

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
Sept. 25, 2024 | 3:30 p.m.
Britt Festival

AGENDA

Optional Tour - Britt Festival by President & CEO Abby McKee at 3:05

- I. Meeting Call to Order & Chair Message – *Eric*
- II. Approval of Aug. 28, 2024 minutes – *Eric* *page 2*
- III. Financial Report (August) – *T.J.* *page 4*
- IV. Group Discussion: Ideas for Honoring Bruce Hoevet
- V. Travel Medford Report – *T.J.*
- VI. Lookahead: Strategic Planning – *T.J.*
- VII. Marketing Update – *Carole*
- VIII. Visitor Services Update – *Angela* *page 9*
- IX. Sports Update – *Darren* *page 12*
- X. TMTC Roundtable Updates & Other Business

NEXT MEETING: Oct. 30, 2024 at Rogue X

Important Travel Medford standing meeting dates & events:

ACO Kickoff Party	Oct. 10	Rogue X
ACO Medford Major	Oct. 11-12	Rogue X
USA Softball College Exposure	Oct. 11-13	LAD
Rogue Marathon/Ride for Cause	Oct. 12	Pear Blossom Park
Accessible Tourism Meeting	Oct. 17	Rogue X
Downtown Third Fridays	Oct. 18	Downtown
CCC Soccer Championships	Nov. 10-14	LAD

****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. 28, 2024

Present: Eric Strahl, Bonny Panchal, Bruce Hoevet, Gloria Thomas, Lindsey Rice, Mike Doil, Rachel Koning, Ryan Torres, Vince Domenzain, Wendy Baker, Kevin Stine, Cooper Whitman

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

Guest: Rob Holmbeck (Jackson County Fairgrounds & Expo), Adam Benson (Tap & Vine), Shon Moses (The Chamber of Medford & Jackson County)

Absent: JoJo Howard, Kasey Colangelo

Guest Presentation: Rob Holmbeck from Jackson County Fairgrounds & Expo gave a presentation about the Multi-use Pandemic Response Center, plans with the shared facility with Central Point Parks & Recreation and reviewed a slide deck and renderings of the venue. Planned open date is Fall 2026.

Minutes: Minutes from the June 26, 2024 meeting were reviewed. Rachel suggested a correction that she did not abstain from a vote of the letter of support for the airport grant. A motion to accept was made by Lindsey. Gloria seconded. Motion carried.

Financial Report (T.J.)

- The attached June & July balance sheets and profit & loss statements were reviewed
- June TLT was \$155K for a record June. Ended the fiscal year +\$10K over projection
- July TLT was \$191K for a record July. Projected was \$181K
- TLT is up YTD over projection by +5.6%, average daily rate and demand both up
- Comments over line items 812.6 Event Promotion
- A motion to accept the financial report as presented was made by Bruce. Vince seconded. Motion carried.

TMTC Appointment (T.J.)

- Adam Benson from Tap & Vine at 559 introduced himself, his background in the restaurant industry and his desire to make an impact in the community
- Lindsey motioned for Adam Benson to be appointed on the Tourism Council. Bonny seconded. Motion carried.

Travel Medford & Q4 Report (T.J.)

- Conference Center report is going in front of city council briefings in September
- New City manager Rob Field from San Bernardino starts Sept. 16

- Travel Medford terminated the contract with 5W PR due to poor performance and disconnect with telling Medford's story. Utilizing internal resources now. Ends Sept. 29
- October TMTC is at Rogue X for annual strategic planning session, looking at 1-4 or 2-5p. More to come in Sept. TMTC meeting

Wine Event Phase 2 Findings & Discussion (Carole)

- Carole presented the findings of the stakeholder group meetings and discussion. This included venue options, logistics, partnerships, dates (June 13-14, 2025), event framework and outline, goals, cost, role of the organization and what's coming next.
- Comments: SOU Commencement is the same weekend, time of year (driven by wineries wanting to participate), venue options and hoteliers open to package deals for the event.

