

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
October 26, 2022 | 11:00 a.m.
Urban Cork, City Center Wine District

AGENDA

- I. Call to Order, Introductions & Icebreaker – *Strahl*
- II. October TMTC General Business
 - Approval of September 28, 2022 minutes *page 2*
 - Financial Report – *Holmes* *page 5*
 - Marketing Update – *Cates*
 - Sports Update – *Wood*
 - Community Partnership update – *Wood* *page 12*
- III. 2021-22 Annual Report Review – *Holmes & Cates*
- IV. *Break & Lunch*
- V. Strategic Planning 2022-2025
 - SO Tourism Landscape – *Cates*
 - Mission, Vision & Values – *Holmes*
 - Staff SWOT, Gap & Constraint analysis – *Cates*
 - Travel Medford Contract Requirement Review – *Holmes*
 - Proposed Goals & Action Items – *Holmes*
 - 1. Tourism Promotion – *Cates*
 - 2. Visitor Information Services – *Cañez*
 - 3. Event Promotion/Sports Development – *De Mello/Wood*
 - 4. Revenue Generation – *Holmes & Cañez*
 - 5. Organizational Sustainability – *Holmes*
 - TMTC Feedback & Goal Wrap Up – *Holmes*

NEXT MEETING: November 30, 2022

Important Travel Medford standing meeting dates & events:

Annual Report Presentation	Nov. 17	Medford City Council
Thanksgiving	Nov. 24-25	Office Closed
Chamber XMAS Appreciation	Dec. 9	The Chamber

****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 September 28, 2022

Present: Eric Strahl, Bruce Hoevet, JoJo Howard, Gloria Thomas, Lindsey Rice, Wendy Baker, Jeff Kapple, Kevin Stine, Rachel Koning (Zoom)

Absent: Vince Domenzain, Marissa Ruf, Gina Bianco, Samantha Cañez

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

Guests: Brad Cozza (Rogue Valley International-Medford Airport), Doug Bradley (Best Western), Ryan Torres (Merete), Emily Olivera (Merete), Ashley Morales (Hilton Garden Inn), Sarah Strickler (Downtown Medford Association)

Minutes: Minutes from the August 24, 2022 meeting were reviewed. A motion to accept was made by Bruce. Wendy seconded. Motion approved by the group.

Financial Report (T.J.)

- T.J. reviewed the balance sheet and profit & loss statement.
- T.J. went over tourism trends for the month. August was the second highest on record, and 29% above projection.
- Average daily rate is 25% above pre-COVID numbers, and intermediary room supply is up 60% and demand is up 37%.
- 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 inside the building.
- Line 812, Advertising, is under budget due to larger upcoming spends this winter.
- A motion to accept the financial report as presented was made by Gloria. Bruce seconded. Motion approved by the group.

Travel Medford Update (T.J.)

- Travel Medford's contract with the City of Medford was renewed for the next six years.
- The annual audit is complete. The process went smoothly and our results should be ready mid-October.
- SpringHill Suites is scheduled to open October 18, 2022 with 131 rooms.
- Airport report: Aha went bankrupt and suspended flight to Reno, NV and passengers are 2% below 2019 load factor.
- The Medford Planning Committee has been presented with a plan for the empty lot on Barnett to be filled with two new hotels. The owner of the lot is based in Montana.

Marketing Update (Cates & Hunter)

Cates

- The downtown map is in the process of being finalized. Meanwhile, the regional map is now interactive and live on the website with clickable links for users.
- Paid print and digital ads are running on several locations, including Sunset Magazine.
- Wine Enthusiast nominated the Rogue Valley as one of the best wine regions in the world. In addition, they also nominated Troon Vineyard as one of the top wineries in the world.
- Forbes nominated Compass Hotel by Margaritaville as one of the hottest new hotels that have opened this summer.
- Our earned press has garnered 526 direct mentions, with 3.2 billion impressions worldwide regarding the Rogue Valley.
- Website traffic has increased by 44% this quarter, with 8 new articles added to the website and a 45% increase in sessions.
- SEM has garnered 45k clicks, with the average CPC being \$0.22 compared to Oregon's average of \$0.50.
- Ashley returned from the International Food & Wine Travel Writers Association (IFWTWA) conference in Florida, cultivating relationships with journalists and writers and showcasing the valley.

