

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
November 20, 2024 | 3:30 p.m.
Golf Garage

AGENDA

- I. 3:00 – Tour of Golf Garage (OPTIONAL)
- II. 3:30 – Meeting Call to Order & Chair Message – Eric
- III. 3:40 – Guest Presentation: Tiffany Schmelzter of Mt. Ashland
- IV. 3:55 – Approval of Oct. 30, 2024 minutes – Eric page 2
- V. 4:00 – Financial Report – T.J. page 4
- VI. 4:05 – Travel Medford Report – T.J.
 - Destination Verified opportunity
- VII. 4:15– Marketing Update – Carole
 - Visitor Guide Volume 3 digital review
- VIII. 4:25 – Sports Update – Darren
- IX. 4:35 – Visitor Services Update – Angela
- X. 4:45 – MFR/Airport Update – Mike
- XI. 4:55 – TMTTC Roundtable Updates & Other Business

NEXT MEETING: Jan. 29, 2024 at Gold Rush Brewing

Important Travel Medford standing meeting dates & events:

City Council Quarterly Report	Nov. 21	City Hall
Thanksgiving Holiday	Nov. 28-29	Office Closed
Winter Lights Festival	Dec. 7	Pear Blossom Park
ORLA Regional Meeting	Dec. 10	Compass Hotel
Chamber Appreciation Party	Dec. 12	Chamber/TM Office
Staff Holiday Break	Dec. 24-Jan. 3	Office Closed

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 Oct. 30, 2024

Present: Eric Strahl, Bonny Panchal, Adam Benson, Gloria Thomas, JoJo Howard, Lindsey Rice, Rachel Koning, Ryan Torres, Sarah Strickler, Vince Domenzain, Wendy Baker, Cooper Whitman

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

Absent: Mike Doil, Kevin Stine

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

Financial Report (T.J.)

- The September balance sheet and profit & loss statement were reviewed
- September TLT was \$159K, -1% to projection (\$160K)
- Intermediaries was \$31K, +11% over projection
- TLT is +4% YTD (\$25K), +3% for hotels and +10% for intermediaries above budget
- Total income is up 9%, comments on line items 812.1 advertising support and 812.9 under budget due to election season and the high prices and demand for advertising
- A motion to accept the financial report as presented was made by Gloria. Wendy seconded. Motion carried.

Travel Medford Report (T.J.)

- Tourism Trends and quarterly report were referenced in the meeting packet
- Brief presentation was given on the results of the Conference Center Feasibility Study
- 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 staffing updates. TMTTC provided input on the open position and was consulted about morphing it to a Sports Marketing & Event Coordinator. Katelyn Hanson will start in that role full-time starting Nov. 1.

Marketing Update (Carole)

- Expedia campaign is back on as of August and the first month is nearly \$20:1 ROAS
- Visitor Guide is in the final stages of design and will show the product in November.
- Travel Oregon Competitive Grant included hosting an inclusivity FAM trip in October and the Fall Harbor asset shoot. Next steps are winter in February
- Savor Southern Oregon will be at Bigham Knoll on June 13-14

Sports Update (Darren)

- SOSOC established official bylaws, 6 new commissioners were proposed and voted in. Currently 16 commissioners with a maximum amount of 19 allowed
- October was a big month for sporting events, ACO Major was held at Rogue X, Mr. Softball Fall Exposure Camp, Rogue Marathon, Ride for a Cause, Red Hawk Ridge mountain bike event
- Secured boys volleyball tournament for April at Rogue X with 32 teams, hopeful it becomes an annual event. RCC will host two Elite Eight games in soccer in November the day before the CCC Tournament, which is looking like about 300-500 room nights

Strategic Planning (T.J.)

- T.J. presented the results of the TMTC SWOT analysis and priorities with key takeaways focusing on additional resources into sports tourism, downtown Medford needs attention and the Community Partnership Grant Fund needs to be revamped
- TMTC members broke out into small groups to discuss the three topics in depth with staff facilitating the discussion to dive deeper into the subjects. Each topic was discussed as a whole group afterward with top themes
- T.J. presented the unofficial net income/carryover from fiscal year 2023-24 was \$31,612, pending review by the CPA. Travel Medford met all contract deliverables in regard to the budget. Comments about spending the carryover on projects that featured the Savor Southern Oregon wine event website, a sports dedicated website and Travel Medford website upgrades. JoJo motions to allocate the all of the FY 23-24 carryover into Advertising Support (Line 812.1) for Travel Medford to use on various projects for advertising support. Wendy seconds. Motion carried.
- The amended budget for 2024-25 was presented. Salaries & benefits (Line 812.2 & 812.3) was updated to reflect what will be projected for the rest of the fiscal year. Changes included moving the difference in salaries and benefits to Advertising Support (Line 812.1) and adding the FY 23-24 carryover to Advertising Support. Lindsey motions to resubmit the budget to the city with the amended budget as presented. Bonny seconds. Motion carried.

