

TOURISM COUNCILORS

Bonny Panchal, Chair*

Ramada by Wyndham

Sarah Strickler, Vice Chair*

Grown Rogue/Downtown Medford
Association Liaison

Eric Strahl, Past Chair*

Craterian Theater

Adam Benson

Tap & Vine at 559

Gloria Thomas

Lady Geneva Bed & Breakfast

Lindsey Rice

Rogue Valley Zipline Adventures

Mike Doil

Rogue Valley International-Medford Airport

Rachel Koning

Common Block Brewing Company

Ryan Torres

Merete Hotel Management

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 Power

Kevin Stine

Medford City Council Liaison

*TMTC Executive Committee

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

Haley Sullivan

Marketing Specialist

Katelyn Hanson

Sports Marketing & Event Coordinator



Travel Medford Tourism Council

Oct. 29, 2025 | 1:00 p.m.

Rogue X

AGENDA

- I. 1:00 – Meeting Call to Order & Chair Message – *Bonny*
- II. 1:10 – Approval of Sept. 24, 2025 minutes – *Bonny* page 2
- III. 1:15 – Financial Report (Sept.) – *T.J.* page 5
- IV. 1:20 – Travel Medford Report – *T.J.*
 - 2024-25 Annual Report Review handout
- V. 1:25 – Tourism Promotion Update – *Carole*
- VI. 1:30 – Visitor Services Update – *Angela* page 10
- VII. 1:35 – Event Promotion Update – *Katelyn* page 11
- VIII. 1:40 – Sports Tourism Update – *Darren*
- IX. 1:50 – Break & Refreshments, “We Are Rogue Valley” Video

Annual Strategic Planning Meeting

- X. 2:00 – Recap TMTC Survey Results & Previous Year – *T.J.*
- XI. 2:15 – Small Group Strategy Breakout Questions – *Staff*
- XII. 3:00 – Full Group Strategy Discussion Recap – *Staff*
- XIII. 3:20 – FY 24-25 Carryover Allocation & Next Steps – *T.J.*
- XIV. 3:40 – TMTC Roundtable Updates & Other Business

NEXT MEETING: Nov. 19, 2025 at Copper Plank

Upcoming important Travel Medford standing meeting dates & events:

CCC Soccer Championships	Nov. 8-12	Lithia & Driveway Fields
Veterans Day observed	Nov. 11	Office Closed

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 Sept. 24, 2025

Present: Eric Strahl, Gloria Thomas, Lindsey Rice, Mike Doil, Rachel Koning, Ryan Torres, Cooper Whitman, Kevin Stine

Staff: Angela Wood, Carole Skeeters-Stevens, Celeste Moreno, Darren Van Lehn, Haley Sullivan, T.J. Holmes

Absent: Bonny Panchal, Sarah Strickler, Adam Benson, Vince Domenzain, Wendy Baker, Katelyn Hanson

Guest: Lucinda DiNovo (Compass Hotel), Warren Ng (City of Medford)

Introductions: Guest Lucinda DiNovo introduced herself and explained her background with the Coquille Tribe and tourism industry, including serving on the Travel Oregon Tourism Commission. Compass will be hiring a General Manager.

Minutes: Minutes from the Sept. 24, 2025 meeting were reviewed. A motion to accept the minutes was made by Eric. Lindsey seconded. Motion carried.

Financial Report (T.J.)

- The August balance sheet and profit & loss statement in the packet were reviewed.
- August TLT was \$208K. Intermediaries portion was \$37K, a record for August (+4% YOY)
- TLT is +1% YTD (\$4K) above projections
- Total income is +1.5% to projections Comments on specific expense line items including event promotion (812.6), brochure distribution (812.5) and total promotion.
- Eric notes a huge jump in August, air quality was much better this year.
- A motion to accept the financial report as presented was made by Gloria. Rachel seconded. Motion carried.

