

TOURISM COUNCILORS

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Gloria Thomas, Vice Chair
Lady Geneva Bed & Breakfast

Bruce Hoevet, Past Chair
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Bonny Panchal
Red Roof Inn & Suites

Gina Bianco
Rogue Valley Vintners

JoJo Howard
Compass Hotel Margaritaville

Lindsey Rice
RV Zipline Adventure

Marissa Ruf
Merete Hotel Management

Mike Doil
Rogue Valley International-Medford Airport

Rachel Koning
Common Block Brewing

Sarah Strickler
Grown Rogue/Downtown Medford
Association Liaison

Vince Domenzain
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

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 TMTTC General Business
 - o Approval of Sept. 27, 2023 minutes *page 2*
 - o Financial Report – *T.J.* *page 4*
 - o Travel Medford Report – *T.J.*
 - o Visitor Services Update – *Angela*
 - o Marketing & Creative Update – *Celeste & T.J.*
 - o Event Promotion Update – *T.J.* *page 10*
 - o Sports Update – *Brad*
- III. Break
- IV. 2022-23 Annual Report Review – *T.J.* *Handout*
- V. Strategic Planning - Budget & Goal Review – *T.J.* *Handout*
- VI. TMTTC Roundtable Updates

NEXT MEETING: November 29, 2023 at Rogue X

Important Travel Medford standing meeting dates & events:

SO Cornhole Classic	Nov. 10-12	Santo Center
Annual Report Presentation	Nov. 16	Medford City Hall
Third Friday	Nov. 17	Downtown Medford
TMTTC 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

Present: 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

	<u>Sep 30, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	172,045.83
107 - US Bank - Money Market	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	5,339.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-3,110.31
Total Fixed Assets	79,587.95
TOTAL ASSETS	<u>648,825.04</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	207,970.66
Total Equity	646,754.84
TOTAL LIABILITIES & EQUITY	<u>648,825.04</u>

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				
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	OCT	\$ 177,384.56	\$ 156,880.28	\$ (20,504.28)	78.0%	71.7%	\$ 132.12	\$ 128.36
SEP	OCT	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

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	71.7%	-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

July '23 - Aug. '23

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	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
OCT							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	\$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