



Thurston County Tourism Promotion Area Commission Meeting Agenda
Friday, March 24, 2017 • 1:00 pm
OrgSupport Office, 2637 12th Court SW, Olympia, WA 98502

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of October 31, 2016 Minutes
3. VCB Report
 - a. STR Report
 - b. Marketing and Communications Report
 - c. Financials Review
 - d. VCB Destination Branding Update
4. 2017 Budget
5. TPA Meeting Locations and Schedule Acceptance
6. Officer Appointments
 - a. Chair
 - b. Vice-Chair
7. Thurston County Sports Commission
8. Hoteliers Roundtable
9. Items from the Floor
10. Adjournment

Next Meeting: April 24, 2017



Thurston County Tourism Promotion Area Commission Meeting Agenda
Monday, October 31, 2016 • 3:30 pm
OrgSupport Office, 2637 12th Ct SW, Olympia, WA 98502

ATTENDEES: DeEsta Denver (phone), Jeetu Chaudhry, Valerie Walters, Ryan Kang, Jeff Bowe (staff), Moira Davin (staff), Craig Ottavelli (staff)

MINUTES

1. Welcome & Call to Order – **Ryan Kang called the meeting to order at 4:00 pm.**
2. Consent Calendar – **It was moved, second, passed unanimously to approve the consent calendar as presented.**
 - a. Approval of August 29, 2016 Minutes
3. VCB Report
 - a. STR Report – Moira Davin shared details from the Thurston County STR Report.
 - b. Marketing and Communications Report – VCB Director of Sales Jeff Bowe reported on his work promoting Thurston County to tour and travel, sporting events, and meetings.
 - c. Financials Review – Commissioners reviewed the September statement of income and expense.
 - d. VCB Destination Branding Update – Commissioners discussed the branding update with VCB staff.
4. TPA Meeting Locations – *OrgSupport will poll the commissioners about meeting locations for the 2016-17 year providing an opportunity for properties to host the meeting.*
5. Commissioner Nominations – **It was moved, second, passed unanimously to recommend to the Board of County Commissioners appointment of Michael Gustaves, Ramada Hotel, to the Thurston County Hotel and Motel Commission.** *OrgSupport will prepare a letter to the Board of County Commissioners with the appointment recommendation for Mr. Michael Gustaves.*
6. Adjournment – **Ryan Kang adjourned the meeting at 4:10 pm.**

Next Meeting: February 27, 2017

Olympia-Lacey-Tumwater Visitor & Convention Bureau Revenue & Expense Budget Performance

