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Rachel Koning

Common Block Brewing

Sarah Strickler

Grown Rogue/Downtown Medford Association Liaison

Vince Domenzain

Stone Ridge Golf Club/Southern Oregon Sports Commission Liaison

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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

Madison Childers

Marketing & Communications Coordinator



Travel Medford Tourism Council

October 25, 2023 | 3:00 p.m. Medford Chamber

AGENDA

I. Meeting Call to Order – Eric

II. October TMTC General Business

Approval of Sept. 27, 2023 minutes page 2

Financial Report – T.J.

○ Travel Medford Report – T.J.

Visitor Services Update – Angela

Marketing & Creative Update – Celeste & T.J.

Event Promotion Update – T.J. page 10

Sports Update – Brad

III. Break

IV. 2022-23 Annual Report Review – T.J. Handout

V. Strategic Planning - Budget & Goal Review - T.J. Handout

VI. TMTC Roundtable Updates

NEXT MEETING: November 29, 2023 at Rogue X

<u>Important Travel Medford standing meeting dates & events:</u>

SO Cornhole Classic Nov. 10-12 Santo Center
Annual Report Presentation Nov. 16 Medford City Hall
Third Friday Nov. 17 Downtown Medford
TMTC November Nov. 29 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 Sept. 27, 2023

<u>Present:</u> Eric Strahl, Gloria Thomas, Gina Bianco, JoJo Howard, Lindsey Rice, Mike Doil, Marissa Ruf, Vince Domenzain, Jeff Kapple

Absent: Bruce Hoevet, Bonny Panchal, Sarah Strickler, Rachel Koning, Wendy Baker, Kevin Stine

Staff: T.J. Holmes, Angela Wood, Celeste Moreno, Maclayne De Mello, Brad King

Minutes: Minutes from the Aug. 23, 2023 meeting were reviewed. A motion to accept was made by Vince. Gloria seconded. Motion approved by the group.

Financial Report (Holmes)

- The August balance sheet and profit & loss statements were reviewed.
- August TLT was \$186K, +1.4% ahead of projection; +105% compared to pre-COVID
- Intermediaries was \$38K, the highest single month, +135 YOY; account for 20% of TLT
- Total income is on pace, TLT slightly behind two months into the new year
- Line 812.1 Advertising Support PR firm billing is 15 days ahead every month
- Line 812.2 & 3 Ahead YTD due to paying vacation to former employees
- Line 816 Art & Design services has purchases coming for Heart of the Rogue Festival
- Line 840.1 Majority of this line item is for the Rogue X Visitor Center with spends coming in October and November
- A motion to accept the financial report as presented was made by Gina. Vince seconded. Motion approved by the group.

Travel Medford Update (Holmes)

- July Tourism Trends were referenced.
- Heart of the Rogue Festival won the 2023 Sunset Travel Awards for Best Adventure & Exploration in the West. Kudos to the Travel Medford team and the partnering organizations for their efforts to earn an incredible honor.
- Medford City Council approved an additional \$25,000 to Travel Medford to administer funds to support downtown events as part of the Community Initiative Funds. This came from the proven success of the Community Partnership Grant Fund.
- T.J. commented on personnel changes and consulted with the Tourism Council about moving forward in interviews for a CMO and Marketing & Communications Coordinator.
- Two new hotels have been approved on Barnett Rd for an additional 236 rooms.
- Oregon Restaurant & Lodging Association is hosting its annual conference in Ashland on Sept. 30-Oct. 1. Encourage TMTC members to attend.

Marketing Update (Holmes)

- Expedia campaign wrapped up its first month with excellent results. The \$8K spend for Travel Medford generated \$193K in gross bookings, 1,438 room nights for a \$24 return on advertising spend (ROAS).
- A travel writer FAM trip is coming to Medford Oct. 11-15 during the Heart of the Rogue Festival. Working with 5W PR firm on activities, itinerary.
- Multiple earned media on the way for Heart of the Rogue Festival, statewide wine success and the Sunset Travel Awards
- SEM and retargeting campaign with Madden Media for Travel Oregon's co-op resulted in 2.4 million impressions and 3,600 clicks.

Creative Update (Moreno)

 Various projects were presented and shared with TMTC including the Southern Oregon Land Conservancy brochure, the Travel Southern Oregon Visitor Guide ad, Heart of the Rogue Festival collateral, and the Know Your Role Game Plan.

Visitor Services (Wood)

- Taste of the Rogue is ramping up at the airport, December is open to host tastings
- Rogue Valley Wine Passport has been active for over a year
- Rogue Valley Bucket List passport is launching soon for our second passport designed to engage travelers. There are 23 locations.
- Visitor Center at Rogue X is far along in construction. TMTC will see it in November.

