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

May 28, 2025 | 3:30 p.m. Medford Chamber

AGENDA

| I. | 3:30 - Meeting Call to Order & Chair Message - El | ric |
|----|---|-----|
|----|---|-----|

| II. | 3:35 - Approval | of April 30, 2025 minutes - Eric | page 2 |
|-----|-----------------|------------------------------------|--------------------|
| 11. | 0.00 - Appiovai | 01 April 30, 2023 Hilliutes - Liic | Dau c Z |

III. 3:40 – Financial Report – T.J. page 4

IV. 3:45 – 2025-26 Projections & Proposed Budget handout

V. 4:15 – Travel Medford Report – T.J.

VI. 4:25 – Tourism Promotion/Marketing Update – *Carole*

VII. 4:35 – Sports Tourism Update – Darren

VIII. 4:45 – Visitor Services Update – Angela page 10

IX. 4:50 – Event Promotion Update – Katelyn page 11

X. 4:55 – TMTC Roundtable Updates & Other Business

NEXT MEETING: June 25, 2025 at Roxy Ann Winery

Important Travel Medford standing meeting dates & events:

| Sports Tourism Strategic Plan | June 3 | Compass Hotel |
|-------------------------------|------------|------------------------|
| & Community Meeting | | |
| Development Discussion | June 4 | Compass Hotel |
| (TMTC & Hotelier Invite only) | | |
| SO Classic & Culinary Feast | June 7 | Centennial Golf Course |
| Savor Southern Oregon | June 13-14 | Bigham Knoll Campus |
| Know Your Role Night (Rogues) | June 25 | Harry & David Field |
| TMTC - Elections | June 25 | Roxy Ann Winery |

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 April 30, 2025

<u>Present:</u> Eric Strahl, Bonny Panchal, Gloria Thomas, Adam Benson, JoJo Howard, Lindsey Rice, Ryan Torres, Sarah Strickler, Vince Domenzain, Cooper Whitman, Warren Ng (City of Medford representative)

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

Absent: Mike Doil, Rachel Koning, Wendy Baker, Kevin Stine

Tour of Butterfly Club: Adam Benson gave attending TMTC members a tour of Butterfly Club.

<u>Minutes:</u> Minutes from the March 26, 2025 meeting were reviewed. A motion to accept the minutes was made by Vince. Bonny seconded. Motion carried.

Financial Report (T.J.)

- The February balance sheet and profit & loss statement were reviewed
- March TLT was \$109K, projection was \$100K (+9%) best March on record. March TLT was +13% year-over-year
- Intermediaries portion was \$21K, also a record amount for March (+17% YOY)
- TLT is +7.5% YTD (\$89K) above projections and +5.5% YOY
- Total income is +15% to projections, comments on specific line items including visitor guide ad sales (451.3), event revenue (454), advertising support (812.1), event promotion (812.6), digital advertising (812.9) and video projects (816).
- Comments on attribution to the successful month, events at Rogue X & increase in large group bookings at attractions.
- A motion to accept the financial report as presented was made by Bonny. JoJo seconded. Motion carried.

Travel Medford Report (T.J.)

- Tourism Trends were referenced in the meeting packet
- Carole was honored as the Southern Oregon Rising Star award winner at Governor's Conference on Tourism. Staff won Hermes Awards - 3 Platinum (A World Without Refs-KYR, Referee Bootcamp-KYR, 2023-24 Annual Report), 1 Gold (Rogue X Fly Through Video), 2 honorable mentions (Visitor Guide & Welcome to Medford Mural).
- Presented Travel Oregon Competitive Grant Report & videos
- Reminder Travel Medford is presenting at May's Chamber Forum
- Updates on HB 2977, HB 3556 and HB 3962.