Travel Oregon Grant Update (T.J.)

- TO Competitive Grant for Visual Asset Project is in the works. First photo and video shoot occurred in June and first edition of the Family Fun commercials were presented. Next shoot days are in October.
- Oregon Wine Country License Plate Grant project is being flushed out with Carole & T.J. Part of the application is stakeholder support as well as providing letters of support. Travel Medford's project will be a multifaceted strategic marketing plan around the signature wine event hosted by Travel Medford. A letter of support request will go out to TMTC in September and will need to entertain a vote to support the project.

Visitor Guide Volume 3 (Carole)

- Travel Medford is bringing the visitor guide sales and design internally for creative layout and ad sales. Increasing the size of the guide with more than \$30K committed in financing with more asks out. Goal is to cover costs of printing for Travel Medford.

Sports Update (Darren & Katelyn)

- Darren provided his background to TMTC - 16 years at Rogue Community College, the past 8 as athletic director and two years on the sports commission.
- Currently job duties include vetting new sports commissioners, creating bylaws, recruiting larger events, updating sponsorship model, tournament central landing page, and focus on advocacy with promotion of SOSOC and sports with Katelyn.

***VOTE VIA EMAIL - Oregon Wine Country License Plate Grant (Eric)

- Eric presented a Letter of Support for the Oregon Wine Country License Plate Grant to TMTC via email on Sept. 18. Gloria motioned for approval of the letter as presented. Gloria seconded. Motion passes through email votes. Ryan and Lindsey did not respond with a vote. Bruce passed away the week earlier and did not vote.

Balance Sheet

Fiscal YTD Through August 2024

12:23 PM
09/10/24
Accrual Basis

Travel Medford
Balance Sheet
As of August 31, 2024

	<u>Aug 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	110,677.29
107 - US Bank - Money Market	249,195.96
Total Checking/Savings	359,873.25
Accounts Receivable	
122 - Accounts Receivable	186,505.83
Total Accounts Receivable	186,505.83
Total Current Assets	546,379.08
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><u>662,658.03</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-9300	17,619.99
Total Credit Cards	17,619.99
Other Current Liabilities	
145 - Vacation Payable	6,648.93
Total Other Current Liabilities	6,648.93
Total Current Liabilities	24,268.92
Total Liabilities	24,268.92
Equity	
302 - Retained Earnings	497,558.45
Net Income	140,830.66
Total Equity	638,389.11
TOTAL LIABILITIES & EQUITY	<u><u>662,658.03</u></u>

Fiscal YTD Through August 2024

Travel Medford
Profit & Loss Budget Performance
July through August 2024

Travel Medford Tourism Council Packet Sept. 25, 2024 - Page 5

Fiscal YTD Through August 2024

Travel Medford
Profit & Loss Budget Performance
July through August 2024

[illegible]

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			\$ -	
OCT			\$ -	
NOV			\$ -	
DEC			\$ -	
JAN			\$ -	
FEB			\$ -	
MAR			\$ -	
APR			\$ -	
MAY			\$ -	
JUN			\$ -	
TOTAL	\$ 389,878.24	\$ 367,254.58	\$ 22,623.66	\$ 72,811.40