December 2016

Accrual Basis

| | Dec 16 | Budget | % of Budget | Jan - Dec 16 | YTD Budget | % of Budget | Annual Budget |
|--|-------------------|------------------|----------------|---------------------|---------------------|----------------|---------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| LTAC | | | | | | | |
| LTAC-Lacey | 20,000.00 | 20,000.00 | 100.0% | 80,000.00 | 80,000.00 | 100.0% | 80,000.00 |
| LTAC-Olympia | 8,333.33 | 8,333.37 | 100.0% | 99,999.96 | 100,000.00 | 100.0% | 100,000.00 |
| LTAC-Tumwater | 1,833.37 | 1,833.37 | 100.0% | 22,000.00 | 22,000.00 | 100.0% | 22,000.00 |
| Total LTAC | 30,166.70 | 30,166.74 | 100.0% | 201,999.96 | 202,000.00 | 100.0% | 202,000.00 |
| Total Membership | 2,350.00 | 3,000.00 | 78.33% | 22,250.00 | 36,000.00 | 61.81% | 36,000.00 |
| Advertising | 0.00 | 0.00 | 0.0% | 1,056.60 | 18,125.00 | 5.83% | 18,125.00 |
| Event Income | 0.00 | 750.00 | 0.0% | 9,474.78 | 8,000.00 | 118.44% | 8,000.00 |
| In Kind Event Income | 0.00 | 0.00 | 0.0% | 12,473.60 | 6,875.00 | 181.43% | 6,875.00 |
| Sponsorship | 0.00 | 0.00 | 0.0% | 12,750.00 | 5,000.00 | 255.0% | 5,000.00 |
| Total Private Funds | 0.00 | 750.00 | 0.0% | 35,754.98 | 38,000.00 | 94.09% | 38,000.00 |
| Total TPA Income | 77,381.00 | 54,505.50 | 141.97% | 811,844.93 | 725,931.86 | 111.84% | 725,931.86 |
| Total Income | 109,897.70 | 88,422.24 | 124.29% | 1,071,849.87 | 1,001,931.86 | 106.98% | 1,001,931.86 |
| Gross Profit | 109,897.70 | 88,422.24 | 124.29% | 1,071,849.87 | 1,001,931.86 | 106.98% | 1,001,931.86 |
| Total Annual Meeting | 0.00 | 0.00 | 0.0% | 15,672.86 | 7,800.00 | 200.93% | 7,800.00 |
| Meals & Registrations | -235.00 | 750.00 | -31.33% | 2,243.02 | 4,500.00 | 49.85% | 4,500.00 |
| Total Member Events | 0.00 | 268.00 | 0.0% | 217.03 | 1,140.00 | 19.04% | 1,140.00 |
| Total Community Relations | -235.00 | 1,018.00 | -23.08% | 18,132.91 | 13,440.00 | 134.92% | 13,440.00 |
| Advertising | 20,832.55 | 8,350.00 | 249.49% | 105,200.89 | 114,267.00 | 92.07% | 114,267.00 |
| Content Development | 2,830.00 | 2,833.37 | 99.88% | 35,364.64 | 34,000.00 | 104.01% | 34,000.00 |
| Distribution | 0.00 | 5,450.00 | 0.0% | 19,735.72 | 29,000.00 | 68.05% | 29,000.00 |
| Layout & Design | 16,223.65 | 1,000.00 | 1,622.37% | 19,987.76 | 54,000.00 | 37.01% | 54,000.00 |
| Total Media FAM Tours | 141.89 | 1,500.00 | 9.46% | 6,458.42 | 18,000.00 | 35.88% | 18,000.00 |
| Membership & Research | -1,325.00 | 0.00 | 100.0% | 10,215.00 | 8,500.00 | 120.18% | 8,500.00 |
| Total Other | 15,889.16 | 0.00 | 100.0% | 104,775.61 | 106,575.00 | 98.31% | 106,575.00 |
| Printing & Brochures | 2,931.81 | 0.00 | 100.0% | 11,032.19 | 15,900.00 | 69.39% | 15,900.00 |
| Total Product & Developn | 2,400.00 | 0.00 | 100.0% | 14,417.70 | 34,500.00 | 41.79% | 34,500.00 |
| Promotional Items | 78.41 | 0.00 | 100.0% | 723.82 | 1,000.00 | 72.38% | 1,000.00 |
| Total Visitor Guide | 0.00 | 17,975.00 | 0.0% | 11,387.03 | 53,875.00 | 21.14% | 53,875.00 |
| Website | 17,056.97 | 2,763.88 | 617.14% | 36,107.57 | 55,667.00 | 64.86% | 55,667.00 |
| Total Marketing & Communica | 77,059.44 | 39,872.25 | 193.27% | 375,406.35 | 525,284.00 | 71.47% | 525,284.00 |
| Total Bank Charges | 7.15 | 45.00 | 15.89% | 154.04 | 540.00 | 28.53% | 540.00 |
| Equipment | 713.75 | 0.00 | 100.0% | 2,644.74 | 3,300.00 | 80.14% | 3,300.00 |
| Insurance | 0.00 | 0.00 | 0.0% | 2,036.00 | 2,600.00 | 78.31% | 2,600.00 |
| Total Internet and Techno | 3,130.89 | 1,671.88 | 187.27% | 21,235.58 | 20,063.00 | 105.84% | 20,063.00 |
| Licenses & Fees | 0.00 | 0.00 | 0.0% | 140.00 | 210.00 | 66.67% | 210.00 |
| Total Personnel Expense | 36,534.64 | 34,966.76 | 104.48% | 389,844.68 | 426,102.00 | 91.49% | 426,102.00 |
| Postage and Shipping | 159.82 | 105.00 | 152.21% | 1,577.24 | 1,260.00 | 125.18% | 1,260.00 |
| Printing | 176.93 | 316.63 | 55.88% | 2,962.10 | 3,800.00 | 77.95% | 3,800.00 |

