

TOURISM COUNCILORS

Eric Strahl, Chair
Craterian Theater

Bonny Panchal, Vice Chair
Ramada by Wyndham

Adam Benson
Tap & Vine at 559

Gloria Thomas
Lady Geneva Bed & Breakfast

JoJo Howard
Compass Hotel Margaritaville

Lindsey Rice
Rogue Valley Zipline Adventures

Mike Doil
Rogue Valley International-Medford Airport

Rachel Koning
Common Block Brewing Company

Ryan Torres
Merete Hotel Management

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

Cooper Whitman
The Chamber of Medford & Jackson County
Liaison / Pacific Corp

Kevin Stine
Medford City Council Liaison

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

Katelyn Hanson
Sports Marketing & Event Coordinator

Maddi Childers
Marketing & Communications Coordinator



Travel Medford Tourism Council
Oct. 30, 2024 | 2 p.m.
Rogue X

AGENDA

- I. 2:00 – Meeting Call to Order & Chair Message – *Eric*
 - II. 2:10 – Approval of Sept. 25, 2024 minutes – *Eric* *page 2*
 - III. 2:15 – Financial Report – *T.J.* *page 4*
 - IV. 2:20 – Travel Medford Report – *T.J.*
 - *Conference Center Study* *slides*
 - *Quarterly Report (Q1 July-Sept)* *handout*
 - V. 2:40 – Marketing Update – *Carole*
 - VI. 2:45 – Sports Update – *Darren* *page 12*
 - VII. 2:50 – Break & Refreshments
- Annual Strategic Planning Meeting**
- VIII. 3:00 – Review TMTTC Survey (SWOT, Priorities) – *T.J.*
 - IX. 3:20 – Small Group Strategy Discussion/Breakouts – *T.J.*
 - X. 4:05 – Full Group Strategy Discussion Recap – *Staff*
 - XI. 4:20 – FY 23-24 Carryover Allocation & Next Steps – *T.J.*
 - XII. TMTTC Roundtable Updates & Other Business

NEXT MEETING: Nov. 20, 2024 at Golf Garage

Important Travel Medford standing meeting dates & events:

CCC Soccer Championships	Nov. 10-14	LAD
Veterans Day observed	Nov. 11	Office Closed
City Council Quarterly Report	Nov. 21	City Hall

****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. 25, 2024

Present: Eric Strahl, Adam Benson, Gloria Thomas, JoJo Howard, Lindsey Rice, Ryan Torres, Sarah Strickler, Vince Domenzain, Cooper Whitman

Staff: Angela Wood, Carole Skeeters-Stevens, Celeste Moreno, Darren Van Lehn, Katelyn Hanson, Maddi Childers, T.J. Holmes

Absent: Bonny Panchal, Mike Doil, Rachel Koning, Wendy Baker, Kevin Stine

Minutes: Minutes from the Sept. 25, 2024 meeting were reviewed. A motion to accept the minutes was made by Vince. Sarah seconded. Motion carried.

Financial Report (T.J.)

- The August balance sheet and profit & loss statement were reviewed
- August TLT was \$197K, +6.7% over projected (\$185K)
- Intermediaries was \$36K, +7% over projection
- TLT is +5% (\$17K) for hotels and +10% (\$6K) for intermediaries above projected budget
- Total income is up 5%, comments on line items 812.5 on invoice being late, 812.6 Community Partnership and events are ahead of schedule.
- A motion to accept the financial report as presented was made by Lindsey. JoJo seconded. Motion carried.

Group Discussion to honor Bruce Hoevet (T.J.)

- Discussion centered on how to honor Bruce Hoevet. Options included a plaque recognition at Rogue Regency or to his wife; sponsoring a hospitality member to go to a conference or continuing education in his name, sponsoring a bench or a tree in his honor, naming an award in his honor to be given out to honor a customer service member in the Rogue Valley at Travel Medford's annual Chamber Forum Presentation.
- Lindsey recommended a spirit of tourism award at the Chamber Excellence in Business Awards. Vince commends completing as many of these as possible and find a way to make that happen.

Travel Medford Report (T.J.)

- Travel Medford applied for the Oregon Wine Country License Plate Grant. We received 13 letters of support from community organizations. Award announcement is Nov. 21.
- Comments on the Conference Center Feasibility Study early results.
- Lookahead to Strategic Planning in October, TMTC will have a survey to fill out to help outline and structure the strategic planning process

- Comments on staffing updates with Kasey Colangelo leaving Travel Medford. Staff is evaluating roles and responsibilities as the open position will evolve based on TMTC input and feedback on priorities.

