



Thurston County Tourism Promotion Area Commission Meeting Agenda
Tuesday, June 26, 2017 • 3:30 pm
Ramada Hotel, 4520 Martin Way E, Olympia, WA 98516

AGENDA

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
 - a. Approval of May 16, 2017 Minutes
 - b. Financials
3. STR Report
4. Marketing & Communications Report
5. Items from the Floor
6. Adjournment

Next Meeting: August 28, 2017



Thurston County Tourism Promotion Area Commission Meeting Agenda

Tuesday, May 16, 2017 • 4:00 pm

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

MINUTES

1. Welcome & Call to Order – **Valerie Walters called the meeting was called to order at 4:00 pm.**

ATTENDEES

DeEsta Denver
Jeetu Chaudhry
Valerie Walters
Michael Gustaves
Ryan Kang (by phone)

2. Consent Calendar (items of a routine nature) – **It was moved, second, passed unanimously to approve the Consent Calendar as presented.**
 - a. Approval of October 31, 2016 Minutes
 - b. TPA Meeting Locations and Schedule
 - c. Approval of 2017 Budget
3. Officer Appointments – **It was moved, second, and passed unanimously to elect Michael Gustaves as Chair and Valerie Walters as Vice-chair.**
 - a. Chair – Michael Gustaves
 - b. Vice-Chair – Valerie Walters
4. Items from the Floor – None.
5. Adjournment – **Michael Gustaves adjourned the meeting at 4:20 pm.**

Next Meeting: June 26, 2017

Olympia-Lacey-Tumwater Visitor & Convention Bureau

Revenue & Expense Budget Performance

April 2017

Accrual Basis

	Apr 17	Budget	% of Budget	Jan - Apr 17	YTD Budget	% of Budget	Annual Budget
Ordinary Income/Expense							
Income							
LTAC							
LTAC-Lacey	20,000.00	20,000.00	100.0%	20,000.00	40,000.00	50.0%	80,000.00
LTAC-Olympia	8,333.33	8,333.33	100.0%	33,333.32	33,333.36	100.0%	100,000.00
LTAC-Tumwater	2,613.33	2,613.33	100.0%	10,453.32	10,453.36	100.0%	31,360.00
Total LTAC	30,946.66	30,946.66	100.0%	63,786.64	83,786.72	76.13%	211,360.00
Total Membership	1,400.00	1,362.00	102.79%	7,800.00	5,454.00	143.01%	16,350.00
Private Funds							
Advertising	0.00	44,870.00	0.0%	150.00	44,870.00	0.33%	44,870.00
Event Income	5,110.00	3,375.00	151.41%	5,110.00	3,375.00	151.41%	11,375.00
In Kind Event Income	0.00	6,000.00	0.0%	0.00	6,000.00	0.0%	18,000.00
Sponsorship	32,500.00	30,000.00	108.33%	35,000.00	32,500.00	107.69%	35,000.00
Total Private Funds	37,610.00	84,245.00	44.64%	40,260.00	86,745.00	46.41%	109,245.00
Total TPA Income	63,489.92	58,732.93	108.1%	244,866.14	224,848.90	108.9%	844,310.52
Total Income	133,446.58	175,286.59	76.13%	356,712.78	400,834.62	88.99%	1,181,265.52
Gross Profit	133,446.58	175,286.59	76.13%	356,712.78	400,834.62	88.99%	1,181,265.52
Expense							
Total Annual Meeting	807.06	750.00	107.61%	915.77	750.00	122.1%	22,250.00
Meals & Registrations	253.66	291.67	86.97%	773.78	1,166.68	66.32%	3,500.00
Total Member Events	2.17	0.00	100.0%	2.17	0.00	100.0%	5,240.00
Total Community Relations	1,062.89	1,041.67	102.04%	1,691.72	1,916.68	88.26%	30,990.00
Marketing & Communications							
Advertising	12,211.57	3,675.00	332.29%	47,126.11	35,393.00	133.15%	248,943.00
Content Development	2,830.00	2,830.00	100.0%	11,667.13	12,320.00	94.7%	34,960.00
Distribution	0.00	15,000.00	0.0%	0.00	17,160.00	0.0%	17,160.00
Layout & Design	0.00	5,000.00	0.0%	3,783.87	9,000.00	42.04%	61,500.00
Total Media FAM Tours	100.00	1,504.17	6.65%	1,202.64	5,966.68	20.16%	18,000.00
Membership & Research	5,500.00	0.00	100.0%	11,622.00	10,779.00	107.82%	32,224.00
Printing & Brochures	17.39	1,000.00	1.74%	3,775.25	3,500.00	107.86%	10,300.00
Total Product & Development	0.00	3,500.00	0.0%	2,650.32	6,500.00	40.77%	27,000.00
Promotional Items	214.03	1,000.00	21.4%	269.18	1,000.00	26.92%	2,000.00
Total Special Projects	2,950.00	0.00	100.0%	7,302.00	5,450.00	133.98%	51,950.00
Visitor Guide	0.00	44,870.00	0.0%	26,498.50	72,870.00	36.36%	72,870.00
Website	1,542.00	0.00	100.0%	58,419.70	58,267.00	100.26%	74,967.00
Total Marketing & Communications	25,364.99	78,379.17	32.36%	174,316.70	238,205.68	73.18%	651,874.00
Total Bank Charges	5.00	0.00	100.0%	28.89	0.00	100.0%	325.00
Equipment	456.96	500.00	91.39%	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	1,966.33	2,302.12	85.41%	7,492.45	8,479.48	88.36%	24,216.00
Licenses & Fees	0.00	0.00	0.0%	55.00	130.00	42.31%	200.00
Total Personnel Expense	33,845.38	35,561.10	95.18%	136,023.76	142,244.35	95.63%	467,913.13
Postage and Shipping	88.52	186.67	47.42%	431.02	746.64	57.73%	2,240.00