Creekside Quarter update (Kevin)

- Election day is 41 days away, lots of promotion and advertising will occur during that time. There are four groups who endorsed Measure 15-238 in the voter's pamphlet, no organized opposition.
- Postcards, posters and yard signs are available to pick up
- Comments on the visual renderings or the project and the complications of sharing public documents with a private developer.
- Questions regarding concerning misconceptions. Parking is being addressed.
- There is a town hall scheduled for Oct. 16 at the Higher Education Center from 5:30-7 to ask questions

Travel Medford Report (T.J.)

- Tourism trends in the packet were referenced regarding occupancy, average daily rate, etc.
- Eric was recipient of the first Hoevet Hospitality Award in honor of Bruce Hoevet
- Woodsprings Suites on Barnett is experiencing delays in opening date
- Survey for TMTC to help outline strategic planning meeting in October will go out in a couple weeks

- Oregon is the first state to be Destination Verified by Wheel the World, which includes training, special advertising on Wheel the World and through Travel Oregon for participating businesses.

Marketing Update (Carole)

- Medford was named a “Top Small Town” in the West by Sunset Magazine due to marketing efforts. Crater Lake, arts, farmers market and wine were mentioned in the article.
- Travel And Words Conference was a success. Hosted media for pre- and post-FAM trips, welcome reception at Edenvale Winery and farm to table dinner at Table Rock Vineyard. Many activities were available to create a memorable experience for all attendees.
- Advertising highlights: KOIN TV from Portland for a project called “Your Harvest” for October. Rogue Marathon and Ride for a Cause campaigns. Expedia results from the first month in the report were referenced.

Event Promotion (Darren)

- Community Partnership Grant Fund tracker sheet in the packet was referenced. New process is running smoothly. Second open application period begins Oct. 15.
- Comments on the Cascade Christian Volleyball Tournament looking to double next year and discussion about the tourism benefits of partnering with local high schools for sports events.

Visitor Services (Angela)

- New volunteer is starting at the airport which allows us to staff the welcome desk on weekends
- New passports - Digital Wine Guide is now live. More wineries are added and an interactive map. A Harvest passport is in the works. One will be built for Forks & Friends (DMA's restaurant week event).

Sports Update (Darren)

- Introduced new mountain biking map/trail guide brochure. Will be distributed at bike shops too.
- SOSC Sponsorship levels are being restructured
- SOSC Golf Tournament is May 1, 2026 at Stone Ridge Golf Club
- Held a meeting to bring the Oregon Youth Soccer Association's President's Cup back to Medford with the goal of keeping it an annual event
- SOSC Commissioner Noah Horstman was named a top 8 golf instructor in the state
- ACO Cornhole Medford Major is mid-October. Kevin volunteered to play in the Pro-Am
- Silent Saturday event in partnership with the Rogue Valley Timbers to highlight Know Your Role
- New pickleball facility is breaking ground at Wes Howard Memorial Sports Park

Tourism Updates (various)

- Mike provided an update on the airport terminal expansion project going through the design phase currently with expectation of breaking ground in 2027.

TLT Trends for FY 2025-26

Transient Lodging Tax: Actual vs. Projection

2025 - 2026

	Hotels	Intermediaries	Total TLT	Projection	Difference
JUL	\$ 137,168	\$ 39,608	\$ 176,776	\$ 182,334	\$ (5,558)
AUG	\$ 171,037	\$ 37,664	\$ 208,701	\$ 199,081	\$ 9,620
SEP	\$ 140,226	\$ 36,774	\$ 177,000	\$ 169,159	\$ 7,841
OCT					
NOV					
DEC					
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
TOTAL	\$ 448,431	\$ 114,046	\$ 562,477	\$ 550,575	\$ 11,902