 T.J. shared research from lodging trends from one-on-one hotelier meetings, forecasting from AirDNA (short term rentals), Travel Oregon forecast to get feedback for TLT projection model for FY 2025-26. Will bring back in May for acceptance

Marketing Update (Carole)

- Expedia campaign results in the packet were referenced, campaign ends in May.
 Warren said ROAS is great, if planned trips or last-minute bookings. Bonny said
 Medford has historically been in the 2-week booking window
- Comments on advertising campaigns with Datafy, performance display with Madden Marketing and on Savor Southern Oregon
- Savor Southern Oregon ticket sales are slow but in line with other events around the state everyone is booking in the 2-3 week window. Comments on plan to get it advertised more and for partners to also promote
- Comments on Field Day PR duties, prepping for Savor Southern Oregon FAM trip

Sports Update (Darren)

- Sports Experience Guide for recruiting events to rights holders was printed and taken to Sports ETA to recruit event directors and rights holders from 25+ appointments
- Travel Medford partnered with SOSC to contract with Huddle Up Group (HUG) to do an updated sports tourism strategic plan. Hosted HUG for site visit. Over 80 community stakeholders were interviewed and the final report will come in late May or June
- Fourth annual SOSC Golf Tournament is May 16 at Stone Ridge, registration is ongoing
- SOSC's Know Your Role committee was established. New KYR videos were shown

Event Promotion (Katelyn)

- Community Partnership Grant Fund tracker sheet in the packet was referenced
- New grant process for fiscal year 25-26 launched with the first application window open. We have allocated all funds for the current fiscal year for events

Visitor Services (Angela)

- May is Oregon Wine Month. Taste of the Rogue is happening every Thursday at MFR this month.
- Creating a Savor Southern Oregon passport to drive engagement at the event to capture attendee data

TLT Trends for FY 2024-25

Transient Lodging Tax: Actual vs. Prediction 2024 - 2025

| | | Actual | Prediction | | Difference | Collected from termediateries |
|-------|-----|-------------|------------|--------------|------------------|-------------------------------|
| 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 |
| ост | \$ | 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 | \$ | 108,335.49 | \$ | 97,808.23 | \$ 10,527.26 | \$ 21,253.76 |
| JAN | \$ | 91,882.60 | \$ | 92,184.30 | \$ (301.70) | \$ 18,835.31 |
| FEB | \$ | 99,284.13 | \$ | 89,946.87 | \$ 9,337.26 | \$ 16,854.31 |
| MAR | \$ | 109,531.62 | \$ | 100,122.37 | \$ 9,409.25 | \$ 20,795.95 |
| APR | \$ | 111,877.16 | \$ | 116,452.60 | \$ (4,575.44) | \$ 25,860.00 |
| MAY | | | | | \$ - | |
| JUN | | | | | \$ - | |
| TOTAL | \$1 | ,367,163.69 | \$ | 1,283,750.32 | \$ 83,413.37 | \$ 259,093.94 |

Year-Over-Year Comparison 2024 - 2025

| | 2027 - 2020 | | | | | | | | | | | | | |
|-------------------------|-------------------------------|-----------------------------|----|----------------|----|------------------------|----|----------------|----|--------------------------------|-----------------------------|-----------------------------|----------------------------|----------------------------|
| TLT Based on Occ. in | TLT Received by City in | TLT Received by TM in | | TLT 2023-24 | | T 2024-25 rojection | : | TLT 2024-25 | | -25 Actual vs. rojection | Lodging Occ.% 2023-24 | Lodging Occ.% 2024-25 | odging ADR 23 - 2024 | odging ADR 24 - 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% | \$ 136.21 | \$ 138.01 |
| AUG | SEP | OCT | \$ | 156,880 | \$ | 160,849 | \$ | 159,313 | \$ | (1,537) | 71.0% | 72.1% | \$ 126.85 | \$ 128.54 |
| SEP | OCT | NOV | \$ | 150,616 | \$ | 143,800 | \$ | 148,022 | \$ | 4,222 | 71.9% | 69.8% | \$ 121.41 | \$ 120.10 |
| OCT | NOV | DEC | \$ | 130,725 | \$ | 115,332 | \$ | 149,040 | \$ | 33,707 | 62.4% | 65.5% | \$ 113.13 | \$ 115.48 |
| NOV | DEC | JAN | \$ | 100,368 | \$ | 97,808 | \$ | 108,335 | \$ | 10,527 | 55.4% | 55.5% | \$ 103.00 | \$ 105.64 |
| DEC | JAN | FEB | \$ | 96,237 | \$ | 92,184 | \$ | 91,883 | \$ | (302) | 49.9% | 47.3% | \$ 98.05 | \$ 99.63 |
| JAN | FEB | MAR | \$ | 94,036 | \$ | 89,947 | \$ | 99,284 | \$ | 9,337 | 46.7% | 51.0% | \$ 97.12 | \$ 103.82 |
| FEB | MAR | APR | \$ | 96,826 | \$ | 100,122 | \$ | 109,532 | \$ | 9,409 | 51.6% | 57.2% | \$ 98.53 | \$ 107.19 |
| MAR | APR | MAY | \$ | 112,295 | \$ | 116,453 | \$ | 111,877 | \$ | (4,575) | 57.3% | 58.6% | \$ 102.75 | \$ 106.89 |
| APR | MAY | JUN | \$ | 120,112 | | | | | | | 59.3% | | \$ 106.57 | |
| MAY | JUN | JUL | \$ | 152,093 | | | | | | | 67.1% | | \$ 118.60 | |
| | | YTD | \$ | 1,302,575 | \$ | 1,283,750 | \$ | 1,367,164 | \$ | 83,413 | 60.1% | 62.0% | \$ 113.08 | \$ 116.01 |