	Apr 17	Budget	% of Budget	Jan - Apr 17	YTD Budget	% of Budget	Annual Budget
Printing	311.29	397.92	78.23%	1,494.83	1,591.64	93.92%	4,775.00
Total Professional Development	2,000.00	100.00	2,000.0%	2,470.00	895.00	275.98%	12,640.00
Total Professional Fees	2,915.50	116.67	2,498.93%	23,969.58	10,466.64	229.01%	18,900.00
Rent & Facility Charges	1,585.27	1,949.25	81.33%	6,341.08	7,797.00	81.33%	43,391.00
Supplies	321.63	750.00	42.88%	1,202.13	2,700.00	44.52%	8,000.00
Total Travel Expenses	403.08	739.17	54.53%	2,222.60	3,751.64	59.24%	13,435.00
Total Operations	43,893.96	42,602.90	103.03%	187,504.31	184,702.39	101.52%	603,435.13
Event Sponsorship & Bid Fees	0.00	1,000.00	0.0%	3,453.00	4,500.00	76.73%	10,000.00
Total FAM Tours	100.00	0.00	100.0%	571.33	200.00	285.67%	3,000.00
Total Tradeshow	0.00	1,250.00	0.0%	4,685.80	9,320.00	50.28%	30,065.00
Total Sales	100.00	2,250.00	4.44%	8,710.13	14,020.00	62.13%	43,065.00
TPA Administration							
Total Marketing & Operations	15.80	40.00	39.5%	2,200.10	175.00	1,257.2%	2,310.00
Total TPA Administration	2,309.97	2,333.92	98.97%	11,264.78	9,350.64	120.47%	29,837.00
Total Expense	72,731.81	126,607.66	57.45%	383,487.64	448,195.39	85.56%	1,359,201.13
Net Ordinary Income	60,714.77	48,678.93	124.73%	-26,774.86	-47,360.77	56.53%	-177,935.61
Total Other Income	25.20	0.00	100.0%	107.10	0.00	100.0%	0.00
Net Other Income	25.20	0.00	100.0%	107.10	0.00	100.0%	0.00
Net Income	60,735.97	48,678.93	124.77%	-26,667.76	-47,360.77	56.31%	-177,935.61
*Carry Forward TPA 2016							\$179,913.00
Adjusted Net Income							\$1,977.39



A MESSAGE From Your Destination Marketing Team

VCB MEMBERS AND FRIENDS,

Thurston County is pretty remarkable—that's why we jump at the chance to share stories about the area. This month we showcased Thurston County festivals and events at Leadership Thurston County and presented on the power of storytelling at the Olympia Downtown Association's Economic Vitality committee. Every time we can tell our region's story and share the brand, the entire area is better able to attract new visitors and locals.

Remember when we invited locals to join our Sports Commission Advisory Committee? We welcomed the new committee with the first official meeting. This committee will provide strategic guidance for growing the region's sports tourism business and identify ways we can make sports events shine. We also took some sports marketing photos last month to use in collateral! Check them out on the NEW website: experienceolympia.com/sports/.

SCORECARD

At-A-Glance

MARKETING & COMMUNICATIONS GOALS

	APRIL ACTUAL	APRIL GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Unique Web Visits	6,261	16,166	24,550	13%	194,000
Social Media Total Reach	65,365	97,785	313,952	27%	1,173,422
Earned Media Placements	7	10	33	27%	122 articles
PR Impressions	23,083,751	14,000,000	38,083,806	21%	177 million