Marketing Update (Carole)

- Expedia campaign is back on as of August and the first month is nearly \$20:1 ROAS
- Carole announced that Travel Medford secured the Northwest Travel & Life Magazine's Travel & Words Conference for 2025. They will announce it in Tacoma in October.
- Visitor Guide ad sales and magazine design was brought in-house for the first time and ad sales goals were met to offset printing costs. Goal is to go to print in October

Visitor Services Update (Angela)

- Angela requested to attend frontline staff meetings at various hotels to talk about Travel Medford and resources available.
- Hello Lamp Post project for Medford is launched as a digital wayfinding/AI engagement chat platform to help assist visitors and locals with things to do. Floor decals are placed at LAD, Rogue X, Pear Blossom Park.
- Wine Passport added four new wineries, now at 38 total wineries on the passport

Sports Update (Darren & Katelyn)

- Darren discussed the sponsorship packages for SOSC, three Hall of Fame sponsors have been secured
- SOSC is looking to approve bylaws at next meeting, will include term limits for sports commissioners and looking to bring on 6 new commissioners
- Looking to update and develop strategic plan for SOSC with Huddle Up Group, which helped form the sports commission, will help establish sustainable revenue sources
- Year 3 assets for Know Your Role are being developed, focusing on No Ref No Game
- Events: working on securing boys volleyball tournament, American Legion state championship, looking into cricket, girls wrestling
- Comments on venue development with Pickleball Heights grand opening, Oasis Indoor Soccer, Red Hawk Ridge Bike Park

TMTC Roundtable Discussion (Eric)

- Eric mentions the 2024-25 Craterian Theater season opens Sept. 25 and its celebrating the 100th anniversary this month

TLT Trends for FY 2024-25

Transient Lodging Tax: Actual vs. Prediction 2024 - 2025

	Actual	Prediction	Difference	Collected from Intermediaries
JUL	\$ 191,922.99	\$ 181,748.75	\$ 10,174.24	\$ 36,542.80
AUG	\$ 197,955.25	\$ 185,505.83	\$ 12,449.42	\$ 36,268.60
SEP	\$ 159,312.50	\$ 160,849.23	\$ (1,536.73)	\$ 31,131.00
OCT			\$ -	
NOV			\$ -	
DEC			\$ -	
JAN			\$ -	
FEB			\$ -	
MAR			\$ -	
APR			\$ -	
MAY			\$ -	
JUN			\$ -	
TOTAL	\$ 549,190.74	\$ 528,103.81	\$ 21,086.93	\$ 103,942.40

Year-Over-Year Comparison 2024 - 2025

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2023 - 2024	TLT 2024 - 2025	Difference	Lodging Occ.% 2023 - 2024	Lodging Occ.% 2024 - 2025	Lodging ADR 2023 - 2024	Lodging ADR 2024 - 2025
JUN	JUL	AUG	\$ 178,362.56	\$ 191,922.99	\$ 13,560.43	76.5%	78.0%	\$ 130.87	\$ 133.91
JUL	AUG	SEP	\$ 186,228.49	\$ 197,955.25	\$ 11,726.76	74.0%	80.3%	\$ 136.16	\$ 137.51
AUG	SEP	OCT	\$ 156,880.28	\$ 159,312.50	\$ 2,432.22	71.0%	72.1%	\$ 126.80	\$ 128.04
SEP	OCT	NOV	\$ 150,616.13			71.7%		\$ 121.80	
OCT	NOV	DEC	\$ 130,724.65			62.3%		\$ 113.43	
NOV	DEC	JAN	\$ 100,367.76			55.2%		\$ 103.29	
DEC	JAN	FEB	\$ 96,237.00			49.7%		\$ 98.47	
JAN	FEB	MAR	\$ 94,036.30			46.6%		\$ 97.55	
FEB	MAR	APR	\$ 96,826.45			51.5%		\$ 98.94	
MAR	APR	MAY	\$ 112,295.05			57.1%		\$ 103.11	
APR	MAY	JUN	\$ 120,112.21			59.3%		\$ 106.57	
MAY	JUN	JUL	\$ 152,092.64			67.1%		\$ 118.60	
		YTD	\$521,471.33	\$549,190.74	\$27,719.41				

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

Balance Sheet

Fiscal YTD Through September 2024

1:26 PM
10/02/24
Accrual Basis

Travel Medford
Balance Sheet
As of September 30, 2024

	<u>Sep 30, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	221,500.88
107 - US Bank - Money Market	249,195.96
Total Checking/Savings	470,696.84
Accounts Receivable	
122 - Accounts Receivable	160,312.50
Total Accounts Receivable	160,312.50
Total Current Assets	631,009.34
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-18,024.31
Total Fixed Assets	116,278.95
TOTAL ASSETS	<u>747,288.29</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-9300	17,501.98
Total Credit Cards	17,501.98
Other Current Liabilities	
145 - Vacation Payable	11,391.90
Total Other Current Liabilities	11,391.90
Total Current Liabilities	28,893.88
Total Liabilities	28,893.88
Equity	
302 - Retained Earnings	492,815.48
Net Income	225,578.93
Total Equity	718,394.41
TOTAL LIABILITIES & EQUITY	<u>747,288.29</u>

Tourism Data Metrics

August 2024 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	72.1%	2%	70.1%	1%	74.6%	5%
Average Daily Rate	\$128.04	1%	\$145.53	1%	\$195.15	0%
Rev. Per Available Room	\$92.33	3%	\$101.95	2%	\$145.61	10%

