

TOURISM COUNCILORS

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Marissa Ruf
Merete Hotel Management

Mike Doil
Rogue Valley International-Medford Airport

Rachel Koning
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Association Liaison

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Stone Ridge Golf Club/Southern Oregon
Sports Commission Liaison

Wendy Baker
Hilton Garden Inn & 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

Angela Wood
Director of Sales & Visitor Services

Brad King
Director of Sports Development

Carole Skeeters-Stevens
Chief Marketing Officer

Celeste Moreno
Graphic Designer & Creative Manager

Maddi Childers
Marketing & Communications Coordinator



Travel Medford Tourism Council
November 29, 2023 | 3:30 p.m.
Medford Chamber

AGENDA

- I. Meeting Call to Order – *Eric*
- II. Approval of Oct. 25, 2023 minutes page 2
- III. Financial Report – *T.J.* page 4
- IV. Travel Medford Report – *T.J.*
- V. Visitor Services Update – *Angela* page 9
- VI. Tourism Promotion/Marketing Update – *Carole & Maddi*
- VII. Creative Update – *Celeste*
- VIII. Event Promotion Update – *T.J.* page 10
- IX. Sports Update – *Brad*
- X. TMTC Roundtable Updates

NEXT MEETING: January 24, 2024

Important Travel Medford standing meeting dates & events:

| | | |
|------------------------------|-------------|-------------------|
| Winter Lights Festival | Dec. 2 | Pear Blossom Park |
| Rogue X Tour @ 2 p.m. | Dec. 12 | Rogue X |
| Chamber Appreciation Party | Dec. 14 | Medford Chamber |
| Winter Lights at Hanley Farm | Dec. 14-16 | Hanley Farm |
| Third Friday | Dec. 15 | Downtown Medford |
| Chamber office closed | 12/25 - 1/1 | Chamber Office |
| Rogue X Grand Opening | Jan. 6 | Rogue X |

****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 Oct. 25, 2023

Present: Eric Strahl, Gloria Thomas, Bruce Hoevet, Bonny Panchal, JoJo Howard, Mike Doil, Marissa Ruf, Rachel Koning, Sarah Strickler, Wendy Baker, Jeff Kapple

Absent: Gina Bianco, Lindsey Rice, Vince Domenzain, Kevin Stine

Staff: T.J. Holmes, Angela Wood, Brad King, Carole Skeeters-Stevens, Celeste Moreno

Minutes: Minutes from the Sept. 27, 2023 meeting were reviewed. A motion to accept was made by Bruce. Wendy seconded. Motion approved by the group.

Financial Report (Holmes)

- The September balance sheet and profit & loss statements were reviewed.
- September TLT was \$173K, third best Sept. for TLT, +35% compared to pre-COVID
- Intermediaries was \$31K, the highest Sept., +10 YOY
- Total income is on pace, TLT slightly behind (-1.7%) three months into the new year
- Line 812.1 Advertising Support - PR firm billing is 15 days ahead every month
- Line 812.2 & 3 - Under YTD due to personnel changes and vacant positions
- Line 812.6 - Event Promotion is up with events and Heart of the Rogue Festival
- A motion to accept the financial report as presented was made by Bruce. Gloria seconded. Motion approved by the group.

Travel Medford Update (Holmes)

- August tourism metrics from the TMTC packet were referenced.
- T.J. introduced Carole Skeeters-Stevens as the new Chief Marketing Officer and announced Madison Childers starts Nov. 1 as the Marketing & Communications Coordinator. Maclayne De Mello accepted a new position at Compass Hotel by Margaritaville and the search to replace her will begin soon.
- Comments were made about partnering with the City of Medford for a conference center feasibility study, which is a 2040 goal that Travel Medford is a leading partner on
- T.J. presented the 2022-23 Annual Report, which highlighted achievements from the year from every person on the team and designed by Celeste.

Marketing Update (Holmes)

- The Expedia campaign continues to deliver positive results. The \$16K spend for Travel Medford generated \$419K in gross bookings, 3,332 room nights for a \$26.50 return on advertising spend (ROAS).

- A travel writer FAM trip came to Medford Oct. 11-15 during the Heart of the Rogue Festival. PR highlights for Q1 include 67 placements, 15+ million impressions, \$140+ million in ad value equivalency.

Creative Update (Moreno)

- Various projects were presented and shared with TMTC including Heart of the Rogue Festival collateral, digital billboard countdown, festival merchandise, Rogue Valley Times takeover, various festival advertisements and signage for the festival.