ARTICLES PUBLISHED

SEATTLE REFINED, April 25, 2017

Olympia is the Weekend Getaway You're Missing Out On

WA STATE TOUR GUIDE, May/June, 2017

Craft Beverage story

AAA JOURNEY, May/June, 2017

Included in itinerary section

ZAGAT SEATTLE, April 7, 2017

Included in itinerary section

SUNSET MAGAZINE, April 17, 2017

Featured in Day Trip column

FRESHJESS.COM, April 5, 2017

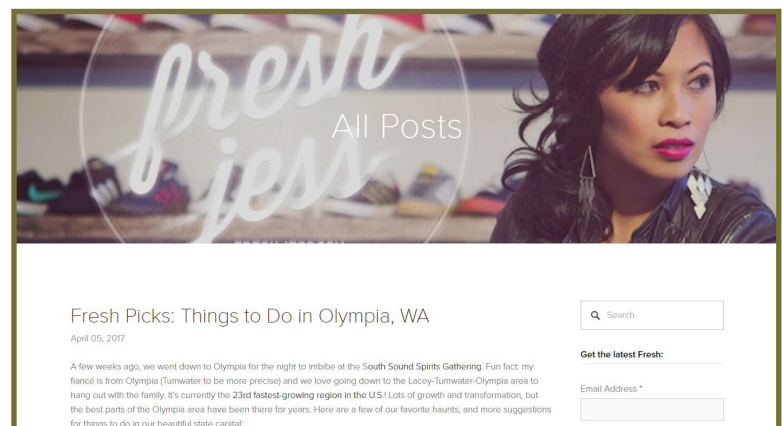
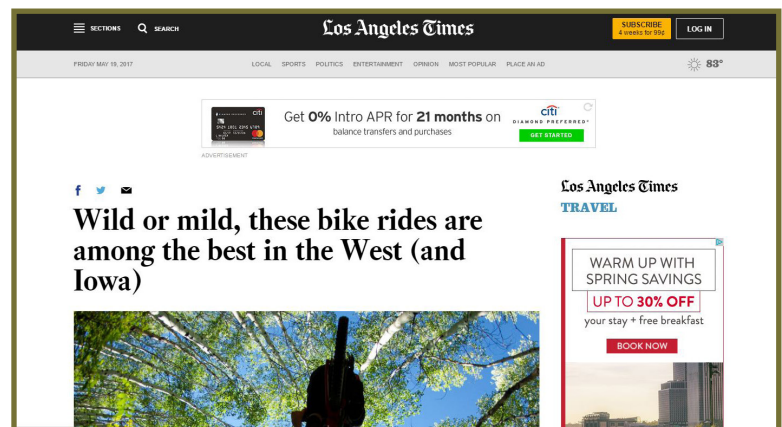
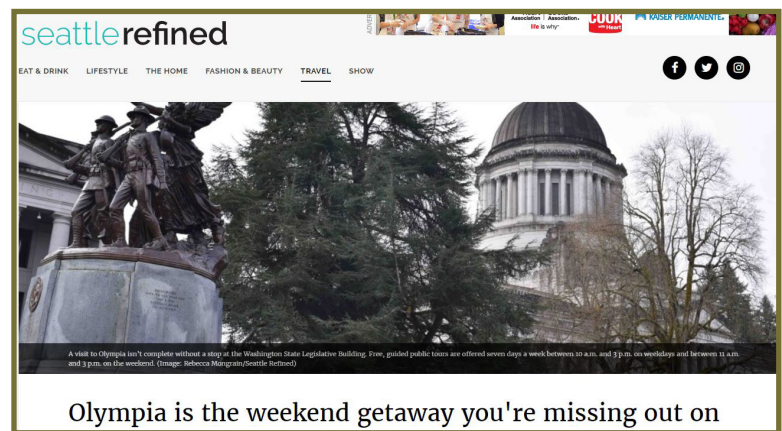
Fresh Pick: Things to do in Olympia

OBSESSED BY PORTIA, 2017

The Best Things to do in Olympia with both Kids and Pets

FAM TOURS HOSTED

ADAM SAWYER, ONTRAK MAGAZINE



GROUP SALES GOALS	APRIL ACTUAL	APRIL GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Lead Room Nights	1,730	666	3,933	49%	8,000
Booked Room Nights	120	220	1,358	51%	2,640
Meeting & Event Leads	13	6	68	91%	74
Meeting & Event Leads Booked	3	1	15	75%	20

BOOKED BUSINESS

MATTHEWS/CORDES WEDDING
Hotel RL

AREA 72 QUARTERLY MEETING
Hilton Garden Inn

KNIGHT GRADUATION PARTY
Prairie Hotel

LOST BUSINESS

None

TRADESHOWS

TRAVEL & ADVENTURE SHOW
Reaching the military market

THURSTON CO. STR REPORT

	APRIL AVERAGE
Occupancy (%)	
2017	67.99%
2016	66.55%
Percent Change	2.16%
Average Daily Rate (ADR)	
2017	127.23
2016	124.61
Percent Change	2.10%

VISITOR SERVICES GOALS	APRIL ACTUAL	APRIL GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Walk-in Visitors Served at Visitor Information Center(VIC)	2,767	2,833	10,406	31%	34,000



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