Hunter

- TikTok is becoming one of the largest social media platforms, with 1 billion monthly users and 62% of users are under 29 years old, with only 2% of that being Millennials.
- Emily encouraged TMTCC councilors to use TikTok since the average user on TikTok spends about 95 minutes per day on the platform.
- Live Streaming has become a popular way for businesses to engage with their consumers, showcasing their products and answering questions in real time.
- Looking towards the future, virtual and augmented reality are projected to be the new ways consumers can view products. From seeing how a couch will fit in a room to standing atop Table Rock in Travel Medford's visitor guide, virtual is the future.

Sports Update (Angela)

- In partnership with Southern Oregon Cornhole, the Southern Oregon Sports Commission will host the Southern Oregon Cornhole Classic Oct. 8-9 at the Jackson County Expo. Custom boards with Medford Heart of the Rogue branding were created and will be used throughout the tournament.
- Stone Ridge Golf Course officially announced the construction of their Top Tracer, set to be ready in the winter of 2023.

- Know Your Role has officially signed on four clients, including Oregon Youth and Utah Youth. The campaign is working on its second year of licensing agreements along with new advertising assets, set to be complete by the end of next year.
- The Rogue Valley Royals are under new ownership, and have adopted the KYR campaign. Stickers have been placed on every helmet, and the penalty box will have a banner on it to symbolize the messaging of positive behavior in sports.

Community Partnership Update (Angela)

- The inaugural Heart of the Rogue Festival is in the process of being planned and organized, elevating our local businesses and community of creators. Opportunities to become a vendor or volunteer are still available via the form on our website.
- The City of Medford has donated \$20,000 of in-kind support to the Heart of the Rogue Festival for road closures.
- Common Block has crafted a new brew in celebration of the festival. The beer will be available year round called the Heart of the Rogue.
- The festival has secured videographers, and further expansion of coverage will be planned for years to come.
- Bikes N Brews has secured 67 total bicyclists; they anticipate over 200.

Projects Update (T.J. for Sam)

- We purchased equipment for a mobile booth shop for brand wear to use at multiple locations, tradeshow and events. We will debut it at Heart of the Rogue Festival.
- The groundwork for the wine passport has been complete and winery outreach is ongoing for winery participation.

TMTC Appointments

- T.J. suggested Sarah Strickler be nominated for appointment on the Travel Medford Tourism Council. Sarah is a board member for the Downtown Medford Association and would be DMA's liaison, filling the vacancy on TMTC left by former executive director Renatta Tellez. DMA's interim executive director and board president both recommended Sarah for this position. Sarah is also the co-owner of Grown Rogue, has presented to TMTC in the past and hosted TMTC on a tour of her business. She is very involved in the community.
- A motion was made to appoint Sarah on the Travel Medford Tourism Council by Lindsey. Wendy seconded. Motion approved by the group.

Balance Sheet

As of September 30, 2022

11:53 AM

10/10/22

Accrual Basis

Travel Medford
Balance Sheet
As of September 30, 2022

	<u>Sep 30, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	200,494.25
107 - US Bank - Money Market	202,990.71
Total Checking/Savings	403,484.96
Accounts Receivable	
122 - Accounts Receivable	177,384.56
Total Accounts Receivable	177,384.56
Total Current Assets	580,869.52
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>660,457.47</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	255,190.31
Total Equity	658,387.27
TOTAL LIABILITIES & EQUITY	<u>660,457.47</u>