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

*ADR: Average Daily Rate

Balance Sheet

Fiscal YTD Through April 2025

10:21 AM 05/09/25 Accrual Basis Travel Medford Balance Sheet As of April 30, 2025

| ASSETS Current Assets Checking/Savings 106 - US Bank 155,395.78 107 - US Bank - Money Market 254,675.46 Total Checking/Savings 410,071.24 Accounts Receivable 111,877.16 Total Accounts Receivable 111,877.16 Total Current Assets 521,948.40 Fixed Assets 521,948.40 150 - Equipment 56,944.02 155 - Leasehold Improvements 77,359.24 160 - Accumulated Depreciation -35,500.71 Total Fixed Assets 98,802.55 TOTAL ASSETS 620,750.95 LIABILITIES & EQUITY Liabilities Current Liabilities -1,800.66 Total Credit Cards -1,800.66 Other Current Liabilities 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 TOTAL LIABILITIES & EQUITY <th></th> <th>Apr 30, 25</th> | | Apr 30, 25 |
|--|---|------------|
| 107 - US Bank - Money Market 254,675.46 Total Checking/Savings 410,071.24 Accounts Receivable 111,877.16 Total Accounts Receivable 111,877.16 Total Current Assets 521,948.40 Fixed Assets 521,948.40 150 - Equipment 56,944.02 155 - Leasehold Improvements 77,359.24 160 - Accumulated Depreciation -35,500.71 Total Fixed Assets 98,802.55 TOTAL ASSETS 620,750.95 LIABILITIES & EQUITY Liabilities Current Liabilities -1,800.66 Total Credit Cards -1,800.66 Other Current Liabilities 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | Current Assets | |
| Accounts Receivable 111,877.16 Total Accounts Receivable 111,877.16 Total Current Assets 521,948.40 Fixed Assets 521,948.40 Fixed Assets 56,944.02 155 - Leasehold Improvements 77,359.24 160 - Accumulated Depreciation -35,500.71 Total Fixed Assets 98,802.55 TOTAL ASSETS 620,750.95 LIABILITIES & EQUITY Liabilities Current Liabilities Current Liabilities Credit Cards 251 - US Bank Visa-9300 -1,800.66 Other Current Liabilities 145 - Vacation Payable 9,556.04 Total Other Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | | |
| 122 - Accounts Receivable 111,877.16 Total Accounts Receivable 111,877.16 Total Current Assets 521,948.40 Fixed Assets 521,948.40 150 - Equipment 56,944.02 155 - Leasehold Improvements 77,359.24 160 - Accumulated Depreciation -35,500.71 Total Fixed Assets 98,802.55 TOTAL ASSETS 620,750.95 LIABILITIES & EQUITY Liabilities Current Liabilities -1,800.66 Total Credit Cards -1,800.66 Other Current Liabilities 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | Total Checking/Savings | 410,071.24 |
| Total Current Assets 521,948.40 | | 111,877.16 |
| Fixed Assets 150 - Equipment 56,944.02 155 - Leasehold Improvements 77,359.24 160 - Accumulated Depreciation -35,500.71 Total Fixed Assets 98,802.55 TOTAL ASSETS 620,750.95 LIABILITIES & EQUITY 620,750.95 LIABILITIES & EQUITY 1430.066 Current Liabilities -1,800.66 Total Credit Cards -1,800.66 Other Current Liabilities 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | Total Accounts Receivable | 111,877.16 |
| 150 - Equipment 56,944.02 155 - Leasehold Improvements 77,359.24 160 - Accumulated Depreciation -35,500.71 Total Fixed Assets 98,802.55 TOTAL ASSETS 620,750.95 LIABILITIES & EQUITY Example 1 Liabilities Current Liabilities Credit Cards -1,800.66 Total Credit Cards -1,800.66 Other Current Liabilities 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | Total Current Assets | 521,948.40 |
| TOTAL ASSETS 620,750.95 LIABILITIES & EQUITY Liabilities Current Liabilities Credit Cards 251 - US Bank Visa-9300 -1,800.66 Total Credit Cards -1,800.66 Other Current Liabilities 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | 150 - Equipment 155 - Leasehold Improvements | 77,359.24 |
| LIABILITIES & EQUITY Liabilities Current Liabilities Credit Cards 251 - US Bank Visa-9300 -1,800.66 Total Credit Cards -1,800.66 Other Current Liabilities 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | Total Fixed Assets | 98,802.55 |
| Liabilities Current Liabilities Credit Cards 251 - US Bank Visa-9300 -1,800.66 Total Credit Cards -1,800.66 Other Current Liabilities 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | TOTAL ASSETS | 620,750.95 |
| Total Credit Cards -1,800.66 Other Current Liabilities 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | Liabilities Current Liabilities | |
| Other Current Liabilities 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | 251 - US Bank Visa-9300 | -1,800.66 |
| 145 - Vacation Payable 9,556.04 Total Other Current Liabilities 9,556.04 Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | Total Credit Cards | -1,800.66 |
| Total Current Liabilities 7,755.38 Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | | 9,556.04 |
| Total Liabilities 7,755.38 Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | Total Other Current Liabilities | 9,556.04 |
| Equity 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | Total Current Liabilities | 7,755.38 |
| 302 - Retained Earnings 486,672.48 Net Income 126,323.09 Total Equity 612,995.57 | Total Liabilities | 7,755.38 |
| · · · | 302 - Retained Earnings | |
| TOTAL LIABILITIES & EQUITY 620,750.95 | Total Equity | 612,995.57 |
| | TOTAL LIABILITIES & EQUITY | 620,750.95 |