| | Dec 16 | Budget | % of Budget | Jan - Dec 16 | YTD Budget | % of Budget | Annual Budget |
|---------------------------|-------------------|------------------|----------------|-------------------|--------------------|-----------------|--------------------|
| Total Professional Develo | 0.00 | 0.00 | 0.0% | 7,906.01 | 7,095.00 | 111.43% | 7,095.00 |
| Total Professional Fees | 0.00 | 8,000.00 | 0.0% | 4,350.00 | 15,000.00 | 29.0% | 15,000.00 |
| Recurring Contract Servic | 377.35 | 400.00 | 94.34% | 2,846.87 | 2,875.00 | 99.02% | 2,875.00 |
| Registration Fees | 0.00 | 0.00 | 0.0% | 1,020.00 | 965.00 | 105.7% | 965.00 |
| Rent & Facility Charges | 3,769.27 | 1,585.27 | 237.77% | 21,460.24 | 21,023.00 | 102.08% | 21,023.00 |
| Supplies | 1,961.43 | 900.00 | 217.94% | 7,550.38 | 8,050.00 | 93.79% | 8,050.00 |
| Total Travel Expenses | 194.55 | 710.00 | 27.4% | 5,216.19 | 14,500.00 | 35.97% | 14,500.00 |
| Total Operations | 47,025.78 | 48,700.54 | 96.56% | 471,094.07 | 527,383.00 | 89.33% | 527,383.00 |
| Event Sponsorship & Bid | 0.00 | 0.00 | 0.0% | 8,167.97 | 14,500.00 | 56.33% | 14,500.00 |
| Total FAM Tours | 440.66 | 300.00 | 146.89% | 2,794.00 | 3,500.00 | 79.83% | 3,500.00 |
| Total Tradeshows | 7,661.72 | 0.00 | 100.0% | 27,911.77 | 27,421.00 | 101.79% | 27,421.00 |
| Total Sales | 8,102.38 | 300.00 | 2,700.79% | 38,873.74 | 45,421.00 | 85.59% | 45,421.00 |
| Total Internet & Technolo | 0.00 | 0.00 | 0.0% | 0.00 | 350.00 | 0.0% | 350.00 |
| Total Marketing & Operati | 0.00 | 30.00 | 0.0% | 2,086.35 | 2,410.00 | 86.57% | 2,410.00 |
| Total Professional Fees | 2,182.17 | 2,181.88 | 100.01% | 26,003.87 | 26,183.00 | 99.32% | 26,183.00 |
| Total TPA Administration | 2,182.17 | 2,211.88 | 98.66% | 28,090.22 | 28,943.00 | 97.05% | 28,943.00 |
| Total Expense | 134,242.76 | 92,102.67 | 145.75% | 931,713.79 | 1,140,471.00 | 81.7% | 1,140,471.00 |
| Net Ordinary Income | -24,345.06 | -3,680.43 | 661.47% | 140,136.08 | -138,539.14 | -101.15% | -138,539.14 |
| Net Income | -24,314.43 | -3,680.43 | 660.64% | 140,389.66 | -138,539.14 | -101.34% | -138,539.14 |
| TPA Carry Forward 2015* | | | | | 140,000.00 | | 140,000.00 |
| Net Income | | | | | 1460.86 | | 1460.86 |

MONTHLY UPDATE

December 2016

A MESSAGE FROM YOUR DESTINATION MARKETING TEAM

VCB Members and Friends,

We exceeded our 2016 goals and are ready for a stellar 2017 connecting visitors with our destination and driving economic impact.

This year our team embarked on brand research that determined, among other unique assets, that we are a basecamp for multi-day discovery. An example of this is Eagle Rock Tours, a packaged travel company, who is using Thurston County as a basecamp to their adventure. They have booked their stay at the La Quinta in Tumwater while they explore our region as well as take an easy day trip to Mount Rainier.

Other 2016 success includes the Thurston Bountiful Byway that earned significant media attention. Outreach initiatives resulted in 180 million impressions in publications such as coverage in LA Times, Seattle Times and USA Today.

Our sales efforts successfully brought in large sports groups such as GNAC and WIAA which led to booked room nights and greater visitor spending to the region. We are also excited to welcome the Northwest Athletic (NWAC) Directors Conference in February and to host a reception to help gain exposure for our region's capacity to host NWAC events.

We look forward to expanding these efforts into 2017 to connect our region with more visitors and groups stays.

