



Thurston County Hotel & Motel Commission Meeting Agenda
Monday, August 28, 2017 • 3:30 pm

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of June 26, 2017 Minutes
 - b. Financials
3. Commissioner Reappointment
 - a. Chami Ro
 - b. Denise Hibbeln
4. STR Report
5. 2018 Proposed Budget
6. Marketing & Communications Report
7. Items from the Floor
8. Adjournment

Next Meeting: October 30, 2017



Thurston County Hotel & Motel Commission Meeting
Tuesday, June 26, 2017 • 3:30 pm
Ramada Hotel, 4520 Martin Way E, Olympia, WA 98516

ATTENDEES: DeEsta Denver, Jetu Chaudhry, Denise Hibbeln, Valerie Walters, Michael Gustaves, John Hutchings, Michael Cordier, Nick Durant, Shauna Stewart (staff), Craig Ottavelli (staff)

MINUTES

1. Call to Order – **Chair Michael Gustaves called the meeting to order at 3:40 pm.**
2. Consent Calendar – **It was moved, second, passed unanimously to approve the consent calendar as presented.**
 - a. Approval of May 16, 2017 Minutes
 - b. Financials
3. STR Report – Shauna Stewart presented updated scorecards.
4. Marketing & Communications Report
 - a. The Advisory Committee provided strategic advice to the VCB on sports tourism and has been meeting regularly. The committee is working to develop a logo and graphic identity to facilitate branding the destination for sports activities.
 - b. Web visits were down in April and May due to significant virus problems. The next TPA meeting will include a demonstration of the newly launched VCB website.
 - c. Apple Fritter Ice Chips are available for properties to include as VIP giveaways. Contact the VCB directly to learn how to obtain Ice Chips directly from the company.
 - d. VCB administrative offices will move to co-locate with TRPC in August. The Visitor Information Center will expand to become a better and more dynamic experience for visitors. Member businesses may have opportunities for advertising in the expanded space.
 - e. A property survey has been distributed. TPA Commissioners are encouraged to complete the survey for their property.
 - f. A Smith Travel Research report will again be used to forecast for 2018.
5. Items from the Floor
 - a. August 5 – Yelm is hosting its first annual jazz festival.
 - b. July 29 – Yelm is hosting a UFO festival.
6. Adjournment – **Michael Gustaves adjourned the meeting at 4:25 pm.**

Next Meeting: August 28, 2017

Olympia-Lacey-Tumwater Visitor & Convention Bureau
Revenue & Expense Budget Performance
June 2017