Sports Update (King)

- Year Two Game Plan is complete, all training modules are finished
- Southern Oregon Cornhole Classic is seeking sponsorships as an Sports Commission fundraiser.
- Brad is hosting a Southern Oregon Sports Commission meeting Sept. 28

Community Partnership (De Mello)

- The Community Partnership Grant Fund and event tracker was reviewed. Travel
 Medford has supported 15 events for \$45,496 so far. Also tracking in-kind support.
- Investing in Destinations International Economic Impact Calculator for event impact
- Heart of the Rogue Festival already surpassed the goal of 80 exhibitors with 98 signed up. Staff is attending events to recruit more exhibitors. Still recruiting volunteers.
- The Chamber's Young Professionals Network is also hosting its monthly meeting at the HOTR Festival's Wine Country Lane. Ticket sales for WCL just launched & Gina asked everyone to promote WCL on their social channels.

Balance Sheet As of September 2023

1:27 PM 10/09/23 Accrual Basis

Travel Medford Balance Sheet As of September 30, 2023

	Sep 30, 23
ASSETS Current Assets Checking/Savings	
106 - US Bank 107 - US Bank - Money Market	172,045.83 240,310.98
Total Checking/Savings	412,356.81
Accounts Receivable 122 - Accounts Receivable	156,880.28
Total Accounts Receivable	156,880.28
Total Current Assets	569,237.09
Fixed Assets 150 - Equipment 155 - Leasehold Improvements 160 - Accumulated Depreciation	5,339.02 77,359.24 -3,110.31
Total Fixed Assets	79,587.95
TOTAL ASSETS	648,825.04
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 Net Income	438,784.18 207,970.66
Total Equity	646,754.84
TOTAL LIABILITIES & EQUITY	648,825.04

Profit & Loss

September 2023

1:28 PM 10/09/23 Accrual Basis

Travel Medford Profit & Loss Budget Performance July through September 2023

			YTD Actual	YTD Budget	Annual Budget
Ordinar	y Inco	me/Expense			
In	come				
	430 -	Interest Income	104		
	440 -	Occupancy Tax Income	521,471	530,579	1,564,00
	451 -	Airport Ad Income	1,993	1,375	5,50
	452 -	Brand Merchandise	3,216	4,250	17,00
	454 -	Event Revenue	7,332	3,500	14,00
	456 -	Misc Revenue	20,403	20,403	24,98
To	otal Inc	come	554,519	560,107	1,625,49
E	xpense				
	540 -	Administration			
	54	0.1 - Rent and Operations	10,661	10,661	42,64
	54	0.2 - Shared Salaries	16,417	16,417	65,66
	54	0.3 - Salaries	25,000	25,000	100,00
	54	0.4 - Benefits	6,096	6,117	24,67
	Total	540 - Administration	58,174	58,196	232,99
	Office	e Expense			
	60	2 - Telephone	680	1,080	4,32
	60	4 - Postage	245	500	2,00
	60	6 - Supplies	340	600	2,40
	60	8 - Legal & Accounting	245	3,750	15,00
	Total	Office Expense	1,510	5,930	23,72
	Prom	otion Expense			
	81	2 - Advertising			
		812.1 - Advertising Support	22,793	18,775	75,10
		812.2 - Salaries	53,738	63,262	253,04
		812.3 - Benefits	10,817	15,160	61,62
		812.4 - Giveaways	1,932	1,750	7,00
		812.5 - BrochDist/Fullfillment	1,238	3,180	12,7
		812.61 - Event Promotion			
		812.6 - Community Partnerships	31,118	19,550	78,20
		812.62 - Rogue X	3,500	2,500	10,0
		826 - Lithia & Driveway Fields	5,000	2,500	10,0
		Total 812.61 - Event Promotion	39,618	24,550	98,2
		812.7 - Sust. Mkt. Traditional	17,745	17,850	
		812.9 - DigitalSocialMedCampaig	40,677	70,175	280,7
	To	tal 812 - Advertising	188,560	214,702	859,7
		3 - Sports Tourism	, , ,	,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
		813.1 - SOSC	521	1,250	5,0
	+	813.2 - Sports Tourism	1,230	3,412	
		813.3 - Salary	17,500	17,500	
	++	813.4 - Benefits	1,961	4,318	
	To	otal 813 - Sports Tourism	21,212	26,480	,