Year-Over-Year Comparison

2024 - 2025

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2023-24	TLT 2024-25 Projection	TLT 2024-25	24-25 Actual vs. Projection	Lodging Occ.% 2023-24	Lodging Occ.% 2024-25	Lodging ADR 2023 - 2024	Lodging ADR 2024 - 2025
JUN	JUL	AUG	\$ 178,363	\$ 181,749	\$ 191,923	\$ 10,174	76.5%	78.0%	\$ 130.87	\$ 133.91
JUL	AUG	SEP	\$ 186,228	\$ 185,506	\$ 197,955	\$ 12,449	74.0%	80.3%	\$ 136.16	\$ 137.51
AUG	SEP	OCT	\$ 156,880				70.9%		\$ 127.11	
SEP	OCT	NOV	\$ 150,616				71.7%		\$ 121.80	
OCT	NOV	DEC	\$ 130,725				62.3%		\$ 113.43	
NOV	DEC	JAN	\$ 100,368				55.2%		\$ 103.29	
DEC	JAN	FEB	\$ 96,237				49.7%		\$ 98.47	
JAN	FEB	MAR	\$ 94,036				46.6%		\$ 97.55	
FEB	MAR	APR	\$ 96,826				51.5%		\$ 98.94	
MAR	APR	MAY	\$ 112,295				57.1%		\$ 103.11	
APR	MAY	JUN	\$ 120,112				59.3%		\$ 106.57	
MAY	JUN	JUL	\$ 152,093				67.1%		\$ 118.60	
		YTD	\$ 1,574,780	\$ 367,255	\$ 389,878	\$ 22,624				

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

*ADR: Average Daily Rate

Tourism Data Metrics

<u>July 2024</u> <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	80.3%	8%	78.0%	6%	75.8%	3%
Average Daily Rate	\$137.51	1%	\$154.03	-2%	\$191.34	-4%
Rev. Per Available Room	\$110.39	10%	\$120.16	4%	\$145.06	-1%

<u>YEAR-TO-DATE</u> July '24 - July '24 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	80.3%	8%	78.0%	8%	75.8%	3%
Average Daily Rate	\$137.51	1%	\$154.03	-2%	\$191.34	-4%
Rev. Per Available Room	\$110.39	10%	\$120.16	4%	\$145.06	-1%
Room Demand	71,874	10%	125,782	8%	2.2 M	4%
Room Supply	89,530	1%	161,228	2%	2.8 M	1%
Room Revenue	\$9.8 M	11%	\$19.3 M	6%	\$417 M	0%

Sources: STR & AirDNA

Visitor Services Tracking

Fiscal YTD Through August 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									
OCT									
NOV									
DEC									
JAN									
FEB									
MAR									
APR									
MAY									
JUN									
TOTAL	368	76	885	808	5,337	2,679	10,153	469	44,320
TOTAL YTD 23-24	285	97	993	1,062	4,310	1,063	7,525	563	50,842
% Chg	29%	-22%	-11%	-24%	24%	152%	35%	-17%	-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								SEP	
OCT								OCT	
NOV								NOV	
DEC								DEC	
JAN								JAN	
FEB								FEB	
MAR								MAR	
APR								APR	
MAY								MAY	
JUN								JUN	
TOTAL	185	3,596	18	159	57	10	4,025	TOTAL	14,178
TOTAL YTD 23-24	152	0	18	171	49	28	400	TOTAL YTD 23-24	8,210
% Chg	22%	N/A	0%	-7%	16%	-64%	906%	% Chg	73%

*Note: Started tracking at Rogue X in January 2024

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Community Partnership/Event Promotion Tracker

Fiscal YTD Through August 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	Aug	\$1,000	\$1,000		\$1,000	Sports & Outdoors
3	Sasquatch Open Pro Am	Aug	\$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	Sept	\$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
TOTAL			\$10,900	\$11,160	\$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	\$4,000		\$4,000	Downtown
2	Ride for a Cause	Oct 2024	\$1,500	\$1,500		\$1,500	Downtown
TOTAL			\$6,500	\$5,500	\$0	\$5,500	

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	\$5,500	\$0	\$5,500
Sports & Outdoors	8	\$20,900	\$15,900	\$250	\$16,150
Wine & Beer	1	\$0	\$260	\$0	\$260
TOTAL	12	\$29,400	\$23,660	\$250	\$23,910

Southern Oregon Sports Commission

SPONSORSHIP LEVELS

2024-2025



SOSC is part of the 501c3 Rogue Valley Foundation and all donations are tax deductible.