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	\$ 148,022.45	\$ 143,800.01	\$ 4,222.44	\$ 27,557.17
NOV			\$ -	
DEC			\$ -	
JAN			\$ -	
FEB			\$ -	
MAR			\$ -	
APR			\$ -	
MAY			\$ -	
JUN			\$ -	
TOTAL	\$ 697,213.19	\$ 671,903.82	\$ 25,309.37	\$ 131,499.57

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	\$ 160,849	\$ 159,313	\$ (1,537)	71.0%	72.1%	\$ 126.80	\$ 128.04
SEP	OCT	NOV	\$ 150,616	\$ 143,800	\$ 148,022	\$ 4,222	71.9%	69.8%	\$ 121.37	\$ 119.89
OCT	NOV	DEC	\$ 130,725						\$ 113.43	
NOV	DEC	JAN	\$ 100,368						\$ 103.29	
DEC	JAN	FEB	\$ 96,237						\$ 98.47	
JAN	FEB	MAR	\$ 94,036						\$ 97.55	
FEB	MAR	APR	\$ 96,826						\$ 98.94	
MAR	APR	MAY	\$ 112,295						\$ 103.11	
APR	MAY	JUN	\$ 120,112						\$ 106.57	
MAY	JUN	JUL	\$ 152,093						\$ 118.60	
		YTD	\$ 1,574,780	\$ 671,904	\$ 697,213	\$ 25,309				

*ADR: Average Daily Rate

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

Balance Sheet

Fiscal YTD Through October 2024

2:28 PM
11/06/24
Accrual Basis

Travel Medford
Balance Sheet
As of October 31, 2024

	<u>Oct 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	247,301.82
107 - US Bank - Money Market	250,075.77
Total Checking/Savings	497,377.59
Accounts Receivable	
122 - Accounts Receivable	148,022.45
Total Accounts Receivable	148,022.45
Total Current Assets	645,400.04
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-24,167.31
Total Fixed Assets	110,135.95
TOTAL ASSETS	<u>755,535.99</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-9300	-1,918.04
Total Credit Cards	-1,918.04
Other Current Liabilities	
145 - Vacation Payable	11,391.90
Total Other Current Liabilities	11,391.90
Total Current Liabilities	9,473.86
Total Liabilities	9,473.86
Equity	
302 - Retained Earnings	486,672.48
Net Income	259,389.65
Total Equity	746,062.13
TOTAL LIABILITIES & EQUITY	<u>755,535.99</u>

Profit & Loss

Fiscal YTD Through October 2024

1:30 PM
11/06/24
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July through October 2024

								YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense										
			Income							
			430 - Interest Income				2,775	3,600	10,800	
			440 - Occupancy Tax Income				697,213	671,904	1,586,333	
			451 - Ad Income							
			451.1 - Airport Ad Inc				3,524	2,400	6,800	
			451.2 - Rogue X Ad Inc				1,288	800	2,240	
			451.3 - Visitor Guide Ad Sales				7,000	0	0	
			Total 451 - Ad Income				11,812	3,200	9,040	
			452 - Brand Merchandise				1,732	2,667	8,000	
			454 - Event Revenue				0	0	47,000	
			456 - Misc Revenue				31,728	0	23,290	
			Total Income				745,261	681,370	1,684,463	
			Expense							
			540 - Administration							
			540.1 - Rent and Operations				15,019	15,018	45,054	
			540.2 - Shared Salaries				27,294	27,294	81,883	
			540.3 - Salaries				35,667	35,667	107,000	
			540.4 - Benefits				7,774	8,311	25,419	
			Total 540 - Administration				85,753	86,290	259,356	
			Office Expense							
			602 - Telephone				1,340	1,440	4,320	
			604 - Postage				89	800	2,400	
			606 - Supplies				454	1,000	3,000	
			608 - Legal & Accounting				1,610	2,333	7,000	
			Total Office Expense				3,492	5,573	16,720	
			Promotion Expense							
			812 - Advertising							
			812.1 - Advertising Support				17,190	32,285	96,854	
			812.2 - Salaries				86,667	96,200	288,600	
			812.3 - Benefits				18,539	20,984	64,132	
			812.4 - Giveaways				32	2,667	8,000	
			812.5 - BrochDist/Fullfillment				12,353	13,440	24,320	
			812.61 - Event Promotion							
			812.6 - Community Partnerships				12,455	21,333	64,000	
			812.62 - Rogue X				7,000	3,333	10,000	
			812.63 - Downtown Events				8,860	5,333	16,000	
			826 - Lithia & Driveway Fields				5,000	3,333	10,000	
			Total 812.61 - Event Promotion				33,315	33,333	100,000	
			812.7 - Sust. Mkt. Traditional				30,743	23,333	70,000	
			812.9 - DigitalSocialMedCampaig				50,460	92,667	278,000	
			Total 812 - Advertising				249,299	314,908	929,906	

Profit & Loss (cont.)