Visitor Services (Wood)

- Rogue Valley Bucket List Passport launches in November for an engaging program
- Visitor Center at Rogue X is far along, signage is wrapping up, installing a people counter for traffic, we're installing a Hootboard at the facility, many events are already booked at the venue
- Taste of the Rogue will have Padigan & Walkabout Brewery in November at the airport

Sports Update (King)

- Sport Oregon did a segment on Litha & Driveway Fields & Rogue X that we facilitated
- Southern Oregon Cornhole Classic is approaching Nov. 10-12, registration is increasing, sponsorships are still available, room block rates are being offered

Community Partnership (Holmes)

- The Community Partnership Grant Fund and event tracker was reviewed. Travel Medford has supported 15 events for \$57,830 so far. Also tracking in-kind support.
- Heart of the Rogue Festival had over 100 exhibitors. More details to come.

Strategic Planning - Budget & Goal Review (Holmes)

- T.J. shared the estimated retained earnings from 2022-23 are \$35,634. The Tourism Council needs to assist in reallocating the funds and report to the city by Nov. 30.
- TMTC voted in April 2023 to move \$37,000 to Money Market (Reserves) to fulfill TMTC's previously set goal of building reserves to 3 months of annual budget. This \$37,000 is included in the estimated total retained earnings. Comments were made that the reserves can be accessed at any time. Mike Doil mentioned there could be an airline expansion opportunity in the future.
- A motion to allocate the estimated retained earnings amount of \$35,634 to the Money Market account (Reserves) was made by Bruce. Marissa seconded. All in favor. Motion approved by the group.
- The Travel Medford staff has accomplished 2 of 25 (8%) strategic goals and 32 action items out of 127 (25%), which are on pace for completion of the 2023-26 Strategic Marketing Plan accepted by TMTC from October 2022.

Balance Sheet

As of October 2023

10:19 AM
11/07/23
Accrual Basis

Travel Medford
Balance Sheet
As of October 31, 2023

| | <u>Oct 31, 23</u> |
|---------------------------------------|--------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 106 - US Bank | 137,945.31 |
| 107 - US Bank - Money Market | 240,360.36 |
| Total Checking/Savings | 378,305.67 |
| Accounts Receivable | |
| 122 - Accounts Receivable | 150,616.13 |
| Total Accounts Receivable | 150,616.13 |
| Total Current Assets | 528,921.80 |
| 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>608,509.75</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 | 438,784.18 |
| Net Income | 167,655.37 |
| Total Equity | 606,439.55 |
| TOTAL LIABILITIES & EQUITY | <u>608,509.75</u> |

Profit & Loss

YTD Through October 2023

12:16 PM
11/07/23
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July through October 2023

| | | YTD Actual | YTD Budget | Annual Budget |
|--------------------------------|---------------------------------------|----------------|----------------|------------------|
| Ordinary Income/Expense | | | | |
| | Income | | | |
| | 430 - Interest Income | 155 | | |
| | 440 - Occupancy Tax Income | 672,087 | 664,615 | 1,564,008 |
| | 451 - Airport Ad Income | 2,864 | 1,833 | 5,500 |
| | 452 - Brand Merchandise | 4,017 | 5,667 | 17,000 |
| | 454 - Event Revenue | 9,696 | 4,667 | 14,000 |
| | 456 - Misc Revenue | 20,403 | 20,403 | 24,987 |
| | Total Income | 709,222 | 697,185 | 1,625,494 |
| | Expense | | | |
| | 540 - Administration | | | |
| | 540.1 - Rent and Operations | 14,215 | 14,215 | 42,646 |
| | 540.2 - Shared Salaries | 21,889 | 21,889 | 65,668 |
| | 540.3 - Salaries | 33,333 | 33,333 | 100,000 |
| | 540.4 - Benefits | 8,072 | 8,156 | 24,678 |
| | Total 540 - Administration | 77,510 | 77,594 | 232,992 |
| | Office Expense | | | |
| | 602 - Telephone | 915 | 1,440 | 4,320 |
| | 604 - Postage | 248 | 667 | 2,000 |
| | 606 - Supplies | 2,372 | 800 | 2,400 |
| | 608 - Legal & Accounting | 350 | 5,000 | 15,000 |
| | Total Office Expense | 3,886 | 7,907 | 23,720 |
| | Promotion Expense | | | |
| | 812 - Advertising | | | |
| | 812.1 - Advertising Support | 32,163 | 25,033 | 75,100 |
| | 812.2 - Salaries | 66,294 | 84,350 | 253,049 |
| | 812.3 - Benefits | 13,097 | 20,213 | 61,623 |
| | 812.4 - Giveaways | 3,206 | 2,333 | 7,000 |
| | 812.5 - BrochDist/Fullfillment | 2,423 | 4,240 | 12,720 |
| | 812.61 - Event Promotion | | | |
| | 812.6 - Community Partnerships | 68,663 | 26,067 | 78,200 |
| | 812.62 - Rogue X | 7,500 | 3,333 | 10,000 |
| | 826 - Lithia & Driveway Fields | 5,000 | 3,333 | 10,000 |
| | Total 812.61 - Event Promotion | 81,163 | 32,734 | 98,200 |
| | 812.7 - Sust. Mkt. Traditional | 22,550 | 23,800 | 71,400 |
| | 812.9 - DigitalSocialMedCampaig | 100,462 | 93,567 | 280,700 |
| | Total 812 - Advertising | 321,358 | 286,269 | 859,792 |
| | 813 - Sports Tourism | | | |
| | 813.1 - SOSC | 615 | 1,667 | 5,000 |
| | 813.2 - Sports Tourism | 3,115 | 4,549 | 13,647 |
| | 813.3 - Salary | 23,333 | 23,333 | 70,000 |
| | 813.4 - Benefits | 2,897 | 5,757 | 17,691 |
| | Total 813 - Sports Tourism | 29,960 | 35,306 | 106,338 |

