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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 <u>PROMPTLY</u> 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	9/30-10/1	Ashland Springs Hotel
Association Hospitality Cor	nf.	
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

<u>Present:</u> 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

<u>Visitor Services (Holmes)</u>

- 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

	Aug 31, 23
ASSETS Current Assets	
Checking/Savings 106 - US Bank 107 - US Bank - Money Market	119,562.47 240,259.97
Total Checking/Savings	359,822.44
Accounts Receivable 122 - Accounts Receivable	183,684.16
Total Accounts Receivable	183,684.16
Total Current Assets	543,506.60
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	623,094.55
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	438,821.18 182,203.17
Total Equity	621,024.35
TOTAL LIABILITIES & EQUITY	623,094.55

Profit & Loss August 2023

3:30 PM 09/05/23 Accrual Basis

Travel Medford Profit & Loss Budget Performance

July through August 2023

	YTD	YTD	Annual
Ordinary Incomo/Eymana	Actual	Budget	Budget
Ordinary Income/Expense			
430 - Interest Income	52		
		270 220	1 564 00
440 - Occupancy Tax Income	362,047	370,320	1,564,00
451 - Airport Ad Income 452 - Brand Merchandise	1,289	917	5,50
	2,976		17,00
454 - Event Revenue	3,126	,	14,00
456 - Misc Revenue	20,403	20,403 396,806	24,98
Total Income	389,891	390,800	1,625,49
Expense			
540 - Administration	7.400	7.400	40.04
540.1 - Rent and Operations 540.2 - Shared Salaries	7,108	7,108	42,64
	10,945	10,945	65,66
540.3 - Salaries	16,667	16,667	100,00
540.4 - Benefits	4,553	4,078	24,67
Total 540 - Administration	39,272	38,797	232,99
Office Expense	570	700	
602 - Telephone	570	720	4,32
604 - Postage	0	333	2,00
606 - Supplies	340	400	2,40
608 - Legal & Accounting	245	2,500	15,00
Total Office Expense	1,155	3,953	23,72
Promotion Expense			
812 - Advertising			
812.1 - Advertising Support	17,015	12,517	75,10
812.2 - Salaries	43,880	42,175	253,04
812.3 - Benefits	9,548	10,106	61,62
812.4 - Giveaways	142	1,167	7,00
812.5 - BrochDist/Fullfillment	120	2,120	12,72
812.61 - Event Promotion			
812.6 - Community Partnerships	10,284	13,033	78,20
812.62 - Rogue X	1,500	1,667	10,00
826 - Lithia & Driveway Fields	0	1,667	10,00
Total 812.61 - Event Promotion	11,784	16,367	98,20
812.7 - Sust. Mkt. Traditional	12,795	11,900	71,40
812.9 - DigitalSocialMedCampaign	5,734	46,783	280,70
Total 812 - Advertising	101,018	143,135	859,79
813 - Sports Tourism			
813.1 - SOSC	521	833	5,00
813.2 - Sports Tourism	1,070	2,275	13,64
813.3 - Salary	11,667	11,667	70,00
813.4 - Benefits	1,418	2,879	17,69
Total 813 - Sports Tourism	14,676	-	106,33

Profit & Loss (Continued) August 2023

3:30 PM 09/05/23 Accrual Basis

Travel Medford Profit & Loss Budget Performance

July through August 2023

						YTD	YTD	Annual
						Actual	Budget	Budget
				814	- Brochures & Printing	704	2,500	15,000
				816	- Art, Design Services	0	8,667	52,000
				818	- Conv. Sales/Group Tours			
				8	18.1 - Conv. Sales/Group Tours	2,279	1,917	11,500
				8	18.2 - Salaries	9,463	9,463	56,780
				8	18.3 - Benefits	2,392	2,546	15,695
				Tota	ll 818 - Conv. Sales/Group Tours	14,135	13,926	83,975
				819-	Promo Materials/Brand			
				8	19.1 - Promotional Partnership	0	500	3,000
				8	19.2 - Brand Merchandise	7,582	2,833	17,000
				Tota	ll 819- Promo Materials/Brand	7,582	3,333	20,000
				820	- Spec. Proj/Programs	5,854	5,675	34,052
				822	- Research	8,500	5,783	34,700
				824	- Website	1,402	1,667	10,000
				840	- Visitor Services			
				8	40.1 - Visitor Services	1,719	6,419	38,511
				8	40.4 - Airport			
					840.41 - Airport Ad Expense	644	458	2,750
					840.42 - Airport Support	4,550	6,758	40,550
				Т	otal 840.4 - Airport	5,194	7,217	43,300
				Tota	I 840 - Visitor Services	6,913	13,635	81,811
			То	tal P	romotion Expense	160,782	215,974	1,297,668
			Sa	les 8	Travel			
				650	- Trade/Travel Shows/Confer			
				6	50.1 - Conferences	0	2,313	13,880
				6	50.3 - Tradeshows	0	367	2,200
				6	50.5 - Stakeholder Partnershps	250	167	1,000
					l 650 - Trade/Travel Shows/Confer	250	2,847	17,080
				654	- Dues and Subscriptions	3,541	1,672	10,034
				656	- Sales Travel, Meetings			
				6	56.1 - Conferences	511	3,333	20,000
				6	56.3 - Tradeshows	0	1,167	7,000
				6	56.7 - Local Sales/Meeting	2,177	2,833	17,000
				Tota	l 656 - Sales Travel, Meetings	2,688	7,333	44,000
			То	tal S	ales & Travel	6,479	11,852	71,114
	Total Expense						270,577	1,625,494
	Ne	t Ordi	nar	y Inc	ome	182,203	126,229	0
Ne	t In	come				182,203	126,229	0

Tourism Trends

Transient Lodging Tax: Actual vs. Prediction 2023 - 2024

	Actual	Prediction	Difference	ollected from ermediateries
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				
ост				
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	ост	\$ 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	Med	ford	Jackson	County	Oregon		
(Hotels + Intermediaries)	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	Med	ford	Jackson	County	Oregon		
July '23 - July '23 (Hotels + Intermediaries)	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

			gas .a	-J		riogue valley All port vicioente dentei 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										
ост							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)

	Community Further Ship Crante Fund (C1210)											
#	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)

4	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)			
Γ	2023 Medford Fall Classic	October 2023	\$5,000	\$5,000		\$5,000	Sports & Outdoors			
Г	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