



Thurston County Tourism Promotion Area Commission Meeting Agenda

Monday, August 29, 2016 • 3:30 pm

OrgSupport Office, 2637 12th Ct SW, Olympia, WA 98502

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of June 27, 2016 Minutes
3. VCB Report – Shauna Stewart
 - a. STR Report
 - b. Marketing and Communications Report
 - c. Financials Review
 - d. VCB 2017 Budget Review
 - e. VCB Destination Branding Update
4. Budget Review
5. Hoteliers Roundtable
6. Items from the Floor
7. Adjournment

Next Meeting: October 31, 2016



Thurston County Tourism Promotion Area Commission Meeting Agenda

Monday, June 27, 2016 • 3:30 pm

Ramada Inn, 4520 Martin Way E, Olympia, WA 98516

ATTENDEES: Denise Hibbeln, Jeetu Chaudhry, Natasha Jenkins, Valerie Walters, Ryan Kang, Chami Ro, Sandra Romero (Ex Officio), Jill Barnes (VCB Chair), Moira Davin (VCB staff), Craig Ottavelli (TPA staff)

MINUTES

1. Welcome & Call to Order – **Chair Hibbeln called the meeting to order at 3:35 pm.**
2. Consent Calendar (items of a routine nature) – **It was moved, second, passed unanimously to approve the consent calendar as presented.**
 - a. Approval of April 25, 2016 Minutes
3. VCB Report – Moira Davin reviewed reports with Commissioners:
 - a. STR Report
 - b. Marketing and Communications Report
 - c. Financials Review
 - d. Preliminary Budget Requests – Based on the STR projections and hotelier feedback the VCB plans to submit a preliminary budget that anticipates TPA revenue to remain level. All hoteliers were provided survey opportunities to help set priorities for the coming year.
4. VCB Membership Program – Based on feedback from the TPA Commissioners the VCB board created a new membership program. Moira Davin reviewed the parameters of the new program which includes all TPA recommendations.
5. Hoteliers Roundtable – Attendees discussed management related topics.
6. Items from the Floor
 - a. *OrgSupport will follow up with the new Hotel Association President to try to coordinate Hoteliers Association meetings with TPA meetings.* Commissioners concurred they would like all hoteliers to attend TPA meetings to participate in the Hoteliers Roundtable portion of the agenda.
7. Adjournment – **Chair Hibbeln adjourned the meeting.**