NOTE: Shown is Travel Medford's share, which is 25% of the net TLT proceeds

Year-Over-Year Comparison

2025 - 2026

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2024-25	TLT 2025-26 Projection	TLT 2025-26	25-26 Actual vs. Projection	Lodging Occ.% 2024-25	Lodging Occ.% 2024-25	Lodging ADR 2023 - 2024	Lodging ADR 2024 - 2025
JUN	JUL	AUG	\$ 191,923	\$ 182,334	\$ 176,776	\$ (5,558)	78.0%	79.4%	\$ 134.25	\$ 133.63
JUL	AUG	SEP	\$ 197,955	\$ 199,081	\$ 208,701	\$ 9,620	80.3%	80.9%	\$ 137.77	\$ 139.78
AUG	SEP	OCT	\$ 159,313	\$ 169,159	\$ 177,000	\$ 7,841	72.2%	75.6%	\$ 128.52	\$ 134.90
SEP	OCT	NOV	\$ 148,022				69.8%		\$ 120.10	
OCT	NOV	DEC	\$ 149,040				65.5%		\$ 115.48	
NOV	DEC	JAN	\$ 108,335				55.5%		\$ 105.64	
DEC	JAN	FEB	\$ 91,883				47.3%		\$ 99.63	
JAN	FEB	MAR	\$ 99,284				51.0%		\$ 103.82	
FEB	MAR	APR	\$ 109,532				57.2%		\$ 107.19	
MAR	APR	MAY	\$ 111,877				58.6%		\$ 106.89	
APR	MAY	JUN	\$ 113,850				61.7%		\$ 107.16	
MAY	JUN	JUL	\$ 155,444				68.6%		\$ 121.48	
		YTD	\$ 549,191	\$ 550,575	\$ 562,477	\$ 11,903	76.8%	78.6%	\$ 133.67	\$ 136.18

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

*ADR: Average Daily Rate

Balance Sheet

Fiscal 2025-26 Through Sept. 2025

2:55 PM
10/06/25
Accrual Basis

Travel Medford
Balance Sheet
As of September 30, 2025

	<u>Sep 30, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	179,861.45
107 - US Bank - Money Market	258,439.20
Total Checking/Savings	<u>438,300.65</u>
Accounts Receivable	
122 - Accounts Receivable	177,000.21
Total Accounts Receivable	<u>177,000.21</u>
Total Current Assets	615,300.86
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-37,767.39
Total Fixed Assets	<u>96,535.87</u>
TOTAL ASSETS	<u><u>711,836.73</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	9,556.04
Total Other Current Liabilities	<u>9,556.04</u>
Total Current Liabilities	<u>9,556.04</u>
Total Liabilities	9,556.04
Equity	
302 - Retained Earnings	537,078.32
Net Income	165,202.37
Total Equity	<u>702,280.69</u>
TOTAL LIABILITIES & EQUITY	<u><u>711,836.73</u></u>

Fiscal 2025-26 YTD Through Sept. 2025

Travel Medford
Profit & Loss Budget Performance
July through September 2025

										YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense												
			Income									
				430 - Interest Income						1,534	2,400	9,600
				440 - Occupancy Tax Income						562,477	550,575	1,635,139
				451 - Ad Income								
				451.1 - Airport Ad Inc						3,335	2,525	9,850
				451.2 - Rogue X Ad Inc						984	865	3,630
				451.3 - Visitor Guide Ad Sales						1,000	0	40,000
				Total 451 - Ad Income						5,319	3,390	53,480
				452 - Brand Merchandise						1,108	750	3,000
				454 - Event Revenue						1,000	0	51,000
				456 - Misc Revenue						6,000	0	4,750
				Total Income						577,438	557,115	1,756,969
				Expense								
				540 - Administration								
				540.1 - Rent and Operations						11,406	11,406	45,625
				540.2 - Shared Salaries						21,681	21,681	86,725
				540.3 - Salaries						28,700	28,700	114,800
				540.4 - Benefits						6,600	6,870	28,071
				Total 540 - Administration						68,388	68,658	275,221
				Office Expense								
				602 - Telephone						820	1,080	4,320
				604 - Postage						0	600	2,400
				606 - Supplies						1,534	600	2,400
				608 - Legal & Accounting						1,931	1,091	10,000
				Total Office Expense						4,285	3,371	19,120
				Promotion Expense								
				812 - Advertising								
				812.1 - Advertising Support						22,365	23,395	110,976
				812.2 - Salaries						63,933	64,008	256,033
				812.3 - Benefits						10,397	12,187	56,269
				812.4 - Giveaways						101	1,250	5,000
				812.5 - BrochDist/Fullfillment						14,686	12,080	24,320
				812.61 - Event Promotion								
				812.6 - Community Partnerships						17,905	32,605	75,000
				812.62 - Rogue X						7,000	10,000	10,000
				812.63 - Downtown Events						11,800	20,000	20,000
				826 - Lithia & Driveway Fields						5,000	10,000	10,000
				Total 812.61 - Event Promotion						41,705	72,605	115,000

