

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
November 30, 2022 | 3:30 p.m.
Medford Chamber of Commerce

AGENDA

- I. Meeting Call to Order – *Strahl*
- II. Approval of October 26, 2022 minutes *page 2*
- III. Financial Report – *Holmes* *page 6*
- IV. Meeting Introductions – *Strahl*
- V. Travel Medford Report – *Holmes*
- VI. Marketing Update – *Cates & Hunter*
- VII. Sports Update – *Wood*
- VIII. Community Partnership update – *De Mello* *page 12*
- IX. Projects Update – *Cañez*
- X. Guest Updates – *TMTC, Hoteliers, Airport, etc.*
- XI. Other/Future Agenda Items

NEXT MEETING: January 25, 2023

Important Travel Medford standing meeting dates & events:

Winter Lights Festival	Dec. 3	Pear Blossom Park
Chamber XMAS Appreciation	Dec. 9	The Chamber
Happy Holidays	Dec. 24-Jan. 2	Chamber Closed
TMTC meeting	Jan. 25	SO Children’s Mus.
American Cornhole Organization	Feb. 3-4	The Armory
Medford Major		

****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 October 26, 2022

Present: Eric Strahl, Bruce Hoevet, JoJo Howard, Gloria Thomas, Wendy Baker, Rachel Koning (Zoom), Marissa Ruf, Gina Bianco, Vince Domenzain, Sarah Strickler, Jeff Kapple, Rich Rosenthal (alternate for Kevin Stine)

Absent: Lindsey Rice

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

Minutes: Minutes from the September 28, 2022 meeting were reviewed. A motion to accept was made by Bruce. Gloria seconded. Motion approved by the group.

Financial Report (T.J.)

- T.J welcomed the newest member of the Tourism Council, Sarah Strickler of the Downtown Medford Association and Grown Rogue.
- T.J. reviewed the balance sheet and profit & loss statement.
- T.J. went over tourism trends for the month. September TLT was the best on record, and 29% above projection.
- Line 812.5 is over budget due to visitor guide requests.
- 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, when our new visitor center is constructed.
- Line 812, Advertising, is under budget due to planned spends based on timing.
- A motion to accept the financial report as presented was made by Gloria. Bruce seconded. Motion approved by the group.

Marketing Update (Cates & Hunter)

- Ashley presented the Quarter 1 marketing report
 - Quarter 1 experienced record press, partnering with several publications.
 - About \$10,000 was spent on Google/SEM. Content performed at 3x the rate per click compared to the state average and 5x under the national average.
 - Our Visitor Guide experienced record views and downloads this quarter.
 - Social media experienced a 20% increase in following and 196% increase in clicks due to Emily's support. Web sessions are increasing with repeat visitors.
 - 54% of website traffic is coming from Google Ads.

V. Sports Update (Angela)

- In partnership with Southern Oregon Cornhole, the Southern Oregon Sports Commission hosted the Southern Oregon Cornhole Classic on Oct. 8-9 at the Jackson County Expo. Custom boards with Medford Heart of the Rogue branding were created and used throughout the tournament. It was a very successful event, with 71 teams earning just under \$9,000 in net revenue with many participants from out of town.
- The American Cornhole Organization (ACO) will host a tournament during shoulder season in February 2023 at the Medford Armory. During this tournament ACO will be responsible for marketing the event and Travel Medford will host a kickoff party. This is a three-year contract.

VI. Community Partnership Update (Angela + Maclayne)

- The inaugural Heart of the Rogue Festival was held and received well throughout the community. Angela and Maclayne had a debrief with the city and identified the gaps for next year. Attendance for the event exceeded expectations with just under 100 vendors.
- We had a large media team covering the event for next year's promotion.
- Common Block Brewing crafted a new brew in celebration of the festival and experienced their biggest revenue day on record.
- Bikes N Brews secured 251 total bicyclists. The Rogue Marathon hosted 450 runners.
- Rogue Valley Vintners experienced major success with Wine Country Lane, with Friday night gaining twice in sales compared to Saturday.

2021-22 Annual Report (T.J. & Ashley)

- T.J. & Ashley presented the 2021-22 annual report.
- A motion to accept the annual report was made by Bruce. Vince seconded. Motion approved by the group.

Staff SWOT, Gap & Constraint Analysis (T.J. Ashley)

- Medford is the largest DMO, with the mission is to elevate the region and create a world class tourism destination. Goals are matched and aligned with city contract.
- Staff presented the Strengths, Weaknesses, Opportunities & Threats (SWOT) with gaps and priorities to TMTC.
- This was an honest assessment to evaluate where Travel Medford is at the moment to help create the TM annual strategic goals and a new strategic plan for 2023-2026.

