



Thurston County Hotel & Motel Commission Meeting Agenda
Wednesday, April 28, 2021 at 3:30 pm
via Zoom

AGENDA

1. Welcome & Call to Order
2. Consent Calendar
 - a. Approval of January 25, 2021 Minutes
 - b. Financials
3. Board Administration
 - a. Board Member update
 - b. OPMA renewals
4. Marketing & Communications Report
5. CEO Transition Update
6. Items from the Floor
7. Adjournment

Next Meeting: Wednesday, June 30, 2021 at 3:30 pm



Thurston County Hotel & Motel Commission Meeting
Monday, January 25, 2021 at 3:30 pm
Via Zoom

MINUTES

1. Welcome & Call to Order – Russ called the meeting to order at 3:33 pm

Members in Attendance via Zoom: Angie Evans, Russ Hickey, Jeetu Chaudhry, Megan Payne, Chami Ro, Satpal Sohal, and Anmol Sangh

VCB Staff in Attendance: Jeff Bowe and Kelly Campbell

Other: Sara Develle, Admin to Commissioner Mejia joined at 3:34 pm on her behalf

2. Consent Calendar

- a. Approval of October 26, 2020 Minutes
- b. Financials

Russ asked specific questions on the financials including YTD TPA revenue vs budget, inquired on the Product & Development expense of \$20,313 and the revenue received from the Cares Act, and the RRR grant we administered last fall. Jeff and Kelly responded accordingly. Additionally, Kelly shared the VCB board has directed her to apply for an SBA loan for which we as a DMO now qualified as a 501c6 organization. There being no further discussion, **Chami motioned to approve both items a and b on the consent calendar and her motion was seconded by Meghan Payne. Motion passed unanimously.**

3. Board Administration

- a. Board calendar was presented. After brief discussion the suggestion was made to change the meeting day to Wednesdays.
- b. Board Roster was presented. Chami requested to continue to serve, space permitting on the committee. Kelly is checking the rules and will share with Chami and Russ and confirm with the Board.
- c. The board welcomed Satpal Sohal, owner of the La Quinta in Tumwater and recognized newly elected Thurston County Commissioner Mejia, now our appointed Ex-Officio representative.

Angie motioned to approve the calendar and roster as is, noting changes could be made, and Jeetu seconded. Motion passed unanimously.

4. CTA Training Opportunity

Jeff gave a brief background of the CTA program, how many community members had been through the program, shared general feedback and reminded the board that there are some complimentary spots available for the Owner/Operators to send themselves and/or their staff through the program at no cost. Kelly shared the upcoming dates with availability; March 3 from 9 am to 1 pm and May 11 from noon to 4 pm and to contact Jeff if they are interested.



5. Marketing & Communications Report

- Jeff provided an update on WSDMO meetings and HB 1069.
- Reported that we continue to work the drive market itinerary which includes the Byway but cancelled the Road School campaign. Reviewed the November scorecard, and shared the success of the buy local campaign that ran up to Dec. 24 and that the VCB staff had successfully administered the RRR with which we helped 186 restaurants and retailers receive \$10,000 each.
- Lastly, Jeff reported that the plan to work with DNEXT on an assessment and survey like what we did in 2016 and is planned for this summer and fall with the workshop for stakeholders during the VCB Board retreat scheduled for October.

6. CEO Transition Update

Kelly shared with the board that the Executive search is in full swing. The next meeting of the hiring committee is scheduled for February 18th. At that time, the top 4-6 candidates will be selected to move forward. Russ Hickey shared that he is serving on the hiring committee as a representative of the TPA Commission.

7. Items from the Floor:

- Chami inquired about the Governor's Road to Recovery campaign and had a specific question for the board regarding how they are handling the eviction of guests who are not paying and/or are overstaying their reservation. Satpal, Jeetu, Meghan and Russ all shared various scenarios and possible solutions. Discussion ensued.
- There was brief discussion about cancelling the December meeting and after a short discussion the December meeting was cancelled.