Next Meeting: August 29, 2016

Olympia-Lacey-Tumwater Visitor & Convention Bureau

Revenue & Expense Budget Performance

July 2016

	Jul 16	Budget	% of Budget	Jan - Jul 16	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
LTAC							
LTAC-Lacey	0.00	0.00	0.0%	40,000.00	40,000.00	100.0%	80,000.00
LTAC-Olympia	8,333.33	8,333.33	100.0%	58,333.31	58,333.31	100.0%	100,000.00
LTAC-Tumwater	1,833.33	1,833.33	100.0%	12,833.31	12,833.31	100.0%	22,000.00
Total LTAC	10,166.66	10,166.66	100.0%	111,166.62	111,166.62	100.0%	202,000.00
Total Membership	1,700.00	3,000.00	56.67%	10,310.00	21,000.00	49.1%	36,000.00
Advertising	75.00	0.00	100.0%	381.60	0.00	100.0%	18,125.00
Event Income	0.00	0.00	0.0%	9,432.78	6,500.00	145.12%	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	75.00	0.00	100.0%	35,037.98	18,375.00	190.68%	38,000.00
Total TPA Income	60,702.55	59,338.14	102.3%	399,671.24	384,956.96	103.82%	725,931.86
Total Income	72,644.21	72,504.80	100.19%	556,185.84	535,498.58	103.86%	1,001,931.86
Gross Profit	72,644.21	72,504.80	100.19%	556,185.84	535,498.58	103.86%	1,001,931.86
Expense							
Total Annual Meeting	0.00	0.00	0.0%	15,172.86	7,800.00	194.52%	7,800.00
Meals & Registrations	96.45	300.00	32.15%	1,303.07	2,550.00	51.1%	4,500.00
Total Member Events	19.60	8.50	230.59%	217.03	579.50	37.45%	1,140.00
Total Community Relations	116.05	308.50	37.62%	16,692.96	10,929.50	152.73%	13,440.00
Marketing & Communications							
Advertising	1,161.00	8,900.00	13.05%	36,777.52	70,417.00	52.23%	114,267.00
Content Development	2,830.00	2,833.33	99.88%	21,167.04	19,833.31	106.73%	34,000.00
Distribution	0.00	0.00	0.0%	19,735.72	17,550.00	112.45%	29,000.00
Layout & Design	0.00	1,000.00	0.0%	3,764.11	7,000.00	53.77%	54,000.00
Total Media FAM Tours	3,271.73	1,500.00	218.12%	3,772.93	10,500.00	35.93%	18,000.00
Membership & Research	1,325.00	0.00	100.0%	8,535.00	6,000.00	142.25%	8,500.00
Total Other	1.79	0.00	100.0%	74,658.59	106,575.00	70.05%	106,575.00
Printing & Brochures	0.00	2,800.00	0.0%	4,051.38	10,300.00	39.33%	15,900.00
Total Product & Development	6,278.47	6,000.00	104.64%	11,184.50	15,000.00	74.56%	34,500.00
Promotional Items	0.00	250.00	0.0%	5.41	750.00	0.72%	1,000.00
Total Visitor Guide	0.00	0.00	0.0%	11,387.03	0.00	100.0%	53,875.00
Website	3,600.00	2,763.92	130.25%	7,063.60	39,347.44	17.95%	55,667.00
Total Marketing & Communications	18,467.99	26,047.25	70.9%	202,102.83	303,272.75	66.64%	525,284.00
Total Bank Charges	21.45	45.00	47.67%	82.30	315.00	26.13%	540.00
Equipment	0.00	0.00	0.0%	1,463.46	1,300.00	112.57%	3,300.00
Insurance	0.00	0.00	0.0%	2,036.00	1,500.00	135.73%	2,600.00
Total Internet and Technology	1,291.33	1,671.92	77.24%	11,939.75	11,703.44	102.02%	20,063.00
Licenses & Fees	0.00	0.00	0.0%	130.00	140.00	92.86%	210.00
Total Personnel Expense	34,998.71	36,966.84	94.68%	226,506.20	249,267.88	90.87%	426,102.00
Postage	122.61	105.00	116.77%	1,073.74	735.00	146.09%	1,260.00
Printing	159.23	316.67	50.28%	1,889.26	2,216.69	85.23%	3,800.00
Total Professional Development	2,996.00	0.00	100.0%	7,372.01	3,450.00	213.68%	7,095.00
Total Professional Fees	850.00	2,500.00	34.0%	1,910.00	6,100.00	31.31%	15,000.00
Recurring Contract Services	220.85	225.00	98.16%	1,592.12	1,575.00	101.09%	2,875.00

Olympia-Lacey-Tumwater Visitor & Convention Bureau

Revenue & Expense Budget Performance

July 2016

	Jul 16	Budget	% of Budget	Jan - Jul 16	YTD Budget	% of Budget	Annual Budget
Registration Fees	0.00	0.00	0.0%	1,020.00	965.00	105.7%	965.00
Rent & Facility Charges	1,435.27	1,918.56	74.81%	10,980.89	12,430.07	88.34%	21,023.00
Supplies	374.77	650.00	57.66%	3,944.62	4,550.00	86.7%	8,050.00
Total Travel Expenses	1,398.15	660.00	211.84%	3,110.40	9,950.00	31.26%	14,500.00
Total Operations	43,868.37	45,058.99	97.36%	275,050.75	306,198.08	89.83%	527,383.00
Event Sponsorship & Bid Fee	0.00	1,000.00	0.0%	5,828.48	9,500.00	61.35%	14,500.00
Total FAM Tours	0.00	300.00	0.0%	809.89	2,250.00	36.0%	3,500.00
Total Tradeshows	1,295.00	0.00	100.0%	12,277.77	15,571.00	78.85%	27,421.00
Total Sales	1,295.00	1,300.00	99.62%	18,916.14	27,321.00	69.24%	45,421.00
Total Internet & Technology	0.00	0.00	0.0%	0.00	350.00	0.0%	350.00
Total Marketing & Operations	0.00	30.00	0.0%	2,034.95	2,260.00	90.04%	2,410.00
Total Professional Fees	182.17	2,181.92	8.35%	13,093.02	15,273.44	85.72%	26,183.00
Total TPA Administration	182.17	2,211.92	8.24%	15,127.97	17,883.44	84.59%	28,943.00
Total Expense	63,929.58	74,926.66	85.32%	527,890.65	665,604.77	79.31%	1,140,471.00
Net Ordinary Income	8,714.63	-2,421.86	-359.83%	28,295.19	-130,106.19	-21.75%	-138,539.14
Net Other Income		19.38		106.79			
	8,734.01	-2,421.86	-360.63%	28,401.98	-130,106.19	-21.83%	-138,539.14
* TPA Carry Forward 2015					140,000.00		140,000.00
Net Income					9,893.81		1,460.86

Olympia-Lacey-Tumwater Visitor & Convention Bureau
Profit & Loss Budget Overview
January through December 2017

