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Carole Skeeters-Stevens
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Celeste Moreno
Creative Director

Kasey Colangelo
Community Partnership Coordinator

Maddi Childers
Marketing & Communications Coordinator



Travel Medford Tourism Council
March 27, 2024 | 3:30 p.m.
Holly Theatre

AGENDA

OPTIONAL Tour of Holly Theatre begins at 3:00 p.m

- I. Meeting Call to Order & Chair Message – *Eric*
- II. Guest Presentation – Harry Weiss, MURA
- III. Approval of Feb. 28, 2024 minutes *page 2*
- IV. Financial Report – *T.J.* *page 4*
- V. Travel Medford Report – *T.J.*
- ACTION: Support of Oregon Caves *page 12*
- VI. Tourism Promotion Update – *Carole & Maddi*
- VII. Creative Update – *Celeste*
- VIII. Visitor Services Update – *Angela* *page 9*
- IX. Event Promotion Update – *Kasey* *page 10*
- X. Sports Update – *T.J.*
- XI. TMTC Roundtable Updates

NEXT MEETING: April 24, 2024

Important Travel Medford standing meeting dates & events:

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
Oregon Tourism Commission	June 3-4	TBA
Know Your Role Night @ Rogues	June 4	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 Feb. 28, 2024

Present: Eric Strahl, Gloria Thomas, Bruce Hoevet, JoJo Howard, Lindsey Rice, Mike Doil, Wendy Baker, Jeff Kapple, Kevin Stine

Absent: Bonny Panchal, Marissa Ruf, Rachel Koning, Sarah Strickler, Vince Domenzain

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

Minutes: Minutes from the Jan. 24, 2024 meeting were reviewed. A motion to accept was made by Bruce. Gloria seconded. Motion approved by the group.

Financial Report (T.J.)

- January balance sheet and profit & loss statements were reviewed.
- January TLT was up 8% over projection, +41% compared to pre-COVID
- Intermediaries was \$18K, the highest January on record, +9% YOY
- TLT is up YTD over projection by 5%, total income is up 10% YTD over projection
- 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
- Line 814 - Had to print 10,000 copies of our Visitor Guide earlier than expected due to an Increase demand/requests
- A motion to accept the financial report as presented was made by Bruce. Gloria seconded. Motion approved by the group.

Travel Medford Update (T.J.)

- Tourism metrics from the TMTTC packet were referenced, noting room demand is up.
- Quarter 2 report was distributed, 33% of our strategic goals are completed
- Comments about the Conference Center Feasibility study, site visit in April
- Travel Medford is hosting Chamber Forum luncheon series May 13
- Travel Medford is represented in the Downtown 2040 Master Plan Committee.

Marketing Update (Carole)

- The Expedia campaign continues to deliver positive results. It has generated \$940K in gross bookings, 8,000 room nights for a \$20 to \$1 return on advertising spend (ROAS).
- Carole was selected to be on the Oregon Wine Board marketing committee
- Comments on advertising placements including Bon Appetit's Seattle publication
- Wine Country Giveaway is being finalized and will run through April and May
- Press relations - strategic plan was shared with TMTTC, comments on process with newsworthy items to publicize, sending wine to wine writers and crafting pitches

Creative Update (Celeste)

- Various projects were presented and shared with TMTC including Oregon Golf & Travel Guide, Rogue Flavor Guide, SOSC golf tournament, Medford's birthday giveaway
- Upcoming projects include brand wear, Know Your Role Game Plan and Visitor Guide

Visitor Services (T.J.)

- Visitor information metrics in the TMTC packet were referenced
- Rogue X visitation is highest Friday through Sunday, looking into needing to staff it during those peak hours and weekends
- Airport Volunteer meeting is scheduled for March 21
- Taste of the Rogue in February is Foris Vineyards, March is Gold Rush Brewing & Dogs for Better Lives
- RFP for the 2025 Travel With Words Conference was sent to Medford hoteliers

Community Partnership (Kasey)

- The Community Partnership Grant Fund and event tracker was reviewed. Travel Medford has supported 29 events for \$127,467 YTD. Also tracking in-kind support.
- Comments on brand wear development and planning
- Heart of the Rogue is in planning stages and creating processes

