

TOURISM COUNCILORS

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Gloria Thomas, Vice Chair
Lady Geneva Bed & Breakfast

Bruce Hoevet, Past Chair
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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
Stone Ridge Golf Club/Southern Oregon
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

Celeste Moreno
Graphic Designer & Creative Manager

Maclayne De Mello
Community Partnership Coordinator



Travel Medford Tourism Council
September 27, 2023 | 3:30 p.m.
Laurel Hills Golf Course

AGENDA

*OPTIONAL Bus for the Tour of RV Zipline begins **PROMPTLY** at 3:00 p.m. -
Park at Laurel Hills Golf Course. Meeting is in the clubhouse afterward*

- I. Meeting Call to Order & Introductions – *Eric*
- II. Approval of Aug. 23, 2023 minutes *page 2*
- III. Financial Report – *T.J.* *page 4*
- IV. Travel Medford Report – *T.J.*
- V. Visitor Services Update – *Angela*
- VI. Marketing & Creative Update – *T.J.*
- VII. Event Promotion Update – *Maclayne* *page 10*
- VIII. Sports Update – *Brad*
- IX. TMTC Roundtable Updates

NEXT MEETING: October 25, 2023

Important Travel Medford standing meeting dates & events:

Oregon Restaurant & Lodging Association Hospitality Conf.	9/30-10/1	Ashland Springs Hotel
Heart of the Rogue Festival	Oct. 13-14	Pear Blossom Park
DMA’s Third Friday	Oct. 20	Downtown Medford
TMTC Strategic Planning	Oct. 25	TBD
SO Cornhole Classic	Nov. 10-12	Santo Center

****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 Aug. 23, 2023

Present: Eric Strahl, Jeff Kapple, Gina Bianco, Bruce Hoevet, Mike Doil, Gloria Thomas, Vince Domenzain, Sarah Strickler, Rachel Koning, Lindsey Rice

Absent: Wendy Baker, Marissa Ruf, Bonny Panchal, JoJo Howard, Kevin Stine

Staff: T.J. Holmes, Celeste Moreno, Brad King, Maclayne De Mello, Ashley Cates

Minutes: Minutes from the May 31, 2023 meeting were reviewed. A motion to accept was made by Bruce. Gina seconded. Motion approved by the group.

Financial Report (Holmes)

- The June and July balance sheet and profit & loss statements were reviewed.
- June: Line 122 on balance sheet, June TLT was second best June on record at \$144K
- Finished the fiscal year +3% above projected TLT, total income was +6.5% YOY
- Line 812.6 Community Partnership/Event promotion was most ever spent
- Line 812.7 & 812.9 - Ad buys are a little over budget, strong marketing campaign push
- Line 840.1 - Rogue X visitor information center cost was \$3,000 more than budgeted
- Promotion expenses were 80% of TLT income for the fiscal year
- July: Line 122 on balance sheet, July TLT was best July on record at \$178K
- July intermediaries of \$36K was a single month record
- Line 456 - Grant Income, Travel Oregon grant splits the two fiscal years
- A motion to accept the financial report as presented was made by Bruce. Gina seconded. Motion approved by the group.

Travel Medford Update (Holmes)

- Travel Medford presented the Q3 report to City Council on Aug. 17
- June Tourism Trends within the TMTC packet were reviewed
- Two new hotels are coming on Barnette for an additional 236 rooms: Everwood Suites, WoodSpring Suites
- Travel Medford is applying for a Travel Oregon Competitive Grant for a tourism promotion campaign focused on accessibility and inclusivity. T.J. has also contacted several other partners to apply for the grant and will be asking and providing letters of support within the community. Requested TMTC provide a letter of support.

Marketing Update (Cates)

- Project and marketing highlights for KOIN TV, Sawyer Paddles Station and Downtown Regional Map were provided

- The 2023-26 Strategic Marketing Plan was reviewed in detail, which is the roadmap for Travel Medford from the planning process and goals for the next three years

Creative Update (Moreno)

- Various projects were presented and reviewed for merchandise, marketing collateral, advertisements, Heart of the Rogue and giveaways
- Sports: Know Your Role assets were translated into Spanish, SOSC sponsor one-sheet was created for the Southern Oregon Cornhole Classic
- Travel Medford Tourism Impact one-sheet was provided for industry communication
- Requests for the coloring sheet were made at specific locations

Visitor Services (Holmes)