Tourism Trends

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 | | | | |
| DEC | | | | |
| JAN | | | | |
| FEB | | | | |
| MAR | | | | |
| APR | | | | |
| MAY | | | | |
| JUN | | | | |
| TOTAL | \$ 672,087.46 | \$ 664,615.13 | \$ 7,472.33 | \$ 133,230.60 |

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 | 84.3% | 76.5% | \$ 132.84 | \$ 130.84 |
| JUL | AUG | SEP | \$ 198,725.77 | \$ 186,228.49 | \$ (12,497.28) | 78.8% | 74.6% | \$ 139.54 | \$ 137.50 |
| AUG | SEP | OCT | \$ 177,384.56 | \$ 156,880.28 | \$ (20,504.28) | 78.0% | 71.7% | \$ 132.12 | \$ 128.36 |
| SEP | OCT | NOV | \$ 146,234.93 | \$ 150,616.13 | \$ 4,381.20 | 73.4% | 72.4% | \$ 123.57 | \$ 122.75 |
| OCT | NOV | DEC | \$ 137,722.70 | | | 65.6% | | \$ 116.47 | |
| NOV | DEC | JAN | \$ 105,447.26 | | | 58.9% | | \$ 104.98 | |
| DEC | JAN | FEB | \$ 101,023.42 | | | 53.7% | | \$ 99.43 | |
| JAN | FEB | MAR | \$ 90,354.40 | | | 47.4% | | \$ 100.57 | |
| 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 | \$687,256.36 | \$672,087.46 | -\$15,168.90 | | | | |

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

Tourism Data Metrics

September 2023

(Hotels + Intermediaries)

| | Medford | | Jackson County | | Oregon | |
|-------------------------|----------|-----------|----------------|-----------|----------|-----------|
| | Month | % Chg YOY | Month | % Chg YOY | Month | % Chg YOY |
| Occupancy Rate | 72.4% | 0% | 70.6% | -3% | 68.2% | -4% |
| Average Daily Rate | \$122.75 | -4% | \$140.05 | -2% | \$177.55 | 1% |
| Rev. Per Available Room | \$88.87 | -4% | \$98.90 | -5% | \$121.01 | -3% |

YEAR-TO-DATE

July '23 - Sept. '23

(Hotels + Intermediaries)

| | Medford | | Jackson County | | Oregon | |
|-------------------------|----------|-----------|----------------|-----------|----------|-----------|
| | YTD | % Chg YOY | YTD | % Chg YOY | YTD | % Chg YOY |
| Occupancy Rate | 72.9% | -2% | 71.9% | -4% | 71.6% | -2% |
| Average Daily Rate | \$129.70 | -6% | \$150.28 | 1% | \$190.35 | 0% |
| Rev. Per Available Room | \$94.57 | -8% | \$108.06 | -4% | \$136.35 | -2% |
| Room Demand | 189,820 | 2% | 330,630 | 0% | 5.9 M | 0% |
| Room Supply | 260,350 | 5% | 459,801 | 4% | 8.3 M | 2% |
| Room Revenue | \$24.6 M | -4% | \$49.M | 0% | \$1.13 B | 0% |

Sources: STR & AirDNA

Visitor Services Tracking

October 2023

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 | | | | | | | | | |
| DEC | | | | | | | | | |
| JAN | | | | | | | | | |
| FEB | | | | | | | | | |
| MAR | | | | | | | | | |
| APR | | | | | | | | | |
| MAY | | | | | | | | | |
| JUN | | | | | | | | | |
| TOTAL | 564 | 162 | 1,775 | 1,734 | 8,411 | 1,941 | 14,587 | 996 | 88,779 |
| TOTAL YTD 22-23 | 894 | 389 | 5,053 | 4,138 | 10,374 | 749 | 20,703 | 1,439 | 110,372 |
| % Chg | -37% | -58% | -65% | -58% | -19% | 159% | -30% | -31% | -20% |