Fiscal YTD Through October 2024

1:30 PM
11/06/24
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July through October 2024

		YTD Actual	YTD Budget	Annual Budget
	813 - Sports Tourism			
	813.1 - SOSC	1,250	1,667	5,000
	813.2 - Sports Tourism	11,238	13,180	39,540
	813.3 - Salary	21,667	21,667	65,000
	813.4 - Benefits	2,340	4,817	21,360
	Total 813 - Sports Tourism	36,494	41,330	130,900
	814 - Brochures & Printing	1,530	6,000	18,000
	816 - Art, Design Services	18,362	25,833	60,000
	818 - Conv. Sales/Group Tours			
	818.1 - Conv. Sales/Group Tours	971	6,167	18,500
	818.2 - Salaries	19,685	19,685	59,055
	818.3 - Benefits	5,683	5,505	17,000
	Total 818 - Conv. Sales/Group Tours	26,339	31,356	94,555
	819- Promo Materials/Brand			
	819.1 - Promotional Partnership	0	1,000	3,000
	819.2 - Brand Merchandise	715	2,667	8,000
	Total 819- Promo Materials/Brand	715	3,667	11,000
	820 - Spec. Proj/Programs	4,021	5,521	16,564
	822 - Research	16,930	16,930	20,197
	824 - Website	10,557	10,556	19,000
	840 - Visitor Services			
	840.1 - Visitor Services	5,840	7,480	19,021
	840.4 - Airport			
	840.41 - Airport Ad Expense	1,762	1,200	3,400
	840.42 - Airport Support	9,083	10,767	32,300
	Total 840.4 - Airport	10,845	11,967	35,700
	Total 840 - Visitor Services	16,685	19,447	54,721
	Total Promotion Expense	380,932	475,549	1,354,844
	Sales & Travel			
	650 - Trade/Travel Shows/Confer			
	650.1 - Conferences	1,920	2,445	6,695
	650.3 - Tradeshows	1,200	1,200	2,600
	650.5 - Stakeholder Partnerships	330	333	1,000
	Total 650 - Trade/Travel Shows/Confer	3,450	3,978	10,295
	654 - Dues and Subscriptions	3,571	2,053	7,269
	656 - Sales Travel, Meetings			
	656.1 - Conferences	3,156	2,200	15,300
	656.3 - Tradeshows	974	1,500	4,000
	656.7 - Local Sales/Meeting	4,543	5,560	16,680
	Total 656 - Sales Travel, Meetings	8,673	9,260	35,980
	Total Sales & Travel	15,694	15,291	53,544
	Total Expense	485,871	582,703	1,684,463
	Net Ordinary Income	259,390	98,667	0
	Net Income	259,390	98,667	0

Tourism Data Metrics

September 2024 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	69.8%	-3%	67.8%	-3%	67.3%	0%
Average Daily Rate	\$119.89	-1%	\$136.20	0%	\$171.87	0%
Rev. Per Available Room	\$83.68	-4%	\$92.34	-3%	\$115.63	0%

YEAR-TO-DATE July '24 - Sept. '24 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	74.1%	3%	72.0%	2%	72.6%	3%
Average Daily Rate	\$129.03	1%	\$145.80	-1%	\$186.77	0%
Rev. Per Available Room	\$95.64	3%	\$105.01	1%	\$135.64	3%
Room Demand	195,832	3%	342,427	4%	6.2 M	4%
Room Supply	264,182	1%	475,443	2%	8.5 M	1%
Room Revenue	\$25.3 M	4%	\$49.9 M	3%	\$1.2 B	4%

Sources: STR & AirDNA

Visitor Services Tracking

Fiscal YTD Through October 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	121	21	428	302	2,292	703	4,423	202	16,022
NOV									
DEC									
JAN									
FEB									
MAR									
APR									
MAY									
JUN									
TOTAL	661	116	1,734	1,424	10,097	4,411	18,999	860	77,144
TOTAL YTD 23-24	564	162	1,775	1,734	8,411	1,941	14,023	996	88,779
% Chg	17%	-28%	-2%	-18%	20%	127%	35%	-14%	-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	60	838	11	111	10	11	1,041	OCT	5,464
NOV								NOV	
DEC								DEC	
JAN								JAN	
FEB								FEB	
MAR								MAR	
APR								APR	
MAY								MAY	
JUN								JUN	
TOTAL	303	5,284	39	384	99	29	6,138	TOTAL	25,137
TOTAL YTD 23-24	312	0	30	330	73	55	770	TOTAL YTD 23-24	15,357
% Chg	-3%	N/A	30%	16%	36%	-47%	697%	% Chg	64%