- July visitor numbers were presented, increased volunteers at the airport VIC to 5, weekends are covered now and there's a presence 7 days a week, ~47 hours per week
- Taste of the Rogue occurred in August from Relik, 86 people were served, which is about 10% of the 848 potential passengers across 8 flights during those times
- We're putting up a world and U.S. map in the Downtown VIC
- Rogue Valley Bucket List passport is in the works and hoping for a fall launch

Sports Update (King)

- Year Two Game Plan is just about finished, added officiating challenges
- Re-shoot for the KYR Official Module enhances the effectiveness of training materials
- Brad is working with Parks & Rec for the main entrance wall to the event center at Rogue X dedicated to Know Your Role
- Sponsorships are available for the Southern Oregon Cornhole Classic - a fundraising event for SOSC that Travel Medford is partnering on. It also features the American Cornhole Organization Oregon Major coming in February

Community Partnership (De Mello)

- The Community Partnership Grant Fund and event tracker was reviewed. Travel Medford has supported 11 events for \$29,655 so far. Also tracking in-kind support.
- Investing in Destinations International Economic Impact Calculator for event impact
- Heart of the Rogue Festival is on pace to meet the goal of 80-90 exhibitors. Staff is attending events to recruit more exhibitors
- Wine Country Lane plans to include a food sampling and beer garden for the average festival goer in addition to the elevated VIP experience

Balance Sheet

As of August 2023

3:27 PM

09/05/23

Accrual Basis

Travel Medford Balance Sheet As of August 31, 2023

	<u>Aug 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	119,562.47
107 - US Bank - Money Market	240,259.97
Total Checking/Savings	<u>359,822.44</u>
Accounts Receivable	
122 - Accounts Receivable	183,684.16
Total Accounts Receivable	<u>183,684.16</u>
Total Current Assets	543,506.60
Fixed Assets	
150 - Equipment	5,339.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-3,110.31
Total Fixed Assets	<u>79,587.95</u>
TOTAL ASSETS	<u><u>623,094.55</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	2,070.20
Total Other Current Liabilities	<u>2,070.20</u>
Total Current Liabilities	<u>2,070.20</u>
Total Liabilities	2,070.20
Equity	
302 - Retained Earnings	438,821.18
Net Income	182,203.17
Total Equity	<u>621,024.35</u>
TOTAL LIABILITIES & EQUITY	<u><u>623,094.55</u></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				
OCT				
NOV				
DEC				
JAN				
FEB				
MAR				
APR				
MAY				
JUN				
TOTAL	\$ 364,591.05	\$ 370,320.05	\$ (5,729.00)	\$ 74,418.99

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	76.4%	74.6%	\$ 147.21	\$ 137.50
JUL	AUG	SEP	\$ 198,725.77	\$ 186,228.49	\$ (12,497.28)	75.7%	71.7%	\$ 137.63	\$ 128.36
AUG	SEP	OCT	\$ 177,384.56			78.0%		\$ 132.12	
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	\$363,636.87	\$364,591.05	\$954.18	76.0%	73.2%	\$142.45	\$133.03

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

Tourism Data Metrics

JULY 2023

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	74.6%	-2%	74.5%	-4%	74.5%	-1%
Average Daily Rate	\$137.50	-6%	\$161.04	-1%	\$170.56	-1%
Rev. Per Available Room	\$92.02	-8%	\$119.94	-5%	\$124.07	-2%

YEAR-TO-DATE

July '23 - July '23

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	74.6%	-2%	74.5%	-4%	74.5%	-1%
Average Daily Rate	\$137.50	-6%	\$161.04	-1%	\$170.56	-1%
Rev. Per Available Room	\$92.02	-9%	\$119.94	-5%	\$124.07	-2%
Room Demand	65,607	3%	116,286	1%	1.59 M	-2%
Room Supply	87,919	5%	156,130	5%	2.18 M	-1%
Room Revenue	\$9.0 M	-4%	\$18.7 M	0%	\$270.3 M	-2%

Sources: STR & AirDNA

Visitor Information

August 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							0		
OCT							0		
NOV							0		
DEC							0		
JAN							0		
FEB							0		
MAR							0		
APR							0		
MAY							0		
JUN							0		
TOTAL	285	97	993	1,062	4,310	1,063	7,810	563	50,842
TOTAL YTD 22-23	465	213	2,834	2,278	5,160	259	10,744	788	61,580
% Chg	-39%	-54%	-65%	-53%	-16%	310%	-27%	-29%	-17%

Event Promotion

August 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	\$8,284		\$8,284	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	\$18,784	\$14,212	\$32,996	

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	\$8,284		\$8,284
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	\$31,284	\$14,212	\$45,496