Sincerely,
Your Destination Marketing Team

Thurston Co. STR Report

| | December Average |
|---------------------------------|------------------|
| Occupancy (%) | |
| 2016 | 52.33% |
| 2015 | 52.39% |
| Percent Change | -0.12% |
| | |
| Average Daily Rate (ADR) | |
| 2016 | 129.79 |
| 2015 | 136.68 |
| Percent Change | -5.04% |



SCORECARD AT-A-GLANCE

December 2016

2016 Goal Tracking

| | December Actual | December Goal | YTD Actual | % Annual Goal | Annual Goal |
|---|-----------------|---------------|-------------|---------------|-------------|
| Marketing & Communications Goals | | | | | |
| Unique Web Visits | 12,777 | 11,750 | 161,764 | 114% | 141,000 |
| Social Media Total Reach | 133,389 | 71,683 | 1,010,367 | 117% | 860,191 |
| Earned Media Placements | 2 | 5 | 106 | 163% | 65 articles |
| PR Impressions | 29,521,458 | 2,666,667 | 250,467,714 | 782% | 32 million |
| Group Sales Goals | | | | | |
| Lead Room Nights | 198 | 333 | 48,992 | 1,224% | 4,000 |
| Booked Room Nights | 0 | 104 | 2,326 | 186% | 1,250 |
| Meeting & Event Leads | 12 | 6 | 89 | 127% | 70 |
| Meeting & Event Leads Booked | 0 | 1 | 16 | 114% | 14 |
| Travel Trade: Number of Developed Suggested Itineraries | 0 | 0 | 7 | 350% | 2 |
| Visitor Services Goals | | | | | |
| Walk-in Visitors Served at Visitor Information Center (VIC) | 2,290 | 1,917 | 31,055 | 135% | 23,000 |

Notes: Monthly Goal = Annual Goal/12 months, monthly goals do not account for seasonal fluctuations

* The US Airforce is planning a training at JBLM in July and Aug. of 2017. They requested about 2,000 rooms a night for 21 nights, totaling 42,000 room nights. Some rooms will likely be booked in Pierce Co., but we are working to capture as much of the business as possible in Thurston Co.

Booked Business

Lost Business

National Conference of State Legislators

FAM Tours Hosted

Jenise Silva, Freelance for Parachute, and Edible Seattle

Articles Published

Parachute, Dec. 19, 2016
Wolf Haven

Parachute, Dec. 19, 2016
Where Anthony Bourdain Would Go If He Visited Olympia Today

For more information or to get involved with the Wedding Collaborative and/or the Sports Task Force contact Director of Sales, Jeff Bowe at Jeff@VisitOlympia.com



2017 Meeting Schedule

| | |
|-------------------|----------------|
| February 27, 2017 | Prairie Hotel |
| April 24, 2017 | Governor Hotel |
| June 26, 2017 | |
| August 28, 2017 | |
| October 30, 2017 | |



TOURISM PROMOTION AREA HOTEL AND MOTEL COMMISSION • 2016

| Name | Position | Status | Business | Address | CSZ | Phone | Email | Term |
|------------------|----------|---------------|-----------------------|------------------------------|----------------------|-------------------|--|------------|
| Chami Ro | 5 | Current | Tumwater Comfort Inn | 1620 74 th Ave SW | Olympia, WA 98501 | 360-352-0691 | chami.ro@comcast.net | 2014-2017 |
| DeEsta Denver | 6 | Current | DoubleTree Olympia | 415 Capitol Way North | Olympia, WA 98501 | 360-570-0555 x506 | Deesta.denver@hilton.com | 2016-2018 |
| Denise Hibbeln | 7 | Current Chair | Prairie Hotel | 701 Prairie Park Ln SE | Yelm, WA 98597 | 360.458.7555 | deniseb@prairiehotel.com | 2014-2017 |
| Jeetu Chaudhry | 1 | Current | Holiday Inn Express | 4460 3 rd Ave SE | Lacey, WA 98503 | 360-491-7985 | jeetuchaudhry@yahoo.com | 2016-2018 |
| Michael Gustaves | 4 | Current | Ramada Inn | 4520 Martin Way East | Olympia, WA 98516 US | 360-349-6656 | Michael.gustaves@olyramada.com | 2017- 2019 |
| Ryan Kang | 2 | Current | The Governor Hotel | 621 Capitol Way S | Olympia, WA 98501 | 360-352-7700 | ryank@olympiagovernorhotel.com | 2016-2018 |
| Valerie Walters | 3 | Current | Tumwater Best Western | 5188 Capitol Blvd | Tumwater, WA 98501 | 360-956-1235 | valerie@bwtumwater.com | 2016-2018 |