Profit & Loss (cont.) September 2023

1:28 PM 10/09/23 Accrual Basis

Travel Medford Profit & Loss Budget Performance July through September 2023

	YTD	YTD	Annual
	Actual	Budget	Budget
814 - Brochures & Printing	4,603	3,750	15,000
816 - Art, Design Services	7,225	13,000	52,000
818 - Conv. Sales/Group Tours			
818.1 - Conv. Sales/Group Tours	2,493	2,875	11,500
818.2 - Salaries	14,150	14,195	56,780
818.3 - Benefits	3,670	3,819	15,695
Total 818 - Conv. Sales/Group Tours	20,313	20,889	83,975
819- Promo Materials/Brand			
819.1 - Promotional Partnership	129	750	3,000
819.2 - Brand Merchandise	7,719	4,250	17,000
Total 819- Promo Materials/Brand	7,848	5,000	20,000
820 - Spec. Proj/Programs	6,872	8,513	34,052
822 - Research	10,741	8,675	34,700
824 - Website	4,199	2,500	10,000
840 - Visitor Services			
840.1 - Visitor Services	1,784	9,628	38,511
840.4 - Airport			
840.41 - Airport Ad Expense	996	688	2,750
840.42 - Airport Support	5,225	10,138	40,550
840.4 - Airport - Other	0	0	0
Total 840.4 - Airport	6,222	10,825	43,300
Total 840 - Visitor Services	8,005	20,453	81,811
Total Promotion Expense	279,578	323,961	1,297,668
Sales & Travel			
650 - Trade/Travel Shows/Confer			
650.1 - Conferences	0	3,470	13,880
650.3 - Tradeshows	0	550	2,200
650.5 - Stakeholder Partnershps	250	250	1,000
Total 650 - Trade/Travel Shows/Confer	250	4,270	17,080
654 - Dues and Subscriptions	3,573	2,509	10,034
656 - Sales Travel, Meetings			
656.1 - Conferences	511	5,000	20,000
656.3 - Tradeshows	0	1,750	7,000
656.7 - Local Sales/Meeting	2,952	4,250	
Total 656 - Sales Travel, Meetings	3,463	11,000	44,000
Total Sales & Travel	7,286	17,779	
Total Expense	346,548	405,866	1,625,494
Net Ordinary Income	207,971	154,241	C
Net Income	207,971	154,241	0

Tourism Trends

Transient Lodging Tax: Actual vs. Prediction 2023 - 2024

	Actual	Prediction	Difference	Collected from termediateries
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
ост				
NOV				
DEC				
JAN				
FEB				
MAR				
APR				
MAY				
JUN				
TOTAL	\$ 521,471.33	\$ 530,579.15	\$ (9,107.82)	\$ 105,337.60

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	ост	\$ 177,384.56	\$ 156,880.28	\$ (20,504.28)	78.0%	71.7%	\$ 132.12	\$ 128.36
SEP	ОСТ	NOV	\$ 146,234.93			73.4%		\$ 123.57	
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	\$541,021.43	\$521,471.33	-\$19,550.10				

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

Tourism Data Metrics

AUGUST 2023	Medford		Jackson	County	Oregon		
(Hotels + Intermediaries)	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY	
Occupancy Rate	71.7%	<i>–</i> 5%	70.6%	-7%	72.1%	-1%	
Average Daily Rate	\$128.36	-6%	\$148.68	5%	\$191.10	-1%	
Rev. Per Available Room	\$92.02	-11%	\$104.90	-2%	\$137.78	-2%	

YEAR-TO-DATE	Medford		Jackson	County	Oregon		
July '23 - Aug. '23 (Hotels + Intermediaries)	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY	
Occupancy Rate	73.2%	-4%	74.5%	-5%	73.3%	-1%	
Average Daily Rate	\$133.03	-6%	\$161.04	2%	\$196.10	-1%	
Rev. Per Available Room	\$97.32	-10%	\$119.94	-3%	\$143.76	-1%	
Room Demand	128,449	1%	116,286	-1%	4.1 M	1%	
Room Supply	175,585	5%	156,130	5%	5.6 M	1%	
Room Revenue	\$17.1 M	-5%	\$18.7 M	1%	\$800.6 M	0%	

Sources: STR & AirDNA

Visitor Information September 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
ост							0		
NOV							0		
DEC							0		
JAN							0		
FEB							0		
MAR							0		
APR							0		
MAY							0		
JUN							0		
TOTAL	424	124	1,424	1,432	6,466	1,314	11,184	786	70,159
TOTAL YTD 22-23	465	213	2,834	2,278	5,160	259	10,744	788	61,580
% Chg	-9%	-42%	-50%	-37%	25%	407%	4%	0%	14%

Event Promotion Through September 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	\$20,618		\$20,618	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	September	N/A	N/A			Sports & Outdoors
12	Fall 2023 Medford Citizen Academy	September	N/A	N/A			General
	TOTAL		\$58,000	\$31,118	\$14,212	\$45,330	

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	\$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	7	\$9,000	\$9,000	\$1,412	\$10,412
Downtown	1	\$45,000	\$20,618		\$20,618
Sports & Outdoors	6	\$8,000	\$11,500	\$2,300	\$13,800
Wine & Beer	1	\$5,000	\$2,500	\$10,500	\$13,000
TOTAL	15	\$67,000	\$43,618	\$14,212	\$57,830