BENEFITS	HALL OF FAME \$3,000	WORLD CHAMPION \$2,000	ALL-STAR \$1,000	PRO \$750	ROOKIE \$300
Recognition on SOSC Website	✓	✓	✓	✓	✓
Included in SOSC Annual Report	✓	✓	✓	✓	✓
Included in SOSC Monthly Newsletter	✓	✓	✓	✓	✓
SOSC Supporter Window Cling	✓	✓	✓	✓	✓
Know Your Role™ Swag Pack	✓	✓	✓	✓	✓
Oct. ACO Court Sponsorship	✓	✓	✓	✓	
¼ Page Ad in ACO Event Programs	✓	✓	✓	✓	
Posted Sponsor "Thank You" at Events	✓	✓	✓	✓	
Feb. ACO Court Sponsorship	✓	✓	✓		
2 Drink Tickets per ACO Event	✓	✓	✓		
Verbal Sponsor Recognition at Events	✓	✓	✓		
Tagged Social Media Post	✓	✓	✓		
2 Tickets for each ACO Kickoff Party	✓	✓			
4 Tickets to Grand Slam Patio for 2025 Medford Rogue's Know Your Role™ Night (Food included)	✓	✓			
Cascade Collegiate Conference Soccer Tournament Live Stream Ad Placement	✓	✓			
SOSC Golf Tournament Foursome (Breakfast, Lunch, Drink Ticket, Player Gift, & Team Enhancement Package included)	✓	✓			
ACO Main Court Sponsorship	✓				
Player entry in ACO PRO-AM	✓				
4 Premier Tickets to 2025 Medford Rogue's Home Game (Date of Choice)	✓				
½ Page Ad in Sports Facility Guide	✓				
SOSC Golf Tournament Premier Sponsor Package	✓				






Southern Oregon Sports Commission (SOSC): Formed in 2013 to advocate for sports tourism and the significant economic impact it brings to Medford and the Rogue Valley. The volunteer commission focuses on Event Procurement & Promotion, Venue Development, and Sports Advocacy.

As a 501(c)(3) all donations to the Sports Commission are tax-deductible and are used directly to support the three pillars of the SOSC.

INITIATIVES



Advocacy

- Know Your Role™ 
- Organizational Promotion
- Local Highlights & Stories



Events

- Bid Fees & Proposals
- Growth & Development
- Exposure for High Caliber Events



Venue Development

- Rogue X
- Prescott & Midway Park
- Gold Hill Whitewater Center
- Pickleball & Indoor Soccer



American Cornhole Organization (ACO): Founded in 2005 by Frank Geers, the ACO made cornhole a competitive national sport. Medford, Oregon hosted its first ACO Majors in 2023 and will host two in Season 20 at Rogue X:

OCT. 11-12, 2024 & JAN. 31-FEB. 1, 2025



Cascade Collegiate Conference (CCC): The governing body for northwest NAIA schools, including Southern Oregon University and Oregon Tech. The 2024 and 2025 CCC soccer conference championship tournament will be at Medford's Gary H. Wheeler Stadium, with 16 teams competing for a bid to the NAIA national tournament.

NOV. 10-14, 2024; NOVEMBER 2025



Medford Rogues: Founded in 2012, the Medford Rogues are a collegiate wood bat team in the Pacific Empire League. They compete at Harry & David Field each June and July, featuring players from across the West Coast.

SUMMER SEASON: JUNE-JULY 2025



SOSC 4th Annual Golf Tournament: Join us at Stone Ridge Golf Course in Eagle Point for the annual SOSC Golf Tournament! Enjoy a four-person scramble with prizes, raffle, games, meals, and a special gift for every player. Proceeds support SOSC's mission.

Premier sponsorship package includes all foursome benefits along with tagged socials post, reserved table at event, and sponsorship of carts, waters, drinks, snacks, or range balls

MAY 16, 2025



Sports Facility Guide: A forthcoming document created by SOSC and Travel Medford to showcase the world-class facilities that Medford has to offer, including maps, schematics, photos, locations, capacities, and capabilities of the various sports venues and locations across our community. This document will be both industry and consumer facing and will be used for event procurement as well as event promotion and marketing.