Profit & Loss

Fiscal YTD Through April 2025

10:23 AM 05/09/25 Accrual Basis

Travel Medford Profit & Loss Budget Performance

July 2024 through April 2025

| | | | | YTD Actual | YTD Budget | Annual Budget |
|--------|---------------|---------|--------------------------------|---------------|---------------|------------------|
| Ordin | ary In | come | Expense | | | |
| | Incon | ne | | | | |
| | 43 | 0 - Int | erest Income | 7,392 | 9,000 | 10,80 |
| | 44 | 0 - Oc | cupancy Tax Income | 1,367,164 | 1,283,750 | 1,586,33 |
| | 45 | 1 - Ad | Income | | | |
| | | 451.1 | - Airport Ad Inc | 8,310 | 5,600 | 6,80 |
| | | 451.2 | - Rogue X Ad Inc | 3,060 | 1,840 | 2,24 |
| | | 451.3 | - Visitor Guide Ad Sales | 43,350 | 0 | |
| | То | tal 45 | 1 - Ad Income | 54,720 | 7,440 | 9,04 |
| | 45 | 2 - Br | and Merchandise | 2,608 | 6,667 | 8,00 |
| | 45 | 4 - Ev | ent Revenue | 20,426 | 31,333 | 47,00 |
| | 45 | 6 - Mi | sc Revenue | 68,478 | 0 | 23,29 |
| | Total | | ne . | 1,520,788 | | 1,684,46 |
| Gro | oss Pi | rofit | | 1,520,788 | 1,338,190 | 1,684,46 |
| | Exper | ıse | | | | |
| | 54 | 0 - Ad | ministration | | | |
| | | 540.1 | - Rent and Operations | 37,547 | 37,545 | 45,05 |
| | | 540.2 | - Shared Salaries | 68,236 | 68,236 | 81,88 |
| | | 540.3 | - Salaries | 89,167 | 89,167 | 107,00 |
| | | 540.4 | - Benefits | 21,207 | 21,101 | 25,41 |
| | То | tal 54 | 0 - Administration | 216,156 | 216,049 | 259,35 |
| | Of | fice E | xpense | | | |
| | | 602 - | Telephone | 3,200 | 3,600 | 4,32 |
| | | 604 - | Postage | 108 | 2,000 | 2,40 |
| | | 606 - | Supplies | 1,557 | 2,500 | 3,00 |
| | | 608 - | Legal & Accounting | 12,145 | 5,833 | 7,00 |
| | То | tal Of | fice Expense | 17,009 | 13,933 | 16,72 |
| | Pro | omoti | on Expense | | | |
| | | 812 - | Advertising | | | |
| | | 81 | 2.1 - Advertising Support | 73,369 | 107,864 | 133,05 |
| | | 81 | 2.2 - Salaries | 211,872 | 227,630 | 271,44 |
| | | 81 | 2.3 - Benefits | 43,667 | 49,113 | 58,35 |
| | | 81 | 2.4 - Giveaways | 164 | 6,667 | 8,00 |
| | | _ | 2.5 - BrochDist/Fullfillment | 20,359 | 21,600 | 24,32 |
| | | 81 | 2.61 - Event Promotion | | | |
| | | | 812.6 - Community Partnerships | 57,055 | 53,333 | 64,00 |
| \Box | | | 812.62 - Rogue X | 10,000 | 8,333 | 10,00 |
| | $\neg \vdash$ | | 812.63 - Downtown Events | 23,560 | 13,333 | 16,00 |
| | | | 826 - Lithia & Driveway Fields | 5,000 | 8,333 | 10,00 |
| \Box | | To | otal 812.61 - Event Promotion | 95,615 | 83,333 | 100,00 |