Accrual Basis

	<u>Jan - Dec 17</u>
Ordinary Income/Expense	
Income	
LTAC	
LTAC-Lacey	80,000.00
LTAC-Olympia	100,000.00
LTAC-Tumwater	35,000.00
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Total LTAC	215,000.00
Membership	
New Memberships	3,600.00
Renewing Memberships	12,960.00
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Total Membership	16,560.00
Private Funds	
Advertising	44,870.00
Event Income	11,375.00
In Kind Event Income	18,000.00
Sponsorship	7,500.00
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Total Private Funds	81,745.00
TPA Income	
TPA Revenue	754,968.24
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Total TPA Income	754,968.24
Total Income	1,068,273.24
Gross Profit	1,068,273.24
Expense	
Community Relations	
Annual Meeting	
Advertising & Marketing	500.00
Bank Charges	250.00
In Kind Expense	18,000.00
Rent & Facility Charge	1,000.00
Supplies	2,500.00
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Total Annual Meeting	22,250.00
Meals & Registrations	3,500.00
Member Events	
Licenses & Fees	40.00
Printing	200.00
Supplies	5,000.00
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Total Member Events	5,240.00
Total Community Relations	30,990.00
Marketing & Communications	
Advertising	189,360.00
Content Development	35,960.00
Distribution	17,160.00
Layout & Design	31,000.00
Media FAM Tours	
Lodging	3,900.00
Meals & Entertainment	5,600.00
Other	5,950.00
Travel	2,550.00
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Total Media FAM Tours	18,000.00
Membership & Research	25,379.00
Other	
Apps	5,450.00
Re-branding	18,000.00
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Total Other	23,450.00
Printing & Brochures	11,000.00

Olympia-Lacey-Tumwater Visitor & Convention Bureau
Profit & Loss Budget Overview
January through December 2017

Accrual Basis

	<u>Jan - Dec 17</u>
Product & Development	
Craft Crawl	3,500.00
Jitter Trail	5,500.00
Libation District	4,000.00
Scenic Byway	8,500.00
SSWT	3,000.00
WA Bikes	2,000.00
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Total Product & Development	26,500.00
Promotional Items	2,000.00
Visitor Guide	
Content Development	28,000.00
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Total Visitor Guide	28,000.00
Website	32,167.00
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Total Marketing & Communications	439,976.00
Operations	
Bank Charges	
Bank Fees & Charges	100.00
Credit Card Processing	250.00
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Total Bank Charges	350.00
Equipment	3,000.00
Insurance	3,000.00
Internet and Technology	
Cellular	3,600.00
IT Services	5,075.00
Software & Online Fees	7,426.00
Telephone/Internet	4,250.00
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Total Internet and Technology	20,351.00
Licensing & Fees	200.00
Personnel Expense	
Benefits	30,101.00
Incentives	5,000.00
Payroll Taxes	50,983.00
Salaries & Hourly	336,086.00
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Total Personnel Expense	422,170.00
Postage	2,000.00
Printing	3,600.00
Professional Development	
Board Training	7,200.00
Conferences	4,005.00
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Total Professional Development	11,205.00
Professional Fees	
Accounting	8,400.00
Legal	2,500.00
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Total Professional Fees	10,900.00
Rent & Facility Charges	22,157.00
Supplies	7,800.00
Travel Expenses	
Airfare	2,400.00
Ground Transportation/Parking	1,300.00
Lodging	3,500.00
Meals	700.00
Mileage	4,075.00
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Total Travel Expenses	11,975.00
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Total Operations	518,708.00
Sales	
Event Sponsorship & Bid Fees	13,500.00

Olympia-Lacey-Tumwater Visitor & Convention Bureau
Profit & Loss Budget Overview
January through December 2017

Accrual Basis

	<u>Jan - Dec 17</u>
FAM Tours	
Lodging	1,000.00
Meals & Entertainment	1,000.00
Total FAM Tours	<u>2,000.00</u>
Tradeshows	
Giveaways	1,000.00
Other	7,000.00
Printing	500.00
Registration Fees	13,537.00
Travel	10,216.00
Total Tradeshows	<u>32,253.00</u>
Total Sales	47,753.00
TPA Administration	
Marketing & Operations	
Insurance	2,000.00
Licenses & Fees	50.00
Postage	60.00
Printing	200.00
Total Marketing & Operations	<u>2,310.00</u>
Professional Fees	
Legal & Accounting	2,183.00
Recurring Contract Services	<u>24,000.00</u>
Total Professional Fees	<u>26,183.00</u>
Total TPA Administration	<u>28,493.00</u>
Total Expense	<u>1,065,920.00</u>
Net Ordinary Income	<u>2,353.24</u>
Net Income	<u>2,353.24</u>

MONTHLY UPDATE

July 2016

A MESSAGE FROM YOUR DESTINATION MARKETING TEAM

VCB Members and Friends,

We hope you are enjoying these beautiful summer days in Thurston County!

