

TOURISM COUNCILORS

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Senior Vice President

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Director of Sales & Visitor Services

Carole Skeeters-Stevens
Chief Marketing Officer

Celeste Moreno
Creative Director

Darren Van Lehn
Director of Sports Development

Kasey Colangelo
Community Partnership Coordinator

Maddi Childers
Marketing & Communications Coordinator



Travel Medford Tourism Council

June 26, 2024 | 3:30 p.m.
Medford Chamber

AGENDA

- I. Meeting Call to Order & Chair Message – *Eric*
- II. Downtown Hotel Presentation – *Harry Weiss, MURA*
- III. Approval of May 28, 2024 minutes *page 2*
- IV. Financial Report – *T.J.* *page 4*
- V. VOTE: 2024-25 Chair & Vice Chair
- VI. Conference Center Feasibility Study Findings – *T.J.* *handout*
- VII. Travel Medford Report & Sports Update – *T.J.*
ACTION: Air Service Letter of Support
- VIII. Wine Event Phase 1 Findings – *Carole*
- IX. Tourism Promotion Update – *Carole, Maddi, Celeste*
- X. Event Promotion Update – *Kasey*
- XI. Visitor Services Update – *Angela*
- XII. TMTTC Roundtable Updates & Other Business

NEXT MEETING: August 28, 2024 (Have a great summer!)

Important Travel Medford standing meeting dates & events:

Fourth of July Holiday	July 4-5	Office Closed
Medford Rogues	All Summer	Harry & David Field
Jackson County Fair	July 16-21	Fairgrounds
ACO Medford Major	Oct. 10-12	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 May 29, 2024

Present: Eric Strahl, Gloria Thomas, Bruce Hoevet, Bonny Panchal, Lindsey Rice, Rachel Koning, Ryan Torres, Sarah Strickler, Jeff Kapple

Staff: T.J. Holmes, Angela Wood, Carole Skeeters-Stevens, Celeste Moreno, Kasey Colangelo, Maddi Childers

Absent: JoJo Howard, Mike Doil, Vince Domenzain, Wendy Baker, Kevin Stine

Minutes: Minutes from the April 24, 2024 meeting were reviewed. A motion to accept was made by Bruce. Gloria seconded. Motion approved by the group.

Financial Report (T.J.)

- April balance sheet and profit & loss statements were reviewed.
- April TLT of \$112K was 3rd best for April, +38% from Pre-COVID;
- TLT is up YTD over projection by 3%, total income is up 5% YTD over projection
- Line 451 Ad Income split into two for Rogue X and Airport for brochure sales
- A motion to accept the financial report as presented was made by Bruce. Gloria seconded. Motion approved by the group.

2024-25 Projects & Annual Budget (T.J.)

- T.J. presented the 2024-25 Projections model, budgeting for \$1,586,333 in TLT and noting the list of references. A budget narrative and YOY Profit & Loss comparison.
- T.J. said 2024-25 Proposed budget meets all city contract requirements
- Comments about Event Revenue for a signature wine event, Event Promotion meets all contract requirements, Sports Tourism spending increases, total promotion expense equals 80% of projected budget and 85% of projected TLT.
- Bruce motions to accept the 2024-25 proposed budget as presented. Bonny seconded. Motion approved by the group.

Tourism Promotion Update (Carole & Maddi)

- Carole presented a slide deck of updates focusing on FAM Trip from the Travel Oregon Competitive Grant on accessibility, Oregon Wine Month Giveaway receiving 5,300 leads
- Maddi hosted an influencer Wild Oregon Girl and put together an itinerary
- Nearly 600 visitor guide requests in March so far, added 234 newsletter sign ups
- Expedia direct booking campaign will be paused in June, great response from hoteliers
- Visual Asset Project from the Travel Oregon Competitive Grant will begin in June

Travel Medford Update (T.J.)

- Tourism metrics from the TMTC packet were referenced
- New Director of Sports Development Darren Van Lehn starts June 3
- Travel Medford hosting the Oregon Tourism Commission meeting June 4 at Rogue X
- Tuesday night June 4 is Know Your Role night at Medford Rogues

Wine Event Discussion (Carole)

- Carole discussed the multi-phase outline for what to expect with forming a wine event, starting with listing primary and secondary stakeholders with plans to hold a winery roundtable discussion on June 20.
- Next steps will be to show a competitive analysis of other events, identify areas of funding, potential partners. These findings will be reported to TMTC at the June meeting
- Concept to be finalized by August and form a steering committee.
- Comments about Asante's Oregon Wine Experience, potential dates, wineries to be involved, goals of the event

Event Promotion (T.J.)