Sports Update (Brad)

- Secured the Cascade Collegiate Soccer Championships in November 2024 and 2025 with potential to bring 300+ room nights. This can open the door for future tournaments and events.
- American Cornhole Organization Medford Major had 163 registered players from 55 unique zip codes, generating estimated 260 room nights. Total of 850+ spectators.
- SOSC Golf Tournament is May 10, seeking sponsorships for the fundraiser

TMTC Roundtable (Various)

- Comments about Wienerschnitzel coming to Medford
- Mike mentioned a second flight to Portland coming in October

Balance Sheet

YTD Through February 2024

5:36 PM
03/11/24
Accrual Basis

Travel Medford
Balance Sheet
As of February 29, 2024

	<u>Feb 29, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	182,806.40
107 - US Bank - Money Market	242,755.03
Total Checking/Savings	425,561.43
Accounts Receivable	
122 - Accounts Receivable	94,036.30
Total Accounts Receivable	94,036.30
Total Current Assets	519,597.73
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>635,876.68</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-1511	19,887.20
Total Credit Cards	19,887.20
Other Current Liabilities	
145 - Vacation Payable	6,648.93
Total Other Current Liabilities	6,648.93
Total Current Liabilities	26,536.13
Total Liabilities	26,536.13
Equity	
302 - Retained Earnings	465,946.45
Net Income	143,394.10
Total Equity	609,340.55
TOTAL LIABILITIES & EQUITY	<u>635,876.68</u>

Profit & Loss (cont.)

YTD Through February 2024

5:39 PM
03/11/24
Accrual Basis

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

						YTD Actual	YTD Budget	Annual Budget
					814 - Brochures & Printing	17,607	10,000	15,000
					816 - Art, Design Services	15,615	34,667	52,000
					818 - Conv. Sales/Group Tours			
					818.1 - Conv. Sales/Group Tours	12,629	7,667	11,500
					818.2 - Salaries	37,585	37,853	56,780
					818.3 - Benefits	10,023	10,323	15,695
					Total 818 - Conv. Sales/Group Tours	60,238	55,844	83,975
					819- Promo Materials/Brand			
					819.1 - Promotional Partnership	2,854	2,000	3,000
					819.2 - Brand Merchandise	10,432	11,333	17,000
					Total 819- Promo Materials/Brand	13,286	13,333	20,000
					820 - Spec. Proj/Programs	11,770	22,701	34,052
					822 - Research	38,376	23,133	34,700
					824 - Website	7,741	6,667	10,000
					840 - Visitor Services			
					840.1 - Visitor Services	23,419	25,674	38,511
					840.4 - Airport			
					840.41 - Airport Ad Expense	2,510	1,833	2,750
					840.42 - Airport Support	17,420	27,033	40,550
					Total 840.4 - Airport	19,929	28,867	43,300
					Total 840 - Visitor Services	43,348	54,541	81,811
					Total Promotion Expense	840,289	864,505	1,297,668
					Sales & Travel			
					650 - Trade/Travel Shows/Confer			
					650.1 - Conferences	8,835	9,253	13,880
					650.3 - Tradeshows	2,895	1,467	2,200
					650.5 - Stakeholder Partnershps	450	667	1,000
					Total 650 - Trade/Travel Shows/Confer	12,180	11,387	17,080
					654 - Dues and Subscriptions	10,749	6,689	10,034
					656 - Sales Travel, Meetings			
					656.1 - Conferences	5,821	13,333	20,000
					656.3 - Tradeshows	2,125	4,667	7,000
					656.7 - Local Sales/Meeting	10,182	11,333	17,000
					Total 656 - Sales Travel, Meetings	18,128	29,333	44,000
					Total Sales & Travel	41,057	47,410	71,114
					Total Expense	1,046,949	1,082,986	1,625,494
					Net Ordinary Income	143,394	-1,888	0
					Net Income	143,394	-1,888	0

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	\$ 94,036.30	\$ 84,471.38	\$ 9,564.92	\$ 16,655.27
MAR				
APR				
MAY				
JUN				
TOTAL	\$ 1,093,453.17	\$ 1,036,361.87	\$ 57,091.30	\$ 213,933.18