10:23 AM 05/09/25 Accrual Basis

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

| | YTD | YTD | Annual |
|---------------------------------------|------------------|-----------|-------------------|
| 812.7 - Sust. Mkt. Traditional | Actual | 58,333 | Budget |
| | 66,169 | | 70,000 278,000 |
| 812.9 - DigitalSocialMedCampaig | 218,497 | | |
| Total 812 - Advertising | 729,711 | 786,207 | 943,175 |
| 813 - Sports Tourism 813.1 - SOSC | 4,327 | 4,167 | 5,000 |
| 813.2 - Sports Tourism | 32,267 | 32,950 | 39,540 |
| | | - | |
| 813.3 - Salary 813.4 - Benefits | 54,167 11,603 | 54,167 | 65,000 |
| | | 17,147 | 21,360 |
| Total 813 - Sports Tourism | 102,363 | | 130,900 |
| 814 - Brochures & Printing | 52,616 | | 18,000 |
| 816 - Art, Design Services | 44,262 | 55,833 | 60,000 |
| 818 - Conv. Sales/Group Tours | 10.004 | 45 447 | 10 500 |
| 818.1 - Conv. Sales/Group Tours | 10,061 | 15,417 | 18,500 |
| 818.2 - Salaries | 49,213 | | 59,055 |
| 818.3 - Benefits | 14,721 | 14,086 | 17,000 |
| Total 818 - Conv. Sales/Group Tours | 73,994 | 78,715 | 94,555 |
| 819- Promo Materials/Brand | | | |
| 819.1 - Promotional Partnership | 0 | 2,500 | 3,000 |
| 819.2 - Brand Merchandise | 2,105 | | 8,000 |
| Total 819- Promo Materials/Brand | 2,105 | | 11,000 |
| 820 - Spec. Proj/Programs | 23,922 | | 16,564 |
| 822 - Research | 22,104 | | 20,197 |
| 824 - Website | 14,566 | 17,593 | 19,000 |
| 840 - Visitor Services | | | |
| 840.1 - Visitor Services | 13,481 | 16,781 | 19,021 |
| 840.4 - Airport | | | |
| 840.41 - Airport Ad Expense | 4,155 | | 3,400 |
| 840.42 - Airport Support | 21,116 | | 32,300 |
| Total 840.4 - Airport | 25,271 | | 35,700 |
| Total 840 - Visitor Services | 38,751 | | 54,721 |
| Total Promotion Expense | 1,104,395 | 1,151,442 | 1,368,113 |
| Sales & Travel | | | |
| 650 - Trade/Travel Shows/Confer | | | |
| 650.1 - Conferences | 6,195 | | 6,695 |
| 650.3 - Tradeshows | 2,995 | | 2,600 |
| 650.5 - Stakeholder Partnershps | 850 | | 1,000 |
| Total 650 - Trade/Travel Shows/Confer | 10,040 | | 10,295 |
| 654 - Dues and Subscriptions | 8,086 | 7,225 | 7,269 |