Travel Medford
Profit & Loss Budget Performance
July through September 2025

[illegible]

Travel Medford
Profit & Loss Budget Performance
July through September 2025

[illegible]

Tourism Data Metrics

August 2025

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	75.6%	5%	73.5%	5%	73.8%	-1%
Average Daily Rate	\$134.90	5%	\$151.88	5%	\$204.02	5%
Rev. Per Available Room	\$102.04	10%	\$111.70	11%	\$150.53	3%

YEAR-TO-DATE

July '25 - Aug. '25

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	78.3%	3%	78.1%	4%	74.7%	-1%
Average Daily Rate	\$137.42	3%	\$145.76	2%	\$206.80	5%
Rev. Per Available Room	\$107.54	6%	\$113.86	6%	\$154.50	4%
Room Demand	141,086	4%	332,703	5%	4.3 M	0%
Room Supply	180,296	1%	425,911	1%	5.76 M	1%
Room Revenue	\$19.4 M	7%	\$48.5 M	7%	\$890 M	5%

Sources: STR & AirDNA. STR Data accounts for 23 of 39 hotel properties in Medford, accounting for 75% of the hotel rooms in Medford.

Visitor Services Tracking

Fiscal YTD Through Sept. 2025

Rogue Valley Airport Visitor Kiosk Data

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Hootboard Interactions	Total Interactions	Arriving Flights	Passenger Capacity
JUL	155	17	626	349	2,387	1,549	4,928	274	22,550
AUG	106	22	372	267	2,521	1,488	4,670	201	18,374
SEP	126	16	479	312	2,346	881	4,034	263	23,212
OCT									
NOV									
DEC									
JAN									
FEB									
MAR									
APR									
MAY									
JUN									
TOTAL	387	55	1,477	928	7,254	3,918	13,632	738	64,136
TOTAL YTD 24-25	540	95	1,306	1,122	7,805	3,708	14,036	658	61,122
% Chg	-28%	-42%	13%	-17%	-7%	6%	-3%	12%	5%

*Arriving Flights = when VIC was staffed

Other Visitor Services & Programs

	Visitors		Taste of the Rogue		Passports		Total	TOTAL INTERACTIONS	
	Downtown	Rogue X	Flights	Encounters	Sign Ups	Check-ins	Interactions		
JUL	155	1,242	14	234	16	35	1,682	JUL	6,610
AUG	106	1,042	14	112	15	17	1,292	AUG	5,962
SEP	85	733	13	107	52	8	985	SEP	5,019
OCT								OCT	0
NOV								NOV	0
DEC								DEC	0
JAN								JAN	0
FEB								FEB	0
MAR								MAR	0
APR								APR	0
MAY								MAY	0
JUN								JUN	0
TOTAL	346	3,017	41	453	83	60	3,959	TOTAL	17,591
TOTAL YTD 24-25	243	4,446	28	273	89	18	5,069	TOTAL YTD 24-25	19,105
% Chg	42%	-32%	46%	66%	-7%	233%	-22%	% Chg	-8%