- The Community Partnership Grant Fund and event tracker was presented and is completely allocated for the fiscal year.

Balance Sheet

YTD Through May 2024

9:53 AM
06/11/24
Accrual Basis

Travel Medford
Balance Sheet
As of May 31, 2024

	<u>May 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	76,880.30
107 - US Bank - Money Market	245,455.99
Total Checking/Savings	322,336.29
Accounts Receivable	
122 - Accounts Receivable	120,112.21
Total Accounts Receivable	120,112.21
Total Current Assets	442,448.50
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>558,727.45</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-9300	19,870.46
Total Credit Cards	19,870.46
Other Current Liabilities	
145 - Vacation Payable	6,648.93
Total Other Current Liabilities	6,648.93
Total Current Liabilities	26,519.39
Total Liabilities	26,519.39
Equity	
302 - Retained Earnings	465,946.45
Net Income	66,261.61
Total Equity	532,208.06
TOTAL LIABILITIES & EQUITY	<u>558,727.45</u>

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	\$ 150,616.13	\$ 134,035.98	\$ 16,580.15	\$ 27,893.00
NOV	\$ 130,724.65	\$ 105,897.88	\$ 24,826.77	\$ 24,735.49
DEC	\$ 100,367.76	\$ 92,399.40	\$ 7,968.36	\$ 20,370.12
JAN	\$ 96,237.00	\$ 88,978.08	\$ 7,258.92	\$ 18,851.71
FEB	\$ 94,036.30	\$ 84,471.38	\$ 9,564.92	\$ 16,655.27
MAR	\$ 96,826.45	\$ 113,968.80	\$ (17,142.35)	\$ 17,741.75
APR	\$ 112,295.05	\$ 112,607.72	\$ (312.67)	\$ 22,065.78
MAY	\$ 120,112.21	\$ 134,925.05	\$ (14,812.84)	\$ 24,382.01
JUN				
TOTAL	\$1,422,686.88	\$1,397,863.44	\$ 24,823.44	\$ 278,032.72

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	80.9%	76.5%	\$ 137.86	\$ 130.84
JUL	AUG	SEP	\$ 198,725.77	\$ 186,228.49	\$ (12,497.28)	76.4%	74.6%	\$ 147.21	\$ 137.50
AUG	SEP	OCT	\$ 177,384.56	\$ 156,880.28	\$ (20,504.28)	75.7%	71.7%	\$ 137.63	\$ 128.36
SEP	OCT	NOV	\$ 146,234.93	\$ 150,616.13	\$ 4,381.20	72.4%	72.4%	\$ 128.24	\$ 122.75
OCT	NOV	DEC	\$ 137,722.70	\$ 130,724.65	\$ (6,998.05)	64.4%	63.0%	\$ 119.02	\$ 114.71
NOV	DEC	JAN	\$ 105,447.26	\$ 100,367.76	\$ (5,079.50)	55.1%	55.2%	\$ 109.02	\$ 104.13
DEC	JAN	FEB	\$ 101,023.42	\$ 96,237.00	\$ (4,786.42)	50.0%	49.9%	\$ 102.41	\$ 99.14
JAN	FEB	MAR	\$ 90,354.40	\$ 94,036.30	\$ 3,681.90	47.1%	47.2%	\$ 99.63	\$ 97.94
FEB	MAR	APR	\$ 96,559.04	\$ 96,826.45	\$ 267.41	51.3%	51.5%	\$ 101.82	\$ 99.18
MAR	APR	MAY	\$ 91,172.73	\$ 112,295.05	\$ 21,122.32	57.5%	57.0%	\$ 103.63	\$ 103.55
APR	MAY	JUN	\$ 132,424.23	\$ 120,112.21	\$ (12,312.02)	60.2%	59.6%	\$ 103.30	\$ 106.65
MAY	JUN	JUL	\$ 143,997.45			65.0%		\$ 115.74	
		YTD	\$1,441,960.14	\$1,422,686.88	-\$19,273.26				