10:23 AM 05/09/25 Accrual Basis

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

| | | | | | | | YTD Actual | YTD Budget | Annual Budget |
|----|---------------------|--------------------|-------|-------|-----|------------------------------|---------------|---------------|------------------|
| | \vdash | \Box | | 656 | ; - | Sales Travel, Meetings | | | |
| | | | | | 65 | 6.1 - Conferences | 12,830 | 15,300 | 15,300 |
| | | | | | 65 | 6.3 - Tradeshows | 2,497 | 4,000 | 4,000 |
| | | | | | 65 | 6.7 - Local Sales/Meeting | 12,118 | 13,900 | 16,680 |
| | | | | Tot | al | 656 - Sales Travel, Meetings | 27,446 | 33,200 | 35,980 |
| | | | То | tal (| Sa | les & Travel | 45,572 | 50,553 | 53,544 |
| | | Т | otal | Exp | er | ise | 1,383,132 | 1,431,977 | 1,697,732 |
| | Ne | t Ord | dinar | y In | CC | me | 137,656 | -93,787 | -13,269 |
| | Ot | her lı | ncor | ne/E | ΧĮ | pense | | | |
| | | Othe | er Ex | per | 156 |) | | | |
| | | 900 - Depreciation | | | | | | | |
| | Total Other Expense | | | | | | 11,333 | | |
| | Net Other Income | | | | | | -11,333 | 0 | 0 |
| Ne | t In | com | e | ГΤ | | | 126,323 | -93,787 | -13,269 |

Tourism Data Metrics

| March 2025 | Med | ford | Jackson | County | Oregon | | |
|---------------------------|----------|--------------|----------|--------------|----------|--------------|--|
| (Hotels + Intermediaries) | Month | % Chg YOY | Month | % Chg YOY | Month | % Chg YOY | |
| Occupancy Rate | 58.6% | 2% | 55.5% | 1% | 54.8% | -3% | |
| Average Daily Rate | \$106.89 | 4% | \$113.90 | 4% | \$144.39 | -1% | |
| Rev. Per Available Room | \$62.61 | 6% | \$63.26 | 5% | \$79.19 | -4% | |

| YEAR-TO-DATE | Med | ford | Jackson | County | Oregon | | |
|--|----------|--------------|-----------|--------------|----------|--------------|--|
| July '24 - Mar. '25 (Hotels + Intermediaries) | YTD | % Chg YOY | YTD | % Chg YOY | YTD | % Chg YOY | |
| Occupancy Rate | 62.0% | 3% | 58.9% | 2% | 58.3% | 1% | |
| Average Daily Rate | \$116.01 | 3% | \$128.38 | 2% | \$164.85 | 2% | |
| Rev. Per Available Room | \$71.93 | 6% | \$75.59 | 4% | \$96.15 | 3% | |
| Room Demand | 485,462 | 4% | 813,191 | 4% | 14.5 M | 2% | |
| Room Supply | 782,940 | 1% | 1.38 M | 2% | 24.8M | 1% | |
| Room Revenue | \$56.3 M | 7% | \$104.4 M | 6% | \$2.39 B | 4% | |

Sources: STR & AirDNA

Visitor Services Tracking Fiscal YTD Through April 2025

Rogue Valley Airport Vistior Kiosk Data

| | riogue valley Alipert Viction Ricord Batta | | | | | | | | | |
|--------------------|--|----------------|----------------------|---------------------|------------------|---------------------------|-----------------------|--|--|--|
| | Volunteer/ Staff Hours | Phone Calls | Visitor Inquiries | Aiport Inquiries | Explore Board | Hootboard Interactions | Total Interactions | | | |
| JUL | 178 | 42 | 456 | 429 | 2,676 | 1,198 | 4,801 | | | |
| AUG | 190 | 34 | 429 | 379 | 2,661 | 1,481 | 4,984 | | | |
| SEP | 172 | 19 | 421 | 314 | 2,468 | 1,029 | 4,251 | | | |
| ост | 121 | 21 | 428 | 302 | 2,292 | 703 | 3,746 | | | |
| NOV | 166 | 24 | 299 | 276 | 2,125 | 1,106 | 3,830 | | | |
| DEC | 153 | 17 | 276 | 362 | 1,843 | 1,139 | 3,637 | | | |
| JAN | 175 | 18 | 288 | 298 | 1,653 | 795 | 3,052 | | | |
| FEB | 136 | 25 | 286 | 254 | 1,579 | 761 | 2,905 | | | |
| MAR | 152 | 18 | 361 | 275 | 1,603 | 1,251 | 3,508 | | | |
| APR | 165 | 12 | 339 | 262 | 1,802 | 1,121 | 3,536 | | | |
| MAY | | | | | | | | | | |
| JUN | | | | | | | | | | |
| TOTAL | 1,608 | 230 | 3,583 | 3,151 | 20,702 | 10,584 | 38,250 | | | |
| TOTAL YTD 23-24 | 1,530 | 342 | 3,086 | 3,314 | 16,592 | 4,937 | 28,271 | | | |
| % Chg | 5% | -33% | 16% | -5% | 25% | 114% | 35% | | | |