Contract Charges - Goals and Initiatives

1. Tourism Promotion (Ashley)

- 1) Content & Editorial Calendar: Gina suggested a platform to house all calendars (RVVs, TMs, Hoteliers etc.) Bruce recommended including Klamath county and others.
- 2) Visitor Guide & brochures
- 3) Public Relations Plan & press kit
- 4) Website Plan and audit

2. Visitor Services (Sam)

- 1) Increase VIC Visits/Traffic: Hootboard program can be used for digital wayfinding (Medford 2040 goal), including events and additional content. Raydiant at the airport is useful for present time updates. Wendy suggested updating Visitor Center hours to include Saturdays, although Eric is concerned about lack of foot traffic. Travel Medford Staff will assess expanded hours.
- 2) Expand Taste of The Rogue: Gina questioned previous hosts' engagement or interest? Sam states that surveys have been sent out requesting feedback and suggestions.
- 3) Fix Wayfinding Signage. This includes signage to the new visitor center.

3. Sports and Event Promotion (Angela & Maclayne)

- 1) Further develop Know Your Role: Wendy suggested the commercials be played at school assemblies. Sarah suggested maybe during a parent night.
- 2) Sportground Commercials: New videographer, Nick Alexander, has been sent out for sports footage including the outdoors and will be used in future commercials
- 3) Be present at more local events.

4. Revenue Generation (T.J.)

- 1) Brand wear revenue & sales plan
- 2) Advertising media kit
- 3) Passport Opportunities.

5. Organizational Sustainability (T.J.)

- 1) Onboarding documents
- 2) Inventory structure
- 3) Strategic Planning
- 4) Industry and local communication

Motion to accept the Strategic Plan as presented was made by Bruce. Gina seconded. Motion approved by the group.

Special Meeting Minutes - Travel Oregon Grant For the Virtual Meeting on November 2, 2022

Present: Eric Strahl, Bruce Hoevet, JoJo Howard, Wendy Baker, Gina Bianco, Sarah Strickler, Jeff Kapple, Lindsey Rice, Gloria Thomas

Absent: Marissa Ruf, Rachel Koning, Vince Domenzain, Angela Wood, Ashley Cates

Staff: T.J. Holmes, Emily Hunter, Maclayne De Mello, Amanda Coscette, Samantha Cañez

Travel Oregon released its Capacity & Small Grant Program on Oct. 25, which is \$1.5 million earmarked to fund DMOs specifically to develop and refine skills, structures and strategies so the organization can successfully fulfill its mission and achieve outcomes that are impactful. The grant must be for capacity building or small projects. The maximum ask from Travel Medford and other DMOs of our budget size is \$50,000 but the grant application requires us to demonstrate stakeholders are in support of the application.

A special virtual TMTTC meeting was held to discuss Travel Medford's suggested capacity building project to apply for this grant.

T.J. : Travel Oregon has this grant for DMOs to invest in themselves and set the foundation that will impact the organization for 3+ years. Capacity building means adding staff or expanding skills in the following categories: professional development, technical skills, learning/adaptation, new market/product development or DEI training. As identified in the 2023-26 Strategic Plan under Organizational Sustainability, the next staff position needed would be an in-house graphic designer for creative development and brand deployment. This position would help every person on the team, assisting Ashley in ads, Sam with projects, Maclayne for events, and Emily for social media and Angela for sports tourism. Visitor guide updates and brochures are needed as well.

Council: Feedback was received and all echoed excitement for a potential in-house graphic designer as it would benefit the whole organization. Additionally, a discussion was held about possible classes or workshops in Professional Development and Customer Service to be held further down the line.

T.J: The grant is designed for capacity building. The projects the team would be able to complete with an in-house graphic designer would drive economic impact and enhance travel & tourism for community stakeholders.

Motion to support Travel Medford applying for the Travel Oregon Grant for an in-house graphic designer was made by Lindsey. Bruce seconded. Motion approved by the group.

Balance Sheet

As of October 31, 2022

12:14 PM
11/08/22
Accrual Basis

Travel Medford
Balance Sheet
As of October 31, 2022

	<u>Oct 31, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	239,811.34
107 - US Bank - Money Market	202,967.37
Total Checking/Savings	442,778.71
Accounts Receivable	
122 - Accounts Receivable	146,234.93
Total Accounts Receivable	146,234.93
Total Current Assets	589,013.64
Fixed Assets	
150 - Equipment	5,339.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-3,110.31
Total Fixed Assets	79,587.95
TOTAL ASSETS	<u>668,601.59</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	2,070.20
Total Other Current Liabilities	2,070.20
Total Current Liabilities	2,070.20
Total Liabilities	2,070.20
Equity	
302 - Retained Earnings	403,196.96
Net Income	263,334.43
Total Equity	666,531.39
TOTAL LIABILITIES & EQUITY	<u>668,601.59</u>