*Note: Started tracking at Rogue X in January 2024

Community Partnership/Event Promotion Tracker

Fiscal YTD Through October 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 Summer Series (in Medford)	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	\$200	\$1,200	Sports & Outdoors
6	Medford Rogues	Summer	\$900	\$900		\$900	Sports & Outdoors
7	Savor Southern Oregon	June 2025	Event Host	\$395		\$395	Wine & Beer
8	Cascade Collegiate Conference Soccer Championships	November	\$8,500	\$1,000		\$1,000	Sports & Outdoors
9	Red Hawk Ridge Freestyle Jam	September	\$1,500	\$1,000		\$1,000	Sports & Outdoors
TOTAL			\$20,900	\$13,295	\$200	\$11,495	

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
3	End of the Line (Rogue Marathon & Ride for a Cause)	Oct 2024	\$2,500	\$1,675		\$1,675	Downtown
TOTAL			\$9,000	\$8,860	\$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	\$5,000		\$5,000	Sports & Outdoors
TOTAL			\$5,000	\$5,000	\$0	\$5,000	

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	\$9,000	\$8,860	\$200	\$9,060
Sports & Outdoors	10	\$30,900	\$22,900	\$200	\$23,100
Wine & Beer	1	\$0	\$395	\$0	\$395
TOTAL	14	\$41,900	\$34,155	\$400	\$34,555

Expedia Direct Booking "Always On Campaign"

Run Dates: Aug. 1 - Oct. 31

Display Ads	Ad Spend	Impressions	Clicks	CTR	Revenue	ROAS
	\$36,446	1,103,410	1,799	0.16%	\$635K	17.4

Display Performance Summary - Travel Medford

POS Name	Impressions	Clicks	CTR	Ad Spend	Revenue	ROAS
Expedia US	369K	234	0.06%	\$7,279	\$104K	14.3
ExpediaPlus US	503K	1,094	0.22%	\$21,684	\$241K	11.1
Hotels.com US	214K	436	0.20%	\$6,898	\$284K	41.2

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Revenue	ROAS
1,086K	1,764	0.16%	\$36K	5,161	0	\$629K	17.5

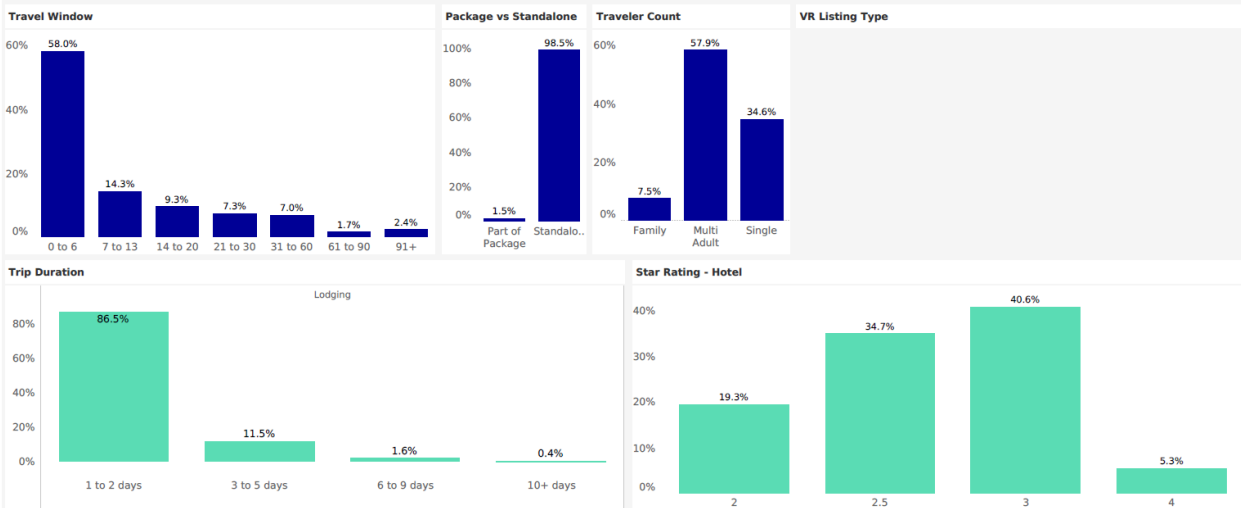
Impressions	Clicks	ROAS
99,891	168	39.5
24,552	35	10.1

Reporting Period: 8/1/2024 - 10/31/2024

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Conversion Insights - Travel Medford



Reporting Period: 8/1/2024 - 10/31/2024

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