| Arriving | Passenger |
|----------|-----------|
| Flights | Capacity |
| 240 | 23,071 |
| 229 | 21,249 |
| 189 | 16,802 |
| 202 | 16,022 |
| 209 | 18,612 |
| 196 | 17,851 |
| 208 | 16,544 |
| 176 | 11,874 |
| 216 | 16,308 |
| 226 | 17,216 |
| | |
| | |
| 2,091 | 175,549 |
| 2,237 | 206,680 |
| -7% | -15% |

Other Visitor Services & Programs

| | Visit | tors | Taste of t | the Rogue | Passports (Wir | ne/Bucket List) | Total |
|--------------------|----------|---------|------------|------------|----------------|-----------------|--------------|
| | Downtown | Rogue X | Flights | Encounters | Sign Ups | Check-ins | Interactions |
| JUL | 100 | 1,935 | 9 | 80 | 41 | 6 | 2,162 |
| AUG | 85 | 1,661 | 9 | 79 | 16 | 4 | 1,845 |
| SEP | 58 | 850 | 10 | 114 | 32 | 8 | 1,062 |
| ост | 60 | 838 | 11 | 111 | 10 | 11 | 1,030 |
| NOV | 51 | 1,066 | 12 | 105 | 8 | 7 | 1,237 |
| DEC | 26 | 872 | 5 | 30 | 1 | 1 | 930 |
| JAN | 43 | 1,205 | 11 | 72 | 10 | 9 | 1,339 |
| FEB | 44 | 1,143 | 8 | 77 | 4 | 1 | 1,269 |
| MAR | 57 | 1,154 | 5 | 60 | 10 | 3 | 1,284 |
| APR | 67 | 1,021 | 12 | 80 | 16 | 4 | 1,188 |
| MAY | | | | | | | |
| JUN | | | | | | | |
| TOTAL | 591 | 11,745 | 92 | 808 | 148 | 54 | 13,346 |
| TOTAL YTD 23-24 | 547 | 10,616 | 70 | 707 | 267 | 142 | 12,279 |
| % Chg | 8% | 11% | 31% | 14% | -45% | -62% | 9% |

| TOTAL INTERACTIONS | | | | | | | | |
|--------------------|--------|--|--|--|--|--|--|--|
| JUL | 6,963 | | | | | | | |
| AUG | 6,829 | | | | | | | |
| SEP | 5,313 | | | | | | | |
| ОСТ | 4,776 | | | | | | | |
| NOV | 5,067 | | | | | | | |
| DEC | 4,567 | | | | | | | |
| JAN | 4,391 | | | | | | | |
| FEB | 4,174 | | | | | | | |
| MAR | 4,792 | | | | | | | |
| APR | 4,724 | | | | | | | |
| MAY | | | | | | | | |
| JUN | | | | | | | | |
| TOTAL | 51,596 | | | | | | | |
| TOTAL YTD 23-24 | 40,550 | | | | | | | |
| % Chg | 27% | | | | | | | |