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	\$ 94,036.30	\$ 3,681.90	47.1%	47.2%	\$ 99.63	\$ 97.94
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	\$1,121,804.14	\$1,093,453.17	-\$28,350.97				

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

Tourism Trends

Tourism Data Metrics

January 2024

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	47.2%	0%	42.4%	-4%	44.4%	-1%
Average Daily Rate	\$97.94	-2%	\$102.72	-3%	\$137.93	-1%
Rev. Per Available Room	\$46.24	-2%	\$43.59	-7%	\$61.24	-2%

YEAR-TO-DATE

July '23 - Jan. '24

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	62.0%	-1%	60.0%	-4%	59.2%	-3%
Average Daily Rate	\$117.31	-5%	\$133.16	-1%	\$171.27	0%
Rev. Per Available Room	\$72.75	-6%	\$79.91	-5%	\$101.41	-2%
Room Demand	377,132	2%	632,329	-1%	11.4 M	-1%
Room Supply	608,095	3%	1.05 M	2%	19.2 M	2%
Room Revenue	\$44.2 M	-3%	\$84.2 M	-2%	\$1.9 B	-1%

Sources: STR & AirDNA

Visitor Services Tracking Through February 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	162	20	202	222	1,569	341	2,516	205	20,119
MAR									
APR									
MAY									
JUN									
TOTAL	1,209	301	2,608	2,839	13,117	3,965	24,039	1,843	169,741
TOTAL YTD 22-23	1,539	601	6,794	6,375	16,213	2,483	32,466	1,937	148,094
% Chg	-21%	-50%	-62%	-55%	-19%	60%	-26%	-5%	15%

*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	35	2,522	0	0	20	7	2,584	FEB	5,100
MAR								MAR	0
APR								APR	0
MAY								MAY	0
JUN								JUN	0
TOTAL	457	6,544	54	581	243	98	7,923	TOTAL	31,962
TOTAL YTD 22-23								TOTAL YTD 22-23	32,466
% Chg								% Chg	-2%

*Started tracking at Downtown VIC in August 2022

*Note: No Taste of the Rogue in September or February

*Note: Started tracking at Rogue X in January 2024

Event Promotion Through February 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	Downtown Medford Association (DMA)	April & May 2024	\$1,500	\$2,500	\$150	\$2,650	Downtown
19	Rogue World Music	May 2024	\$2,000	\$3,000	\$2,000	\$5,000	Downtown
20	Rogue Comic Con	May 2024	\$5,000	\$4,000		\$4,000	Downtown
21	Rogue Valley Farm Tour	July 2024	\$1,000	\$0	\$500	\$500	General
22	Pear Blossom Festival	April 2024	\$3,500	\$3,500		\$3,500	Downtown
23	Rogue Valley YMCA - Pear Blossom Run	April 2024	\$2,500	\$2,500		\$2,500	Downtown
24	Medford Open Streets	May 2024	\$0	\$0	\$500	\$500	Downtown
25	Southern Oregon Motorsports (Speedway)	March-Sept	\$5,000	\$5,000		\$5,000	Sports & Outdoors
26	Medford Rogues / Know Your Role Night	Summer 2024	\$1,000	\$1,000		\$1,000	Sports & Outdoors
27	Heart of the Rogue Festival 2024	October 2024	Event Host	\$3,455		\$3,455	Downtown
28	Southern Oregon Pickleball Association (SOPA)	May & June 2024	\$275	\$275		\$275	Sports & Outdoors
TOTAL			\$53,475	\$117,742	\$19,921	\$137,662	

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	Rogue Memorial Challenge	May 2024	\$5,000				
TOTAL			\$10,000	\$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	11	\$16,500	\$11,200	\$3,712	\$14,912
Downtown	9	\$18,500	\$95,197	\$2,650	\$97,847
Sports & Outdoors	13	\$30,200	\$23,845	\$3,059	\$26,904
Wine & Beer	1	\$5,000	\$2,500	\$10,500	\$13,000
TOTAL	34	\$70,200	\$132,742	\$19,921	\$152,662

SOUTHERN OREGON SPORTS COMMISSION

2024 GOLF TOURNAMENT



Help SOSC further our mission of improving economic growth in our area through sports related activities and events. We do this through Sports Advocacy, Event Procurement, and Venue Development. Your support is greatly appreciated, we hope to see you all at Tee-Off!