*Note: Started tracking at Rogue X in January 2024

Event Promotion Tracker

Community Partnership Grant Fund

Fiscal YTD Through Sept. 2025

Event Promotion Tracking

FY 2025-26

Community Partnership Grant Fund (812.6)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
2025 Events						
1	Folk Collective Summer Series (in Medford)	Summer	\$1,500		\$1,500	Arts & Culture
2	Craterian Theater	Aug-June	\$3,500		\$3,500	Arts & Culture
3	Sasquatch Open Pro Am	Aug	\$1,000		\$1,000	Sports & Recreation
4	Britt Music & Arts Festival	July-Sept	\$2,500		\$2,500	Arts & Culture
5	Challenger Invitational Volleyball	Aug	\$2,000		\$2,000	Sports & Recreation
6	Southern Oregon Golf Championships	Aug	\$1,000		\$1,000	Sports & Recreation
7	Cascade Girl OR Honey & Mead Festival	Sept	\$500		\$500	Food, Wine & Agritourism
8	Medford Rogue Rotary Pickleball Fest	Sept	\$1,000		\$1,000	Sports & Recreation
9	Dia de Los Muertos	Nov	\$1,500		\$1,500	Arts & Culture
2026 Events						
10	Travel Southern Oregon Travel Jam	Feb	\$3,500		\$3,500	Food, Wine & Agritourism
11	CEVA Rogue Valley Classic	Mar	\$2,500		\$2,500	Sports & Recreation
12	Southern Oregon Speedway	Apr-Sept	\$5,000		\$5,000	Sports & Recreation
13	Southern Oregon Open	May	\$3,500		\$3,500	Sports & Recreation
14	Southern Oregon Classic & Culinary Feast	June	\$3,200	\$1,800	\$5,000	Sports & Recreation
15	Savor Southern Oregon	June	\$2,905		\$2,905	Food, Wine & Agritourism
TOTAL			\$35,105	\$1,800	\$36,905	

Rogue X Events (812.62)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
1	ACO Medford Major - Fall	Oct 2025	\$3,500		\$3,500	Sports & Recreation
2	ACO Medford Major - Winter	Jan 2026	\$3,500		\$3,500	Sports & Recreation
3	49th Annual Medford Rod & Custom Show	Apr 2026	\$3,000		\$3,000	Sports & Recreation
TOTAL			\$10,000	\$0	\$10,000	

Downtown Events (812.63)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
1	32nd Great Medford Multicultural Fair	Sept 2025	\$2,500		\$2,500	Downtown
2	Forks & Friends	Oct 2025	\$5,000		\$5,000	Downtown
3	The Rogue Marathon	Oct 2025	\$1,500	\$5,000	\$6,500	Downtown
4	Ride For A Cause	Oct 2025	\$0	\$1,500	\$1,500	Downtown
5	Winter Lights Festival	Dec 2025	\$2,500		\$2,500	Downtown
6	Rogue Comic Con	May 2026	\$2,000		\$2,000	Downtown
TOTAL			\$13,500	\$6,500	\$20,000	

Lithia & Driveway Fields Events (826)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
1	USA Softball Fall Showcase	Oct 2025	\$5,000		\$5,000	Sports & Recreation
2	Cascade Collegiate Conference Soccer	Nov 2025	\$5,000		\$5,000	Sports & Recreation
TOTAL			\$10,000	\$0	\$10,000	