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

Tourism Trends

Tourism Data Metrics

April 2024 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	59.6%	-1%	57.8%	1%	57.4%	-1%
Average Daily Rate	\$106.65	3%	\$115.79	0%	\$152.38	1%
Rev. Per Available Room	\$63.60	2%	\$66.89	1%	\$87.41	0%

YEAR-TO-DATE July '23 - April '24 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	60.3%	-1%	58.1%	-3%	58.0%	-2%
Average Daily Rate	\$113.54	-3%	\$127.57	-1%	\$165.41	1%
Rev. Per Available Room	\$68.47	-4%	\$74.11	-4%	\$95.92	-2%
Room Demand	517,385	1%	862,035	-1%	15.7 M	-1%
Room Supply	857,895	2%	1.48 M	2%	27.0 M	1%
Room Revenue	\$58.7 M	-2%	\$110 M	-2%	\$2.6 B	-1%

Sources: STR & AirDNA

Visitor Services Tracking

Through April 2024

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	140	38	351	302	1,945	627	3,403	210	18,620
NOV	147	47	242	313	0	568	1,317	216	21,905
DEC	159	40	145	254	1,653	677	2,928	212	18,475
JAN	178	32	244	316	1,484	438	2,692	214	20,463
FEB	162	20	202	222	1,569	341	2,516	205	20,119
MAR	167	27	197	234	1,673	557	2,855	212	20,398
APR	154	14	281	241	1,802	415	2,907	182	16,541
MAY	160	23	398	358	2,058	875	3,872	206	18,162
JUN									
TOTAL	1,690	365	3,484	3,672	18,650	5,812	33,673	2,443	224,842
TOTAL YTD 22-23	1,983	750	7,691	7,570	20,262	5,506	41,779	2,249	174,240
% Chg	-15%	-51%	-55%	-51%	-8%	6%	-19%	9%	29%

*Note: Explore Board malfunctioned in November and data was lost

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	79	-	8	86	30	23	218	JUL	3,977
AUG	73	-	10	85	19	5	182	AUG	4,233
SEP	70	-	0	0	12	15	97	SEP	3,471
OCT	90	-	12	159	12	12	273	OCT	3,676
NOV	43	-	12	123	117	8	291	NOV	1,608
DEC	32	-	9	106	16	23	177	DEC	3,105
JAN	35	4,022	3	22	17	5	4,101	JAN	6,793
FEB	35	2,522	0	0	20	7	2,584	FEB	5,100
MAR	37	2,302	8	56	12	28	2,435	MAR	5,290
APR	53	1,770	8	70	12	16	1,921	APR	4,828
MAY	78	1,512	25	323	47	37	1,997	MAY	5,869
JUN								JUN	0
TOTAL	625	12,128	95	1,030	314	179	14,276	TOTAL	47,949
								TOTAL YTD 22-23	41,779
								% Chg	15%