-  **FRIDAY, MAY 10TH**
-  **SHOTGUN START AT 9:00AM**
-  **STONE RIDGE GOLF CLUB**
 - 4-PERSON SCRAMBLE
 - BREAKFAST & LUNCH
 - RAFFLE, COURSE GAMES
 - GROSS & NET PRIZES

Questions? Please contact:

Angela Wood

Director of Sales & Visitor Services
Travel Medford

Phone: 541-608-8517

Mobile: 541-621-2804

Email: angelaw@travelmedford.org



SCAN CODE TO SECURE SPONSORSHIP & REGISTER YOUR TEAM!

SPONSORSHIPS AVAILABLE

ALL SPONSORSHIPS/DONATIONS TO SOSC/GOLF TOURNAMENT ARE TAX DEDUCIBLE. (501C3 Organization)

GOLD SPONSORSHIP ———— \$1,000 ————

INCLUDED IN ALL GOLD SPONSORSHIPS:

FOURSOME IN TOURNAMENT
• Tags on Social

BREAKFAST, LUNCH, DRINK TICKET & PLAYER GIFT FOR EACH PLAYER IN GROUP
• H-Frame Sign on One Tee Box

PLUS CHOOSE FROM ONE OF THE FOLLOWING:

CART SPONSOR
Your logo on ALL cart tags

WATER SPONSOR
Your logo on ALL player waters in carts

DRINK TICKET SPONSOR
Your logo on ALL player drink tickets

SNACK SPONSOR
Your logo on ALL player snacks in carts

RANGE BALL SPONSOR
Your logo on signs at driving range

SILVER SPONSORSHIP ———— \$500 ————

INCLUDED IN SILVER SPONSORSHIPS:

FOURSOME IN TOURNAMENT

BREAKFAST, LUNCH, DRINK TICKET & PLAYER GIFT FOR EACH PLAYER IN GROUP

BRONZE SPONSORSHIP ———— \$150 ————

INCLUDED IN BRONZE SPONSORSHIPS:

SPONSORS RECEIVE: H-FRAME SIGN WITH LOGO/NAME ON COURSE.

Available to ANY player or team as an add on. Individuals or organizations can donate items for the raffle or monetary amounts that will be used for the purchase of raffle items.



TO: Travel Medford Tourism Council

FROM: T.J. Holmes, Senior Vice President, Travel Medford

RE: Support for the Oregon Caves National Monument & Preserve

Visit Grants Pass is traveling to Washington DC with the National Park Conservation Association for advocacy days at Capitol Hill. The proposed letter below will be shared with elected officials with the National Park Service, highlighting the importance of near-term stabilization and a commitment to long-term restoration. Visit Grants Pass is requesting a collaboration of Southern Oregon partner organizations to provide a logo to attach to the letter to show support.

We the undersigned support the full restoration of the Oregon Caves chateau and its return to overnight hospitality.

The Oregon Caves chateau is one of the National Park Service's signature great lodges and an irreplaceable asset for Southern Oregon and the National Park System.

To sustain this critical asset to our economy and quality of life, the National Park Service must move forward with essential seismic stabilization and preservation projects to ensure the chateau's survival. In the long-term, we urge the National Park Service to pursue complete restoration of the building and its function as an overnight provider of hospitality.

Complete restoration of this building as a hotel is critical for Southern Oregon communities. In 2021, park visitors spent \$20.5 billion in communities within 60 miles of a national park, which supported more than 322,600 jobs and generated \$14.6 billion in labor income. For every dollar invested in park amenities like the Oregon Caves chateau, \$10 in economic activity is generated for our economy. These benefits are amplified when visitors stay overnight.

Restoration of the chateau has been envisioned for nearly a decade, with planned improvements dating to 2007. However, we recognize that federal funds for the project are increasingly limited. We commit to working with the National Park Service and partners to secure non-federal funding for this important project.

With vital improvements now and complete restoration in the future, the National Park Service will preserve tourism and recreation, quality of life for residents and visitors, and the iconic historic chateau of Oregon Caves National Monument & Preserve.