^{*}Arriving Flights = when VIC was staffed

^{*}Note: Started tracking at Rogue X in January 2024

Community Partnership/Event Promotion Tracker Fiscal YTD Through April 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 | Red Hawk Ridge Freestyle Jam | October | \$1,000 | \$1,000 | | \$1,000 | Sports & Outdoors | | | |
| 7 | Cascade Collegiate Conference Soccer Championships | November | \$8,500 | \$5,500 | \$2,675 | \$8,175 | Sports & Outdoors | | | |
| | | 2025 Event | :s | | | | | | | |
| 8 | Medford Rogues | Summer | \$900 | \$900 | | \$900 | Sports & Outdoors | | | |
| 9 | Savor Southern Oregon | June | Event Host | \$25,000 | | \$25,000 | 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 | \$5,000 | \$2,500 | | \$2,500 | Sports & Outdoors | | | |
| 12 | Go Rogue Boys Volleyball Tournament | April | \$5,000 | \$2,500 | | \$2,500 | Sports & Outdoors | | | |
| 13 | Kids Unlimited Southern Oregon Open | May | \$5,000 | \$2,500 | | \$2,500 | Sports & Outdoors | | | |
| 14 | Southern Oregon Classic & Culinary Feast | June | \$8,900 | \$3,200 | \$1,800 | \$5,000 | General | | | |
| 15 | Medford Summer Classic Pickleball Tournament | June | \$1,300 | \$1,300 | | \$1,300 | Sports & Outdoors | | | |
| 16 | Rogue Reining Horse Association Ranch and Reining Show Series | June | \$5,000 | \$1,000 | \$0 | \$1,000 | Sports & Outdoors | | | |
| 17 | Southern Oregon Speedway 2025 Season | Summer | \$5,000 | \$5,000 | | \$5,000 | Sports & Outdoors | | | |
| 18 | Rogue Valley Farm Tour | July | \$500 | \$500 | | \$500 | General | | | |
| 19 | DEVO Downhill Series (mountain biking) | April-May | \$1,312 | \$1,312 | | \$1,312 | Sports & Outdoors | | | |
| 20 | Grizzly Gravel Hugger (biking) | June | \$20,000 | \$1,000 | | \$1,000 | Sports & Outdoors | | | |
| 21 | Gujarati Volleyball | May | \$2,500 | \$2,000 | | \$2,000 | Sports & Outdoors | | | |
| 22 | Spring Fling Mountain Bike Festival | May | \$2,000 | \$1,000 | | \$1,000 | Sports & Outdoors | | | |
| 23 | Brews, Bluegrass & BBQ | June | \$2,500 | \$2,500 | | \$2,500 | General | | | |
| | TOTAL | | \$85,912 | \$70,212 | \$4,675 | \$74,887 | | | | |

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 | Mar 2025 | \$5,000 | \$4,500 | | \$4,500 | Downtown |
| 2 | Ride for a Cause | Oct 2024 | \$1,500 | \$2,685 | \$200 | \$2,885 | Downtown |
| 3 | Rogue Marathon | Oct 2024 | \$1,675 | \$1,675 | | \$1,675 | Downtown |
| 4 | Pear Blossom Run (Rogue Valley YMCA) | April 2025 | \$2,500 | \$2,500 | | \$2,500 | Downtown |
| 5 | Pear Blossom Festival | April 2025 | \$3,500 | \$2,000 | | \$2,000 | Downtown |
| 6 | Rogue Week | May 2025 | \$12,000 | \$3,000 | | \$3,000 | Downtown |
| 7 | Art In Bloom | May 2025 | \$6,000 | \$3,000 | | \$3,000 | Downtown |
| 8 | Rogue Comic Con | May 2025 | \$8,000 | \$3,000 | | \$3,000 | Downtown |
| 9 | Holly Theatre Grand Opening Gala | March 2025 | \$1,500 | \$1,500 | | \$1,500 | Downtown |
| 10 | Ballet Folklorico | June 2025 | \$5,000 | \$1,500 | | \$1,500 | Downtown |
| , | TOTAL | | | \$25,360 | \$200 | \$25,560 | |

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 |
| 2 | Rogue Memorial Challenge | May 2025 | \$5,000 | \$5,000 | | \$5,000 | Sports & Outdoors |
| | 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 | 5 | \$23,900 | \$11,200 | \$1,800 | \$13,000 | | | |
| Downtown | 10 | \$46,675 | \$25,360 | \$200 | \$25,560 | | | |
| Sports & Outdoors | 22 | \$89,012 | \$54,012 | \$2,875 | \$56,887 | | | |
| Wine & Beer | 1 | | \$25,000 | | \$25,000 | | | |
| TOTAL | 38 | \$159,587 | \$115,572 | \$4,875 | \$120,447 | | | |

Expedia Direct Booking "Always On Campaign" Run Dates: Aug. 1 - Apr. 30