In July we had the pleasure of hosting 14 VIP media for a **Foodie Field Trip**. These highly qualified travel and lifestyle writers represented publications such as AAA Journey, Washington Post, KOMO, Seattle Times, Seattle Magazine, Portland Monthly, Outdoors NW and more.

These foodies ate their way through Thurston County while experiencing the **Thurston Bountiful Byway**, **South Sound BBQ Festival** and **Ricardo's Restaurant**, at their brand new location in Lacey. Their itinerary included a farm-to-table lunch at Nelson Ranch, tour of Sandstone Distillery, BBQ tasting at the South Sound BBQ Festival and a reception and tour at Ricardo's. After a restful night's stay at the Ramada, the group enjoyed yoga in the lavender field (with bees!) at Evergreen Valley Lavender Farm followed by a breakfast of lavender scones provided by the lavender farm and quiche provided by Forrey's Forza.

Thank you to all of our partners and members who worked so hard to help Thurston County shine. The media were thrilled to experience what this region has to offer. Several additional stories are in the works and will publish throughout the fall and into 2017. In the meantime, here is a list of stories that have already gone live:

- >> *Bountiful Byway Offers Best of Thurston County, Nisqually Valley News and The Chronicle*
- >> *Your Next Weekend Trip Should be to the Thurston Bountiful Byway, Seattle Refined*
- >> *5 Sauces Every Home Cook Should Know, KIRO Seattle Kitchen*

Sincerely,
Your Destination Marketing Team

Fun Facts & Special Highlights

FOODIE FIELD TRIP

14 VIP MEDIA

6 LOCATIONS

6 BBQ SAMPLES

Unlimited Potential

Thurston Co. STR Report

	July Average
Occupancy (%)	
2016	81.69%
2015	83.60%
Percent Change	-2.37%
Average Daily Rate (ADR)	
2016	131.59
2015	132.64
Percent Change	-0.79%

"Most visitors to Thurston County bypass most of this abundant area by flying past on I-5. The Thurston County Bountiful Byway will surely lure visitors and locals off the Interstate and onto the Byway where they can discover all the wonders with a self-guided tasting trip tour by car, rail or bike." - **Seattle Refined**

SCORECARD AT-A-GLANCE

July 2016

2016 Goal Tracking

	July Actual	July Goal	YTD Actual	% Annual Goal	Annual Goal
Marketing & Communications Goals					
Unique Web Visits	26,784	11,750	99,927	71%	141,000
Social Media Total Reach	58,120	71,683	589,529	69%	860,191
Earned Media Placements	10	5	56	86%	65 articles
PR Impressions	3,379,414	2,666,667	19,800,691	62%	32 million
Group Sales Goals					
Lead Room Nights	270	333	45,563	1,139%	4,000
Booked Room Nights	440	104	1,887	151%	1,250
Meeting & Event Leads	7	6	50	71%	70
Meeting & Event Leads Booked	3	1	8	57%	14
Travel Trade: Number of Developed Suggested Itineraries	1	0	2	100%	2
Visitor Services Goals					
Walk-in Visitors Served at Visitor Information Center (VIC)	4,188	1,917	19,510	85%	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, totalling 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

Association for Document Editing (Red Lion)
Washington Rural Letter Carriers (Great Wolf Lodge)
NWAC Cross Country Championship (Red Lion)

Lost Business

NW Higher Education
PNW International Society of Arboriculture
United States Marine Corps Birthday Ball

FAM Tours Hosted

Alpha Romeo 2018 Annual Convention

Foodie Field Trip - 14 VIP Media

Articles Published

South Sound Minute (enewsletter)
July 7, 2016

South Sound BBQ Festival included as featured event

South Sound Magazine, July 12, 2016
Fun in Store for Athletes—and Beer Drinkers, Too

Showcase Magazine, July 14, 2016
Take a Recreation Vacation

Outdoors NW, July 14, 2016
Capitol to Bay Relay

Thurston Talk, July 14, 2016
Sweat Socially: Capitol to Bay Relay Offers Team Challenges for a Good Cause

South Sound Magazine, July 19, 2016
Thurston County Tourism on the Rise

Sunset Magazine, July 2016
Glamping Spots Around the West Coast

Thurston Talk, July 2016
Uber, Visit Olympia and Thurston County Target Zero Team Up to Offer Thurston County Residents Safe and Sober Rides Home

Redbook, July 2016
Regional Road Trips

Sip NW, Summer 2016
Spirits Education