,250
	540.4 - Benefits	17,364	17,825	19,568
	Total 540 - Administration	195,908	196,390	214,366
	Office Expense			
	602 - Telephone	3,335	3,410	3,720
	604 - Postage	1,638	1,833	2,000
	606 - Supplies	2,795	1,100	1,200
	608 - Legal & Accounting	36,609	35,750	39,000
	Total Office Expense	44,377	42,093	45,920
	Promotion Expense			
	812 - Advertising			
	812.1 - Advertising Support	52,200	38,500	42,000
	812.2 - Salaries	204,332	214,958	234,500
	812.3 - Benefits	42,632	50,176	55,308
	812.4 - Giveaways	4,858	13,750	15,000
	812.5 - BrochDist/Fullfillment	14,104	7,076	7,719
	812.6 - Community Partnerships	96,863	70,675	77,100
	812.7 - Sust. Mkt. Traditional	70,755	63,250	69,000
	812.9 - DigitalSocialMedCampaig	306,162	253,000	276,000
	Total 812 - Advertising	791,905	711,386	776,628
	813 - Sports Tourism			
	813.1 - SOSC	4,999	4,583	5,000
	813.2 - Sports Tourism	57,641	58,572	63,897
	813.3 - Salary	2,917		
	813.4 - Benefits	294		
	Total 813 - Sports Tourism	65,852	63,156	68,897
	814 - Brochures & Printing	16,953	20,465	22,325
	816 - Art, Design Services	28,691	44,000	48,000

Profit & Loss (Continued)

May 2023

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Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July 2022 through May 2023

						YTD Actual	YTD Budget	Annual Budget
					818 - Conv. Sales/Group Tours			
					818.1 - Conv. Sales/Group Tours	3,574	8,708	9,500
					818.2 - Salaries	62,563	62,563	68,250
					818.3 - Benefits	15,218	15,903	17,387
					Total 818 - Conv. Sales/Group Tours	81,355	87,174	95,137
					819- Promo Materials/Brand			
					819.1 - Promotional Partnership	1,298	2,750	3,000
					819.2 - Brand Merchandise	7,420	15,583	17,000
					Total 819- Promo Materials/Brand	8,718	18,333	20,000
					820 - Spec. Proj/Prog/Events	8,377	51,086	55,730
					822 - Research	16,714	9,350	10,200
					824 - Website	9,438	9,167	10,000
					826 - Lithia & Driveway Fields	10,000	9,167	10,000
					840 - Visitor Services			
					840.1 - Visitor Services	62,375	56,870	62,040
					840.4 - Airport			
					840.41 - Airport Ad Expense	2,706	1,833	2,000
					840.4 - Airport - Other	50,336	53,167	58,000
					Total 840.4 - Airport	53,042	55,000	60,000
					Total 840 - Visitor Services	115,418	111,870	122,040
					Total Promotion Expense	1,153,421	1,135,153	1,238,957
					Sales & Travel			
					650 - Trade/Travel Shows/Confer			
					650.1 - Conferences	8,308	7,411	8,085
					650.3 - Tradeshows	0	1,650	1,800
					650.5 - Stakeholder Partnershps	305	917	1,000
					Total 650 - Trade/Travel Shows/Confer	8,613	9,978	10,885
					654 - Dues and Subscriptions	11,890	15,716	17,145
					656 - Sales Travel, Meetings			
					656.1 - Conferences	13,820	17,875	19,500
					656.3 - Tradeshows	4,787	5,775	6,300
					656.7 - Local Sales/Meeting	13,285	13,374	14,590
					Total 656 - Sales Travel, Meetings	31,893	37,024	40,390
					Total Sales & Travel	52,395	62,718	68,420
					Total Expense	1,446,101	1,436,355	1,567,664
					Net Ordinary Income	76,656	-41,034	0
					Net Income	76,656	-41,034	0

Tourism Trends

Tourism Trends

<u>APRIL 2023</u> <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	60.5%	-10%	58.3%	-10%	58.9%	-6%
Average Daily Rate	\$104.43	-7%	\$118.48	-2%	\$156.61	6%
Rev. Per Available Room	\$71.78	-17%	\$69.08	-12%	\$92.24	-1%

<u>YEAR-TO-DATE</u> July '22 - April '23 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	62.5%	-14%	60.7%	-12%	59.8%	-1%
Average Daily Rate	\$114.87	-2%	\$127.03	1%	\$166.63	10%
Rev. Per Available Room	\$71.78	-15%	\$77.10	-10%	\$99.59	7%
Room Demand	525,279	-6%	887,642	-6%	15.9 M	2%
Room Supply	840,652	9%	1,462,439	7%	26.7 M	4%
Room Revenue	\$60.3 M	-8%	\$112.8 M	-4%	\$2.66 B	12%

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	\$ 90,354.40	\$ 88,005.11	\$ 2,349.29	\$ 13,170.35	\$ -
MAR	\$ 96,559.04	\$ 112,317.44	\$ (15,758.40)	\$ 19,701.47	\$ -
APR	\$ 91,172.68	\$ 122,266.77	\$ (31,094.09)	\$ 20,961.48	\$ -
MAY	\$ 132,424.23	\$ 143,216.19	\$ (10,791.96)	\$ 23,617.24	\$ -
JUN					
TOTAL	\$1,441,960.09	\$1,371,671.06	\$ 70,289.03	\$ 252,128.38	