Accrual Basis

	Jun 17	Budget	% of Budget	Jan - Jun 17	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
LTAC							
LTAC-Lacey	20,000.00	0.00	100.0%	40,000.00	40,000.00	100.0%	80,000.00
LTAC-Olympia	8,333.33	8,333.33	100.0%	49,999.98	50,000.02	100.0%	100,000.00
LTAC-Tumwater	2,613.33	2,613.33	100.0%	15,679.98	15,680.02	100.0%	31,360.00
Total LTAC	30,946.66	10,946.66	282.7%	105,679.96	105,680.04	100.0%	211,360.00
Total Membership	2,700.00	1,362.00	198.24%	12,700.00	8,178.00	155.3%	16,350.00
Private Funds							
Advertising	0.00	0.00	0.0%	150.00	44,870.00	0.33%	44,870.00
Event Income	0.00	0.00	0.0%	7,645.00	11,375.00	67.21%	11,375.00
In Kind Event Income	0.00	0.00	0.0%	15,673.00	18,000.00	87.07%	18,000.00
Sponsorship	0.00	0.00	0.0%	35,000.00	35,000.00	100.0%	35,000.00
Total Private Funds	0.00	0.00	0.0%	58,468.00	109,245.00	53.52%	109,245.00
Total TPA Income	76,127.35	69,414.16	109.67%	392,122.64	352,527.44	111.23%	844,310.52
Total Income	109,774.01	81,722.82	134.33%	568,970.60	575,630.48	98.84%	1,181,265.52
Gross Profit	109,774.01	81,722.82	134.33%	568,970.60	575,630.48	98.84%	1,181,265.52
Expense							
Community Relations							
Total Annual Meeting	49.00	500.00	9.8%	20,031.14	22,250.00	90.03%	22,250.00
Meals & Registrations	364.14	291.67	124.85%	1,476.51	1,750.02	84.37%	3,500.00
Total Member Events	0.00	1,820.01	0.0%	2.17	1,820.01	0.12%	5,240.00
Total Community Relations	413.14	2,611.68	15.82%	21,509.82	25,820.03	83.31%	30,990.00
Marketing & Communications							
Advertising	3,949.54	55,175.00	7.16%	62,892.83	121,658.00	51.7%	248,943.00
Content Development	3,128.24	2,830.00	110.54%	14,795.37	17,980.00	82.29%	34,960.00
Distribution	0.00	0.00	0.0%	0.00	17,160.00	0.0%	17,160.00
Layout & Design	829.66	0.00	100.0%	4,633.53	11,000.00	42.12%	61,500.00
Total Media FAM Tours	1,021.18	1,504.17	67.89%	2,305.82	8,975.02	25.69%	18,000.00
Membership & Research	5,340.00	770.00	693.51%	17,188.66	12,874.00	133.52%	32,224.00
Printing & Brochures	47.83	500.00	9.57%	3,916.67	4,000.00	97.92%	10,300.00
Total Product & Development	0.00	5,500.00	0.0%	3,975.32	16,500.00	24.09%	27,000.00
Promotional Items	0.00	0.00	0.0%	269.18	2,000.00	13.46%	2,000.00
Total Special Projects	0.00	2,000.00	0.0%	11,243.85	31,950.00	35.19%	51,950.00
Visitor Guide	0.00	0.00	0.0%	26,498.50	72,870.00	36.36%	72,870.00
Website	0.00	500.00	0.0%	58,419.70	59,867.00	97.58%	74,967.00
Total Marketing & Communications	14,316.45	68,779.17	20.82%	206,139.43	376,834.02	54.7%	651,874.00
Operations							
Total Bank Charges	-0.85	0.00	100.0%	32.04	325.00	9.86%	325.00
Equipment	0.00	0.00	0.0%	3,680.97	3,500.00	105.17%	5,000.00
Insurance	0.00	0.00	0.0%	2,092.00	2,400.00	87.17%	2,400.00
Total Internet and Technology	1,308.54	1,952.12	67.03%	10,802.79	12,503.72	86.4%	24,216.00
Licenses & Fees	0.00	0.00	0.0%	55.00	130.00	42.31%	200.00
Total Personnel Expense	32,712.30	37,561.10	87.09%	203,410.80	215,366.55	94.45%	467,913.13
Postage and Shipping	70.14	186.67	37.57%	588.35	1,119.98	52.53%	2,240.00
Printing	523.42	397.92	131.54%	2,220.30	2,387.48	93.0%	4,775.00
Total Professional Development	2,988.92	0.00	100.0%	5,458.92	1,890.00	288.83%	12,640.00
Total Professional Fees	905.00	5,816.67	15.56%	24,970.58	18,199.98	137.2%	18,900.00
Rent & Facility Charges	1,650.27	1,949.25	84.66%	9,673.22	11,695.50	82.71%	43,391.00
Supplies	154.95	650.00	23.84%	1,901.43	4,000.00	47.54%	8,000.00
Total Travel Expenses	2,048.14	354.17	578.29%	4,574.24	4,559.98	100.31%	13,435.00
Total Operations	42,360.83	48,867.90	86.68%	269,460.64	278,078.19	96.9%	603,435.13
Sales							
Event Sponsorship & Bid Fees	0.00	0.00	0.0%	4,436.43	5,500.00	80.66%	10,000.00
Total FAM Tours	43.70	0.00	100.0%	980.53	1,500.00	65.37%	3,000.00
Total Tradeshowes	696.74	4,490.00	15.52%	5,594.29	17,140.00	32.64%	30,065.00
Total Sales	740.44	4,490.00	16.49%	11,011.25	24,140.00	45.61%	43,065.00
TPA Administration							
Internet & Technology	692.80			692.80			