*Started tracking at Downtown VIC in August 2022

*Note: No Taste of the Rogue in September or February

*Note: Started tracking at Rogue X in January 2024

Community Partnership/Event Promotion Tracker

Updated through May 2024

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)
2023 EVENTS							
1	Heart of the Rogue Festival 2023	October 2023	Event Host	\$72,242		\$72,242	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	Craterian Theatre	September 2023	\$5,000	\$5,000		\$5,000	Downtown
5	Medford Pickleball Fest	September 2023	\$1,000	\$1,000		\$1,000	Sports & Outdoors
6	Oregon Wine Experience	August 2023	\$5,000	\$2,500	\$10,500	\$13,000	Wine & Beer
7	Northwest Seasonal Farmworkers	July 2023	Donation	\$0	\$1,400	\$1,400	General
8	Western Intergovernmental Child Support Engagement Council	August 2023	Donation	\$0	\$12	\$12	General
9	14th Annual Mayors United (Access)	August 2023	Donation	\$0			General
10	Thunderstruck Custom Bikes	August 2023	Donation	\$0			General
11	Trail Blazers Rip City Rally Event	Septemer 2023	Donation	\$0			Sports & Outdoors
12	Fall 2023 Medford Citizen Academy	Septemer 2023	Donation	\$0			General
13	The Rogue Marathon	October 2023	\$3,500	\$3,570		\$3,570	Sports & Outdoors
14	Bikes N Brews	October 2023	\$200	\$0	\$200	\$200	Sports & Outdoors
15	Southern Oregon Cornhole Classic	November 2023	\$2,500	\$2,500		\$2,500	Sports & Outdoors
16	Winter Wonderland at Hanley Farm	December 2023	\$4,000	\$1,500		\$1,500	General
2024 EVENTS							
17	Ghost Tree Invitational - Southern Oregon Classic Culinary Feast	June 2024	\$5,000	\$3,200	\$1,800	\$5,000	General
18	King of the Ice Tournament (RV Hockey Assn.)	January 2024	\$1,500	\$1,000	\$559	\$1,559	Sports & Outdoors
19	Rogue Valley Farm Tour	July 2024	\$1,000	\$0	\$347	\$347	General
20	Medford Open Streets	May 2024	\$0	\$0	\$500	\$500	Downtown
21	Southern Oregon Motorsports (Speedway)	March-Sept	\$5,000	\$5,000		\$5,000	Sports & Outdoors
22	Medford Rogues / Know Your Role Night	Summer 2024	\$1,000	\$1,000		\$1,000	Sports & Outdoors
23	Southern Oregon Pickleball Association (SOPA)	May & June 2024	\$275	\$275		\$275	Sports & Outdoors
24	Heart of the Rogue 2024 / End of the Finish Line	October 2024	Event Host	\$4,345		\$4,345	Downtown
25	Southern Oregon Sports Commission Golf Tournament	May 2024	\$2,000	\$46	\$2,493	\$2,539	Sports & Outdoors
26	Ashland Folk Collective Summer Concert Series (In Medford)	May 2024	\$3,500	\$1,000		\$1,000	General
TOTAL			\$42,475	\$106,178	\$17,618	\$126,288	

Rogue X Events (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
3	47th Medford Rod & Custom Show	April 2024	\$2,500	\$2,500		\$2,500	General
TOTAL			\$10,000	\$10,000	\$0	\$10,000	

Community Partnership/Event Promotion Tracker

Updated through May 2024 (continued)

Downtown Events (812.63)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Winter Lights Festival	December 2023	\$8,000	\$7,000		\$7,000	Downtown
2	Third Friday's - Downtown Medford Association	April & May 2024	\$1,500	\$2,500	\$150	\$2,650	Downtown
3	Rogue World Music	May 2024	\$2,000	\$3,000	\$2,000	\$5,000	Downtown
4	Rogue Comic Con	May 2024	\$5,000	\$4,000		\$4,000	Downtown
5	Pear Blossom Festival	April 2024	\$3,500	\$3,500		\$3,500	Downtown
6	Rogue Valley YMCA - Pear Blossom Run	April 2024	\$2,500	\$2,500		\$2,500	Downtown
7	Grub Quests LLC- Restaurant & Food Truck Crawl	May 4th 2024	\$1,800	\$2,500		\$2,500	Downtown
TOTAL			\$24,300	\$25,000	\$2,150	\$27,150	

Lithia & Driveway Fields Events (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	Rogue Memorial Challenge	May 2024	\$5,000	\$5,000		\$5,000	Sports & Outdoors
TOTAL			\$10,000	\$10,000	\$0	\$10,000	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	11	\$20,000	\$12,200	\$3,559	\$15,759
Downtown	11	\$29,300	\$106,587	\$2,650	\$109,237
Sports & Outdoors	15	\$32,200	\$29,891	\$5,552	\$35,443
Wine & Beer	1	\$5,000	\$2,500	\$10,500	\$13,000
TOTAL	38	\$86,500	\$151,178	\$22,261	\$173,438



Help the Holly Theatre open by January 2025

The Holly Theatre in Medford is nearly finished and it's going to be beautiful — just like when it opened back in 1930. We just received a \$50,000 matching challenge from a generous anonymous donor and we need your help to meet the challenge.

To open the Holly by January 2025, we need to raise the final \$660,000 in order to furnish the theater with seats, theatrical lighting, sound and projection equipment, rigging, concession equipment and soft goods, including the grand drape for the stage.

**Any donation will be matched 1:1 until the matching challenge is met.
Would you be able to help us reach our goal?**

Please see hollytheatre.org to make your contribution. Any amount will do and donations of \$500 or more can be paid over a 3-year period.

If you don't see an option that's right for you, or if you have questions, contact us at info@jeffersonlive.org or call (541)772-3797 x512 for details and answers.