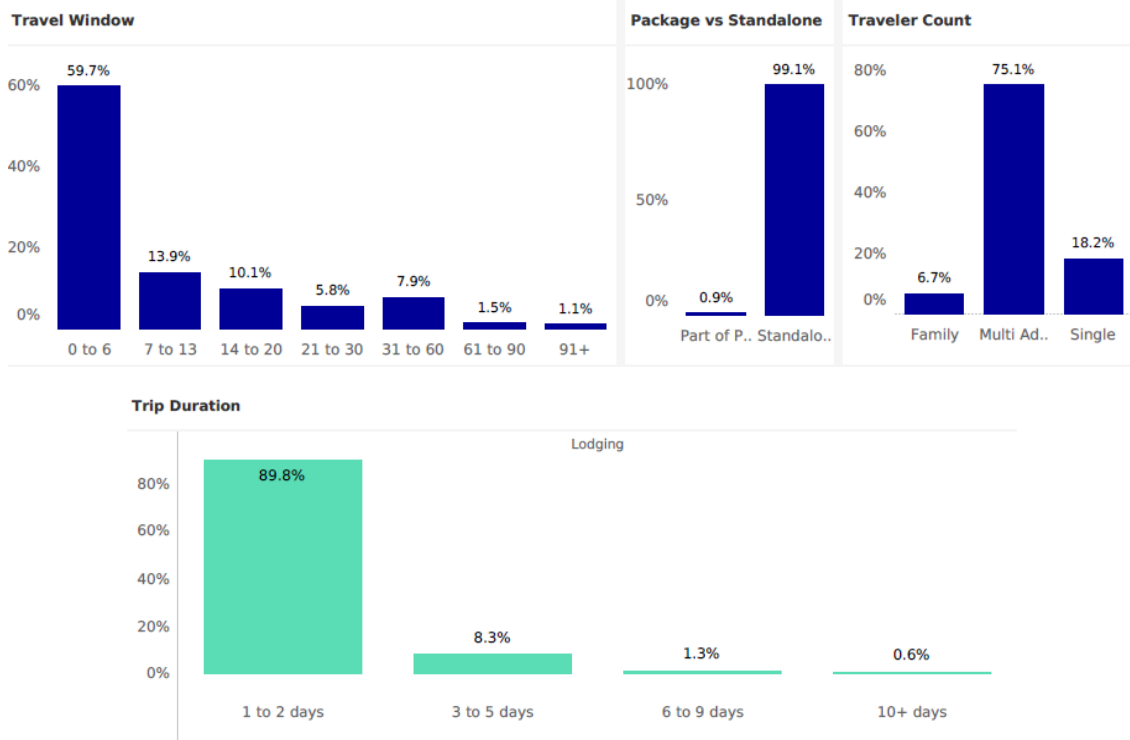
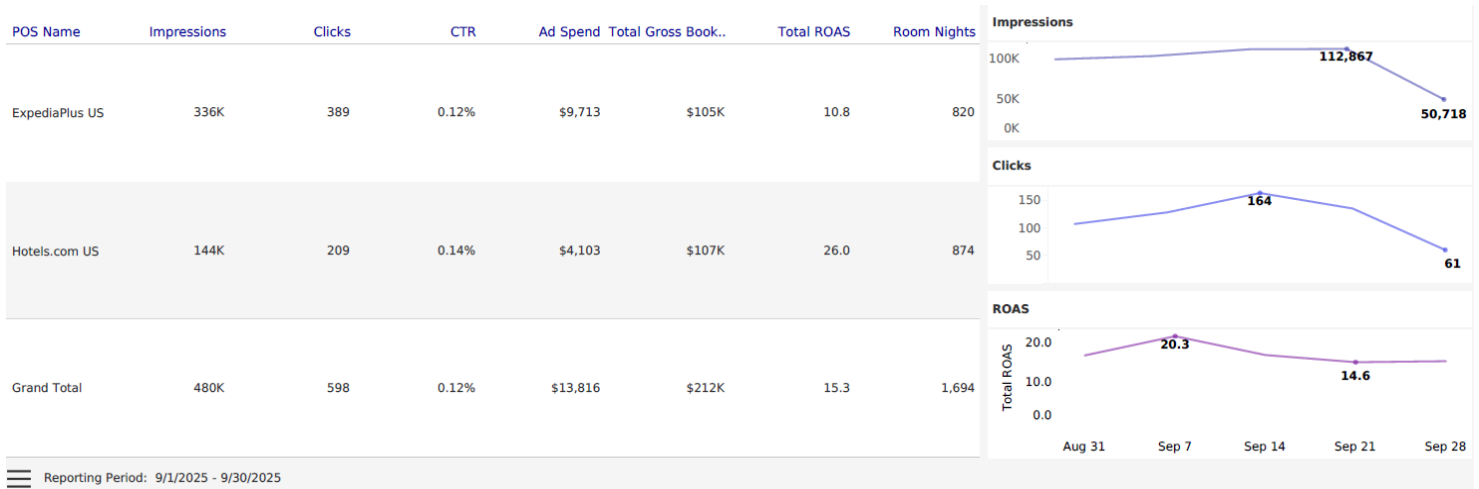
TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Funds Awarded	Other Contributions	Total Support
Arts & Culture	4	\$9,000	\$0	\$9,000
Downtown	6	\$13,500	\$6,500	\$20,000
Food Wine & Agritourism	3	\$6,905	\$0	\$6,905
Sports & Recreation	13	\$39,200	\$1,800	\$41,000
TOTAL	26	\$68,605	\$8,300	\$76,905