Profit & Loss

September 2022

11:54 AM
10/10/22
Accrual Basis

Travel Medford Profit & Loss Budget Performance July through September 2022

		YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense				
Income				
	430 - Interest Income	5		
	440 - Occupancy Tax Income	541,021	463,819	1,541,864
	451 - Airport Ad Income	1,930	1,200	4,800
	452 - Brand Merchandise	3,056	5,250	21,000
	454 - Misc. Revenue-Events	12,938		
	Total Income	558,950	470,269	1,567,664
Expense				
	540 - Administration			
	540.1 - Rent and Operations	10,661	10,661	42,646
	540.2 - Shared Salaries	15,704	15,726	62,902
	540.3 - Salaries	22,313	22,313	89,250
	540.4 - Benefits	4,027	4,090	19,568
	Total 540 - Administration	52,705	52,790	214,366
	Office Expense			
	602 - Telephone	580	930	3,720
	604 - Postage	348	500	2,000
	606 - Supplies	408	300	1,200
	608 - Legal & Accounting	17,625	9,750	39,000
	Total Office Expense	18,961	11,480	45,920
	Promotion Expense			
	812 - Advertising			
	812.1 - Advertising Support	0	10,500	42,000
	812.2 - Salaries	50,339	58,625	234,500
	812.3 - Benefits	9,172	10,089	55,308
	812.4 - Giveaways	344	3,750	15,000
	812.5 - BrochDist/Fullfillment	5,343	1,930	7,719
	812.6 - Community Partnerships	11,167	19,275	77,100
	812.7 - Sust. Mkt. Traditional	15,655	17,250	69,000
	812.9 - DigitalSocialMedCampaig	53,372	69,000	276,000
	Total 812 - Advertising	145,392	190,419	776,628
	813 - Sports Tourism			
	813.1 - SOSC	2,684	1,250	5,000
	813.2 - Sports Tourism	15,482	15,974	63,897
	Total 813 - Sports Tourism	18,166	17,224	68,897
	814 - Brochures & Printing	1,269	5,581	22,325
	816 - Art, Design Services	4,896	12,000	48,000
	818 - Conv. Sales/Group Tours			
	818.1 - Conv. Sales/Group Tours	1,584	2,375	9,500
	818.2 - Salaries	17,063	17,063	68,250
	818.3 - Benefits	3,835	4,243	17,387
	Total 818 - Conv. Sales/Group Tours	22,481	23,680	95,137

Tourism Trends

For the Month of September 2022

Tourism Trends

AUGUST 2022 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	78.0%	-3%	75.7%	-2%	73.6%	2%
Average Daily Rate	\$132.12	-1%	\$141.98	-1%	\$192.23	6%
Rev. Per Available Room	\$103.04	-5%	\$107.41	-3%	\$141.39	8%

YEAR-TO-DATE July-August <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	78.4%	-8%	77.3%	-7%	73.9%	-1%
Average Daily Rate	\$135.85	-1%	\$147.70	0%	\$197.45	9%
Rev. Per Available Room	\$106.51	-10%	\$114.22	-7%	\$145.94	8%
Room Demand	130,793	-4%	228,725	-2%	4.1 M	4%
Room Supply	166,815	4%	295,783	5%	5.5 M	5%
Room Revenue	\$17.8 M	-6%	\$33.8 M	-2%	\$800 M	14%

Sources: STR & AirDNA

Tourism Trends (Continued)

For the Month of September 2022

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%	\$ 141.37	\$ 139.54
AUG	SEP	OCT	\$ 165,459.25	\$ 177,384.56	\$ 11,925.31	80.8%	78.0%	\$ 133.88	\$ 132.12
SEP	OCT	NOV	\$ 141,444.65			81.2%		\$ 119.75	
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	\$541,021.43	-\$9,301.16				

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

Transient Lodging Tax: Travel Medford Prediction vs. Receipt

2022 - 2023

	Actual	Prediction	Difference	Collected from Intermediateries	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					
NOV					
DEC					
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
TOTAL	\$ 541,021.43	\$ 463,818.70	\$ 77,202.73	\$ 93,299.42	

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						
NOV						
DEC						
JAN						
FEB						
MAR						
APR						
MAY						
JUN						
TOTAL	701	305	4,028	3,270	7,845	16,149
TOTAL YTD 21-22	251	47	591	838	4,597	6,073
% Chg	179%	549%	582%	290%	71%	166%

Event Promotion / Community Partnership

Fund Tracker Oct. 11, 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	\$5,000	Paid	Golf Cart Sponsor & Official Travel Partner
3	Rockafest 2022 August 20, 2022	\$10,000	\$1,500	Paid	\$1000 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 Tournament Oct. 14, 2022	\$5,000	\$500		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	\$10,741		
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22					
23					
24					
24					
25					
26					
27					
TOTAL			\$24,741		