8. Adjournment: Russ motioned to adjourn at 4:22 pm and Angie seconded. Meeting adjourned.

NEXT MEETING: WEDNESDAY, April 28, 2021 at 3:30 pm

Visitor and Convention Bureau of Thurston County

Profit & Loss Budget Performance

February 2021

Accrual Basis

	Feb 21	Budget	Jan - Feb 21	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40000 · LTAC					
40110 · LTAC-Lacey	0.00	0.00	0.00	0.00	80,000.00
40115 · LTAC - Lacey Sports	0.00	0.00	0.00	0.00	20,000.00
40120 · LTAC-Olympia	0.00	0.00	0.00	0.00	100,000.00
40125 · LTAC-Olympia Sports	0.00	0.00	0.00	0.00	15,000.00
40130 · LTAC-Tumwater	0.00	0.00	0.00	0.00	40,000.00
40135 · LTAC -Tumwater Sports	0.00	0.00	0.00	0.00	10,000.00
Total 40000 · LTAC	0.00	0.00	0.00	0.00	265,000.00
40200 · Membership					
40210 · New Memberships	0.00	0.00	0.00	0.00	1,000.00
40220 · Renewing Memberships	200.00	1,000.00	900.00	2,000.00	16,500.00
Total 40230 · Trade Membership	0.00	0.00	0.00	0.00	2,400.00
Total 40200 · Membership	200.00	1,000.00	900.00	2,000.00	19,900.00
40300 · Private Funds					
40310 · Advertising	0.00	0.00	0.00	0.00	44,870.00
40320 · Event Income & Sponsorship	225.00	0.00	1,440.00	0.00	16,400.00
40330 · In Kind Income	0.00	0.00	0.00	0.00	20,750.00
40340 · Sponsorship Tourism	40,000.00	40,000.00	44,000.00	40,000.00	67,500.00
Total 40300 · Private Funds	40,225.00	40,000.00	45,440.00	40,000.00	149,520.00
40400 · TPA Income					
40410 · TPA Revenue	50,509.63	50,000.00	111,468.73	110,000.00	800,720.00
Total 40400 · TPA Income	50,509.63	50,000.00	111,468.73	110,000.00	800,720.00
Total Income	90,934.63	91,000.00	157,808.73	152,000.00	1,235,140.00
Gross Profit	90,934.63	91,000.00	157,808.73	152,000.00	1,235,140.00
Expense					
50100 · Marketing & Communications					
Total 50110 · Advertising	12,422.00	2,000.00	14,422.00	4,000.00	123,800.00
Total 50120 · Content Development	2,000.00	6,000.00	3,250.00	12,150.00	79,290.00
Total 50130 · Distribution	0.00	0.00	0.00	0.00	15,000.00
Total 50140 · Layout & Design	0.00	100.00	0.00	100.00	34,200.00
Total 50150 · Media FAM Tours	0.00	0.00	0.00	0.00	10,000.00
50160 · Membership & Research	331.41	750.00	1,473.71	2,300.00	40,770.00
Total 50170 · Printing & Brochures	0.00	0.00	0.00	0.00	8,800.00
Total 50180 · Product & Development	0.00	0.00	0.00	0.00	30,500.00
50190 · Promotional Items	0.00	0.00	0.00	0.00	1,500.00
Total 50200 · Special Projects	0.00	0.00	0.00	0.00	5,000.00
Total 50300 · Visitor Guide	0.00	0.00	0.00	0.00	83,870.00
Total 50400 · Website	33,622.95	34,000.00	37,564.84	38,350.00	60,650.00
50500 · Visitor Services	114.52	500.00	227.46	1,000.00	17,500.00
Total 50100 · Marketing & Communications	48,490.88	43,350.00	56,938.01	57,900.00	510,880.00
51000 · Community Relations					
Total 51100 · Annual Meeting	0.00	0.00	0.00	0.00	25,500.00