Expedia Direct Booking “Always On Campaign”

Run Dates: Sept. 1 - Sept. 30

The “always-on” direct booking campaign through Expedia and Hotels.com generated 1,694 room nights spread across 32 Medford lodging properties for a return on advertising spend of \$15.30 for every \$1 during September. Overall, revenue for Medford lodging properties directly from this campaign was \$545,430 across August and September.



Fiscal Year 2025-26 Calendar of Industry & Local Events

DATE	EVENT	LOCATION
Sept. 11	Chamber's Excellence In Business Awards	Rogue X
Sept. 13	Oregon Honey & Mead Festival	EdenVale Winery
Sept. 21-23	Travel And Words Conference	Hilton Garden Inn
Sept. 24	TMTC	The Craterian Theater
Sept. 27	Greater Medford Multicultural Fair	Pear Blossom Park
Oct. 9	ACO Kickoff Party - TMTC welcome!	Rogue X
Oct. 10-11	ACO Medford Major (Fall)	Rogue X
Oct. 10-12	USA Softball College Exposure Fall Classic	Lithia & Driveway Fields
Oct. 11	The Rogue Marathon	Pear Blossom Park
Oct. 11	Ride for a Cause	Pear Blossom Park
Oct. 17-23	Forks & Friends (DMA Event)	Downtown Restaurants
Oct. 29	TMTC - Strategic Planning Session	Rogue X
Nov. 4	Election Day - Medford Ballot Measure 15-238	Medford
Nov. 8-12	CCC Soccer Championships	Lithia & Driveway Fields
Nov. 13	Travel Southern Oregon - RV Stakeholder Meeting	TBD
Nov. 15-16	OYSA Founders Cup	Lithia & Driveway Fields
Nov. 19	TMTC	Copper Plank
Nov. 19	City Council Presentation: '24-25 Annual & '25-26 Q1	City Hall
Dec. 6	Medford Winter Lights Festival	Pear Blossom Park
Jan. 9	Know Your Role Night - Rogue Valley Royals (hockey)	RRRink
Jan. 28	TMTC	SO Historical Society
Jan. 29	ACO Kickoff Party - TMTC welcome!	Rogue X
Jan. 30-31	ACO Medford Major (Winter)	Rogue X
Feb. 22-23	Travel Southern Oregon's Travel Jam	Rogue Valley CC
Feb. 25	TMTC	EdenVale Winery
March 9-11	Travel Oregon's Governor's Conference on Tourism	Portland
March 25	TMTC	Harry & David
April 10-11	Pear Blossom Festival	Downtown
April 18-19	49th Medford Rod & Custom Show	Rogue X
April 29	TMTC	Dunbar Farms
May 1	SOSC Golf Tournament	Stone Ridge Golf Club
May 3-9	National Travel & Tourism Week	
May 8-10	Southern Oregon Open (basketball)	Rogue X
May 9	Made in Southern Oregon	Central Point
May 10	Art In Bloom	Downtown Medford
May 11	Chamber Forum - hosted by Travel Medford	Rogue Valley CC
May 16-17	Rogue Comic Con	Pear Blossom Park
May 22-25	Rogue Memorial Challenge Soccer Tournament	LAD & Various
May 27	TMTC - Budget review	Medford Chamber
June 6	Southern Oregon Culinary Feast	Centennial Golf Course
June 12-13	Savor Southern Oregon	Bigham Knoll
June 24	TMTC	TBD