YEAR-TO-DATE July '24 - Aug '24 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	76.2%	5%	74.1%	4%	75.2%	4%
Average Daily Rate	\$133.05	1%	\$150.02	-1%	\$193.23	0%
Rev. Per Available Room	\$101.39	6%	\$111.10	3%	\$145.34	4%
Room Demand	135,992	6%	237,759	6%	4.3 M	5%
Room Supply	178,445	1%	321,065	2%	5.7 M	1%
Room Revenue	\$18.1 M	7%	\$35.7 M	5%	\$834 M	5%

Sources: STR & AirDNA

Visitor Services Tracking

Fiscal YTD Through September 2024

Rogue Valley Airport Info Desk Data

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Hootboard Interactions	Total Interactions	Arriving Flights	Passenger Capacity
JUL	178	42	456	429	2,676	1,198	4,979	240	23,071
AUG	190	34	429	379	2,661	1,481	5,174	229	21,249
SEP	172	19	421	314	2,468	1,029	4,423	189	16,802
OCT									
NOV									
DEC									
JAN									
FEB									
MAR									
APR									
MAY									
JUN									
TOTAL	540	95	1,306	1,122	7,805	3,708	14,576	658	61,122
TOTAL YTD 23-24	424	124	1,424	1,432	6,466	1,314	10,760	786	70,159
% Chg	27%	-23%	-8%	-22%	21%	182%	35%	-16%	-13%

**Arriving Flights = when VIC was staffed*

Other Visitor Services & Programs

	Downtown	Rogue X	Taste of the Rogue		Passports (Wine/Bucket List)		Total	TOTAL INTERACTIONS	
	Visitors		Flights	Encounters	Sign Ups	Check-ins	Interactions		
JUL	100	1,935	9	80	41	6	2,171	JUL	7,150
AUG	85	1,661	9	79	16	4	1,854	AUG	7,028
SEP	58	850	10	114	32	8	1,072	SEP	5,495
OCT								OCT	
NOV								NOV	
DEC								DEC	
JAN								JAN	
FEB								FEB	
MAR								MAR	
APR								APR	
MAY								MAY	
JUN								JUN	
TOTAL	243	4,446	28	273	89	18	5,097	TOTAL	19,673
TOTAL YTD 23-24	222	0	18	171	61	43	400	TOTAL YTD 23-24	11,681
% Chg	9%	N/A	56%	60%	46%	-58%	1174%	% Chg	68%

**Note: Started tracking at Rogue X in January 2024*

Community Partnership/Event Promotion Tracker

Fiscal YTD Through September 2024

Travel Medford - Event Promotion Tracking FY 2024-25

Community Partnership Grant Fund (812.6)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
2024 EVENTS							
1	Ashland Folk Collective (Fry Family Farm)	Summer	\$2,000	\$2,000		\$2,000	General
2	Southern Oregon Golf Championships	August	\$1,000	\$1,000		\$1,000	Sports & Outdoors
3	Sasquatch Open Pro Am	August	\$1,000	\$1,000		\$1,000	Sports & Outdoors
4	American Cornhole Organization (ACO) World Championships	July 2027	\$5,000	\$5,000		\$5,000	Sports & Outdoors
5	Medford Rogue Rotary Pickleball Fest	September	\$1,000	\$1,000	\$250	\$1,250	Sports & Outdoors
6	Medford Rogues	Summer	\$900	\$900		\$900	Sports & Outdoors
7	Savor Southern Oregon	June 2025	Event Host	\$260		\$260	Wine & Beer
8	Cascade Collegiate Conference Soccer Championships	November	\$8,500	\$1,000		\$1,000	Sports & Outdoors
TOTAL			\$19,400	\$12,160	\$250	\$11,410	

Rogue X Events (812.62)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	ACO Medford Major - Fall	Oct 2024	\$3,500	\$3,500		\$3,500	Sports & Outdoors
2	ACO Medford Major - Winter	Feb 2025	\$3,500	\$3,500		\$3,500	Sports & Outdoors
TOTAL			\$7,000	\$7,000	\$0	\$7,000	

Downtown Events (812.63)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Craterian Theater	March 2025	\$5,000	\$4,500		\$4,500	Downtown
2	Ride for a Cause	Oct 2024	\$1,500	\$2,685	\$200	\$2,885	Downtown
TOTAL			\$6,500	\$7,185	\$200	\$7,385	

Lithia & Driveway Fields Events (826)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	USA Softball College Exposure Tournament	Oct 2024	\$5,000			\$0	Sports & Outdoors
2						\$0	
TOTAL			\$5,000	\$0	\$0	\$0	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	1	\$2,000	\$2,000	\$0	\$2,000
Downtown	2	\$6,500	\$7,185	\$200	\$7,385
Sports & Outdoors	9	\$29,400	\$16,900	\$250	\$17,150
Wine & Beer	1	\$0	\$260	\$0	\$260
TOTAL	13	\$37,900	\$26,345	\$450	\$26,795