Profit & Loss (Continued)

October 2022

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11/08/22
Accrual Basis

Travel Medford Profit & Loss Budget Performance July through October 2022

						YTD Actual	YTD Budget	Annual Budget
					819- Promo Materials/Brand			
					819.1 - Promotional Partnership	678	1,000	3,000
					819.2 - Brand Merchandise	1,275	5,667	17,000
					Total 819- Promo Materials/Brand	1,953	6,667	20,000
					820 - Spec. Proj/Prog/Events	3,930	18,577	55,730
					822 - Research	7,500	3,400	10,200
					824 - Website	2,595	3,333	10,000
					826 - Lithia & Driveway Fields	5,000	3,333	10,000
					840 - Visitor Services			
					840.1 - Visitor Services	6,618	20,680	62,040
					840.4 - Airport			
					840.41 - Airport Ad Expense	1,251	667	2,000
					840.4 - Airport - Other	19,690	19,333	58,000
					Total 840.4 - Airport	20,941	20,000	60,000
					Total 840 - Visitor Services	27,559	40,680	122,040
					Total Promotion Expense	338,294	409,309	1,238,957
					Sales & Travel			
					650 - Trade/Travel Shows/Confer			
					650.1 - Conferences	78	2,695	8,085
					650.3 - Tradeshows	0	600	1,800
					650.5 - Stakeholder Partnershps	0	333	1,000
					Total 650 - Trade/Travel Shows/Confer	78	3,628	10,885
					654 - Dues and Subscriptions	2,512	5,715	17,145
					656 - Sales Travel, Meetings			
					656.1 - Conferences	-580	6,500	19,500
					656.3 - Tradeshows	2,316	2,100	6,300
					656.7 - Local Sales/Meeting	5,078	4,863	14,590
					Total 656 - Sales Travel, Meetings	6,813	13,463	40,390
					Total Sales & Travel	9,403	22,807	68,420
					Total Expense	446,254	518,119	1,567,664
					Net Ordinary Income	263,334	97,106	0
					Net Income	263,334	97,106	0

Tourism Trends

For the Month of October 2022

Tourism Trends

OCTOBER 2022 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	65.6%	-18%	63.9%	-15%	63.5%	2%
Average Daily Rate	\$116.47	1%	\$131.55	7%	\$161.12	13%
Rev. Per Available Room	\$76.46	-17%	\$84.05	-9%	\$102.33	14%

YEAR-TO-DATE July-October <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	74%	-10%	72.7%	-8%	70.6%	1%
Average Daily Rate	\$128.54	0%	\$141.61	3%	\$184.17	10%
Rev. Per Available Room	\$95.09	-10%	\$102.97	-5%	\$129.96	12%
Room Demand	245,070	-7%	426,720	-3%	7.7 M	6%
Room Supply	331,264	4%	586,852	5%	10.9 M	5%
Room Revenue	\$31.5 M	-6%	\$60.4 M	0%	\$1.4 B	17%

Sources: STR & AirDNA

Transient Lodging Tax: Travel Medford 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					
DEC					
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
TOTAL	\$ 687,256.36	\$ 606,624.32	\$ 80,632.04	\$ 117,308.50	

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	81.2%	73.4%	\$ 120.01	\$ 123.57
OCT	NOV	DEC	\$ 140,586.50			80.1%		\$ 115.99	
NOV	DEC	JAN	\$ 115,725.84			71.9%		\$ 110.65	
DEC	JAN	FEB	\$ 106,815.82			65.7%		\$ 103.05	
JAN	FEB	MAR	\$ 89,809.26			61.1%		\$ 98.73	
FEB	MAR	APR	\$ 100,363.22			66.5%		\$ 104.21	
MAR	APR	MAY	\$ 120,647.71			70.3%		\$ 107.34	
APR	MAY	JUN	\$ 124,525.50			71.8%		\$ 108.39	
MAY	JUN	JUL	\$ 144,892.87			74.0%		\$ 118.07	
		YTD	\$550,322.59	\$687,256.36	-\$4,510.88				

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

RV International – Medford 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	2,826	4,996
NOV						
DEC						
JAN						
FEB						
MAR						
APR						
MAY						
JUN						
TOTAL	894	389	5,053	4,138	10,671	21,145
TOTAL YTD 21-22	341	58	809	1,073	5,870	7,810
% Chg	162%	571%	525%	286%	82%	171%

Event Promotion / Community Partnership Fund Tracker through October 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		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	not specified	\$1,000		
6	Tee it Up for Timbers Golf Tour	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	\$35,724		Ongoing expenses
9	Rogue Valley Farm Tour	July 16, 2022	\$2,000	\$1,000		\$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.
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TOTAL				\$45,724		