	Jun 17	Budget	% of Budget	Jan - Jun 17	YTD Budget	% of Budget	Annual Budget
Marketing & Operations							
Insurance	0.00	0.00	0.0%	2,171.00	2,000.00	108.55%	2,000.00
Licenses & Fees	0.00	0.00	0.0%	0.00	50.00	0.0%	50.00
Postage	0.49	5.00	9.8%	13.79	30.00	45.97%	60.00
Printing	7.55	20.00	37.75%	23.35	135.00	17.3%	200.00
Total Marketing & Operations	8.04	25.00	32.16%	2,208.14	2,215.00	99.69%	2,310.00
Professional Fees							
Legal & Accounting	294.17	293.92	100.09%	1,653.02	1,763.48	93.74%	3,527.00
Recurring Contract Services	2,000.00	2,000.00	100.0%	12,000.00	12,000.00	100.0%	24,000.00
Total Professional Fees	2,294.17	2,293.92	100.01%	13,653.02	13,763.48	99.2%	27,527.00
Total TPA Administration	2,995.01	2,318.92	129.16%	16,553.96	15,978.48	103.6%	29,837.00
Total Expense	60,825.87	127,067.67	47.87%	524,675.10	720,850.72	72.79%	1,359,201.13
Net Ordinary Income	48,948.14	-45,344.85	-107.95%	44,295.50	-145,220.24	-30.5%	-177,935.61
Net Other Income	27.03	0.00	100.0%	159.44	0.00	100.0%	0.00
Net Income	48,975.17	-45,344.85	-108.01%	44,454.94	-145,220.24	-30.61%	-177,935.61
*Carry Forward TPA 2016							\$ 179,913.00
Adjusted Net Income							\$ 1,977.39

June 2017



A MESSAGE

From Your Destination Marketing Team

VCB MEMBERS AND FRIENDS,

We strive to hire the best of the best to work for the VCB and represent Thurston County well. We recently welcomed a new team member, Michael Cordier! As the new Office Manager, he will oversee the visitor information center and support the board of directors. Please help us welcome him!

You may know Michael already, as he comes to us from the Washington Center for the Performing Arts, but to get to know him better, we asked him a few fun questions!

WHAT FICTIONAL PLACE WOULD YOU MOST LIKE TO VISIT?

M: There are so many places that I would want to visit, but if I had to pick one I would go into the future...maybe to Star Trek?

WHAT ARE YOU LOOKING FORWARD TO IN THE COMING MONTHS?

M: Believe it or not, I'm looking forward to the rain again. I love the northwest, and a good rain makes me feel like I'm home.

WHAT ARE THREE THINGS STILL LEFT ON YOUR BUCKET LIST?

M: 1) Take a full trip on the Trans-Siberian railroad 2) Go to space 3) Tour Iceland

SCORECARD

At-A-Glance

MARKETING & COMMUNICATIONS GOALS	JUNE ACTUAL	JUNE GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Unique Web Visits	6,018	16,166	37,549	19%	194,000
Social Media Total Reach	72,329	97,785	506,762	43%	1,173,422
Earned Media Placements	9	10	60	49%	122 articles
PR Impressions	22,514,329	14,000,000	77,373,485	43%	177 million

ARTICLES PUBLISHED

***KING 5 EVENING**, Feb. 14, 2017
222 Market's Salt, Fire and Time featured for health benefits, local spot to try

***SUNSET MAGAZINE**, May 2017
Olympia Daytrip (not included in previous reporting)

THE RANGER, June 2, 2017
A Life Well Lived: Vic Lattin's Legacy Lives on at Lattin's Country Cider Mill and Farm