Other Visitor Services & Programs

| | Downtown | Taste of the Rogue | | Wine Passport | | Total |
|--------------|------------|--------------------|------------|---------------|-----------|--------------|
| | Visitors | Flights | Encounters | Sign Ups | Check-ins | Interactions |
| JUL | 79 | 8 | 86 | 30 | 23 | 218 |
| AUG | 73 | 10 | 85 | 19 | 5 | 182 |
| SEP | 70 | 0 | 0 | 12 | 15 | 70 |
| OCT | 90 | 12 | 159 | 12 | 12 | 261 |
| NOV | | | | | | |
| DEC | | | | | | |
| JAN | | | | | | |
| FEB | | | | | | |
| MAR | | | | | | |
| APR | | | | | | |
| MAY | | | | | | |
| JUN | | | | | | |
| TOTAL | 312 | 30 | 330 | 73 | 55 | 731 |

| TOTAL INTERACTIONS | |
|----------------------------|---------------|
| JUL | 3,977 |
| AUG | 4,233 |
| SEP | 3,444 |
| OCT | 3,664 |
| NOV | 0 |
| DEC | 0 |
| JAN | 0 |
| FEB | 0 |
| MAR | 0 |
| APR | 0 |
| MAY | 0 |
| JUN | 0 |
| TOTAL | 15,318 |
| TOTAL YTD 22-23 | 20,703 |
| % Chg | -26% |

*Started tracking at Downtown VIC in August 2022

*Note: No Taste of the Rogue in September

Event Promotion Through October 2023

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) |
|--------------|--|----------------|-----------------|-----------------|-----------------|-----------------|-------------------------|
| 1 | Heart of the Rogue Festival 2023 | October 2023 | \$45,000 | \$54,532 | | \$54,532 | 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 | Medford Rogue Rotary Pickleball Fest | September 2023 | \$1,000 | \$1,000 | | \$1,000 | Sports & Outdoors |
| 5 | Oregon Wine Experience | August 2023 | \$5,000 | \$2,500 | \$10,500 | \$13,000 | Wine & Beer |
| 6 | Craterian Performances | July 2023 | \$5,000 | \$5,000 | | \$5,000 | General |
| 7 | Northwest Seasonal Farmworkers | July 2023 | N/A | N/A | \$1,400 | \$1,400 | General |
| 8 | Western Intergovernmental Child Support Engagement Council | August 2023 | N/A | N/A | \$12 | \$12 | General |
| 9 | 14th Annual Mayors United (Access) | August 2023 | N/A | N/A | | | General |
| 10 | Thunderstruck Custome Bikes | August 2023 | N/A | N/A | | | General |
| 11 | Trail Blazers Rip City Rally Event | Septemer 2023 | N/A | N/A | | | Sports & Outdoors |
| 12 | Fall 2023 Medford Citizen Academy | Septemer 2023 | N/A | N/A | | | General |
| 13 | The Rogue Marathon | October 2023 | \$3,500 | \$3,570 | | \$3,570 | Sports & Outdoors |
| 14 | Bikes N Brews | October 2023 | \$2,000 | | \$200 | | Sports & Outdoors |
| 15 | Southern Oregon Cornhole Classic | November 2023 | \$2,500 | \$2,500 | | \$2,500 | Sports & Outdoors |
| 16 | Winter Wonderland at Hanley Farm | December 2023 | \$4,000 | \$1,500 | | | General |
| TOTAL | | | \$70,000 | \$65,032 | \$14,212 | \$85,313 | |

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 | | | | | | | |
| TOTAL | | | \$5,000 | \$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 |
| TOTAL | | | \$7,500 | \$7,500 | \$0 | \$7,500 | |

TOTAL EVENT PROMOTION (812.61)

| Event Classification | # of Events | Grant Request | Funds Awarded | In-Kind Amount | Total Support |
|----------------------|-------------|-----------------|-----------------|-----------------|-----------------|
| General | 8 | \$13,000 | \$10,500 | \$1,412 | \$11,912 |
| Downtown | 1 | \$45,000 | \$54,532 | | \$54,532 |
| Sports & Outdoors | 9 | \$19,500 | \$15,070 | \$2,500 | \$17,570 |
| Wine & Beer | 1 | \$5,000 | \$2,500 | \$10,500 | \$13,000 |
| TOTAL | 19 | \$82,500 | \$82,601 | \$14,412 | \$97,013 |