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	AUG	\$ 173,126.72	\$ 164,911.10	\$ (8,215.62)	90.7%	84.3%	\$ 125.58	\$ 132.84
JUL	AUG	SEP	\$ 211,736.62	\$ 198,725.77	\$ (13,010.85)	90.0%	78.8%	\$ 141.38	\$ 139.54
AUG	SEP	OCT	\$ 165,459.25	\$ 177,384.56	\$ 11,925.31	80.8%	78.0%	\$ 133.99	\$ 132.12
SEP	OCT	NOV	\$ 141,444.65	\$ 146,234.93	\$ 4,790.28	80.9%	73.4%	\$ 120.01	\$ 123.57
OCT	NOV	DEC	\$ 140,586.50	\$ 137,722.70	\$ (2,863.80)	80.1%	65.6%	\$ 115.99	\$ 116.47
NOV	DEC	JAN	\$ 115,725.84	\$ 105,447.26	\$ (10,278.58)	71.9%	58.9%	\$ 110.65	\$ 104.98
DEC	JAN	FEB	\$ 106,815.82	\$ 101,023.42	\$ (5,792.40)	65.8%	53.7%	\$ 102.71	\$ 99.43
JAN	FEB	MAR	\$ 89,809.26	\$ 90,354.40	\$ 545.14	56.7%	47.4%	\$ 101.40	\$ 100.57
FEB	MAR	APR	\$ 100,363.22	\$ 96,559.04	\$ (3,804.18)	62.8%	51.6%	\$ 106.65	\$ 102.59
MAR	APR	MAY	\$ 120,647.71	\$ 91,172.73	\$ (29,474.98)	67.3%	58.7%	\$ 110.15	\$ 104.79
APR	MAY	JUN	\$ 124,525.50	\$ 132,424.23	\$ 7,898.73	67.8%	60.5%	\$ 112.28	\$ 104.43
MAY	JUN	JUL	\$ 144,892.87			74.0%		\$ 118.07	
		YTD	\$1,490,241.09	\$1,441,960.14	-\$48,280.95				

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

Visitor Information Through May 2023

Rogue Valley Airport Welcome Center Data 2022 - 2023

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Total Interactions
JUL	231	109	1,530	1,178	2,395	5,443
AUG	234	104	1,304	1,100	2,765	5,507
SEP	236	92	1,194	992	2,685	5,199
OCT	193	84	1,025	868	2,529	4,699
NOV	207	76	706	726	2,175	3,890
DEC	199	62	664	764	1,362	3,051
JAN	131	49	204	371	1,210	1,965
FEB	109	25	167	376	1,142	1,819
MAR	152	62	244	362	1,246	2,066
APR	132	45	248	359	1,360	2,144
MAY	161	42	405	474	1,393	2,475
JUN						
TOTAL	1,983	750	7,691	7,570	20,262	38,256
TOTAL YTD 21-22	1,350	421	4,004	3,913	14,209	22,547
% Chg	47%	78%	92%	93%	43%	70%

Event Promotion / Community Partnership

Fund Tracker Through May 2023

Travel Medford Community Partnership Grant Fund FY 2022-23

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Sasquatch Open Pro Am	July 2023	\$1,500	\$1,500		\$1,500	Sports
2	Southern Oregon Classic & Culinary Feast	July 2022	\$5,000	\$5,000		\$5,000	General
3	Rockafeast 2022	August 2023	\$10,000	\$1,500		\$1,500	Downtown
4	Oregon Wine Experience	August 2023	\$5,000	\$5,000		\$5,000	Wine & Beer
5	SOHS Christmas at Hanley	December 2023	\$1,500	\$1,500		\$1,500	General
6	Rogue Valley Farm Tour	July 2022	\$2,000	\$1,000		\$1,000	General
7	Tee It Up For Timberes Golf Tournament	October 2023	\$5,000	\$500		\$500	Sports
8	Heart of the Rogue Festival	October 2023	N/A	\$39,240		\$39,240	Downtown
9	Rogue Valley Hockey Association	January 2023	\$1,500	\$1,500		\$1,500	Sports
10	American Cornhole Organization Oregon Major	February 2023	\$5,000	\$5,000		\$5,000	Sports
11	Bikes N Brews (Paid in FY 2021-22)	October 2022	\$1,500	\$0		\$0	Downtown
12	Southern Oregon Motorsports Series	March-Oct. 2023	\$5,000	\$5,000		\$5,000	Sports
13	Brew, Bluegrass & BBQ	June 2023	\$1,500	\$1,500		\$1,500	General
14	Alba Sister City Association	March 2023	\$1,500	\$1,500		\$1,500	Wine & Beer
15	Rogue Valley Growers & Crafter's Market	March-Nov. 2023	\$2,000	\$2,000		\$2,000	General
16	SO Pickleball Association Summer Classic	June 2023	\$2,000	\$1,000		\$1,000	Sports
17	Pear Blossom Festival (Cornhole, Run, Golf)	April 2023	\$3,500	\$3,500		\$3,500	General
18	Rogue Music Festival	June 2023	\$10,000	\$6,000	\$20,000	\$26,000	General
19	Concert On The Rocks - Rogue Jetboats	Summer 2023	\$5,000	\$5,000		\$5,000	General
20	Southern Oregon Sports Commission Golf Tournament	May 2023	\$3,000	\$3,000		\$3,000	Sports
21	Southern Oregon Classic & Culinary Feast	June 2023	\$5,000	\$5,000		\$5,000	General
22	Medford Rogues / Know Your Role Night	June 2023	\$1,000	\$1,000		\$1,000	Sports
TOTAL			\$77,500	\$96,240	\$20,000	\$116,240	

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	9	\$35,500	\$30,500	\$20,000	\$50,500
Downtown	3	\$11,500	\$40,740	0	\$40,740
Sports	8	\$24,000	\$18,500	0	\$18,500
Wine & Beer	2	\$6,500	\$6,500	0	\$6,500
TOTAL	22	\$77,500	\$96,240	\$20,000	\$116,240