WANDER BOOMER, June 5-6, 2017
Nancy Mueller posted six shots from her Olympia tour to her Instagram

SEATTLE EATER, June 12, 2017
Chelsea Farms and Olympia are featured in, "The Great Pacific Oyster Trail"

SEATTLE EATER, June 12, 2017
Chelsea Farms included as top restaurant "worth a drive"

THE RANGER, June 22, 2017
Lattin's Country Cider Mill and Farm Inspires Ice Chips' Flavor of Thurston County

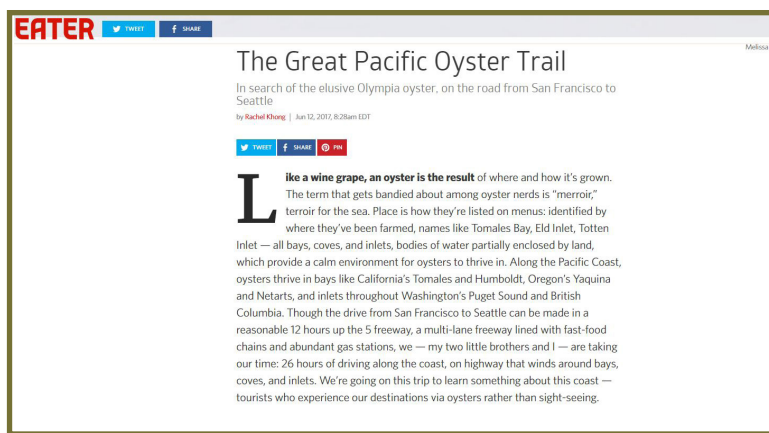
*Articles not included in previous reporting

FAM TOURS HOSTED

NANCY MUELLER, WANDER BOOMER
CAROLYN YUEN MARINA, HEY PRETTY THING

HEY PRETTY THING, June 26, 2017
Carolyn Yuen Marina posted to her Instagram during her visit to Olympia.

EDIBLE SEATTLE, July/August 2017
Pacific Northwest Mushroom Festival featured



GROUP SALES GOALS	JUNE ACTUAL	JUNE GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Lead Room Nights	1,478	666	5,991	74%	8,000
Booked Room Nights	20	220	1,413	54%	2,640
Meeting & Event Leads	9	6	91	123%	74
Meeting & Event Leads Booked	6	1	23	115%	20

BOOKED BUSINESS

AMERICAN KENNEL CLUB

Days Inn

OHIO NATIONAL FINANCIAL SERVICES

Indian Summer Golf & Country Club

4H KNOW YOUR GOVERNMENT PROGRAM

Olympia Center

NWAC CROSS COUNTRY CHAMPIONSHIP 2017

Saint Martin's University

NWAC CROSS COUNTRY CHAMPIONSHIP 2018

Saint Martin's University

NWAC CROSS COUNTRY CHAMPIONSHIP 2019

Saint Martin's University

THURSTON CO. STR REPORT

	JUNE AVERAGE
Occupancy (%)	
2017	76.97%
2016	82.40%
Percent Change	-6.58%
Average Daily Rate (ADR)	
2017	119.67
2016	119.69
Percent Change	-0.02%

LOST BUSINESS

American Holistic Nurses Association

American Society of Landscape Architects

Clan MacPherson Association

Emergency Medical Services

Retired Public Employees Council

Washington State Trails Coalition

TRADESHOWS

WASHINGTON SOCIETY OF ASSOCIATION EXECUTIVES (WSAE)

Sponsored inaugural golf tournament in partnership with Great Wolf Lodge

VISITOR SERVICES GOALS	JUNE ACTUAL	JUNE GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Walk-in Visitors Served at Visitor Information Center(VIC)	2,946	2,833	15,860	46%	34,000



SEE YOU NEXT MONTH!



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