*pending board approval

Page 1 of 2

	Feb 21	Budget	Jan - Feb 21	YTD Budget	Annual Budget
51200 · Meals & Registrations	0.00	50.00	0.00	100.00	2,500.00
Total 51500 · Sports Awards	0.00	0.00	0.00	0.00	17,825.00
Total 51000 · Community Relations	0.00	50.00	0.00	100.00	45,825.00
52000 · Sales					
Total 52100 · Tradeshows & Sales Missions	0.00	0.00	0.00	0.00	3,810.00
52200 · Event Sponsorship & Bid Fees	0.00	0.00	0.00	0.00	40,000.00
52250 · Sports Contract Services	0.00	500.00	0.00	1,000.00	6,000.00
Total 52300 · FAM Tours	0.00	0.00	0.00	0.00	2,500.00
52400 · Client Entertainment	0.00	0.00	0.00	0.00	1,000.00
Total 52000 · Sales	0.00	500.00	0.00	1,000.00	53,310.00
60000 · Operations					
Total 60100 · Personnel Expense	19,585.31	24,650.00	38,813.41	46,424.81	505,658.36
Total 60200 · Internet and Technology	1,549.08	2,112.50	2,638.68	3,825.00	23,805.00
60310 · Rent & Facility Charges	1,100.00	1,500.00	2,200.00	3,000.00	21,300.00
60320 · Equipment	0.00	0.00	0.00	0.00	3,000.00
60340 · Insurance	1,355.27	1,200.00	1,563.47	1,200.00	2,500.00
60360 · Licenses & Fees	0.00	0.00	0.00	0.00	200.00
60380 · Postage and Shipping	22.00	150.00	22.00	300.00	1,800.00
Total 60400 · Professional Development	0.00	0.00	0.00	0.00	8,050.00
60410 · Printing	133.18	0.00	276.00	4,600.00	4,600.00
Total 60500 · Professional Fees	89.60	125.00	202.60	250.00	5,750.00
60550 · Repairs & Maintenance	0.00	0.00	0.00	500.00	500.00
60570 · Supplies	0.00	150.00	40.91	300.00	4,000.00
Total 60580 · Travel Expenses	75.00	75.00	150.00	150.00	22,650.00
Total 60600 · Bank Charges	0.00	15.00	0.00	30.00	250.00
Total 60000 · Operations	23,909.44	29,977.50	45,907.07	60,579.81	604,063.36
61000 · TPA Administration					
Total 61105 · Marketing & Operations	2,898.27	2,840.00	3,159.52	3,130.00	3,335.00
Total 61200 · Professional Fees	766.75	1,211.50	1,478.25	2,423.00	18,700.00
Total 61000 · TPA Administration	3,665.02	4,051.50	4,637.77	5,553.00	22,035.00
Total Expense	76,065.34	77,929.00	107,482.85	125,132.81	1,236,113.36
Net Ordinary Income	14,869.29	13,071.00	50,325.88	26,867.19	-973.36
Other Income/Expense					
Other Income					
98100 · Interest Income	160.06	100.00	355.13	200.00	1,200.00
Total Other Income	160.06	100.00	355.13	200.00	1,200.00
Net Other Income	160.06	100.00	355.13	200.00	1,200.00
Net Income	15,029.35	13,171.00	50,681.01	27,067.19	226.64

ON OUR Way Back

A Message from Your
Destination Marketing Team

February 2021



Margaret
McKenny
Campground.
Photo by
Flowstate
Creatives.

In February 2021, Governor Inslee declared that Thurston County would move into Phase 2 of the "Healthy Washington - Roadmap to Recovery." This proclamation loosened some of the restrictions on restaurants and gatherings. It gave us a glimmer of hope that sports competition would resume soon - hopeful news for our business owners and visitors alike.

Website traffic indicates that nature-loving travelers are gearing up to explore our beautiful evergreen outdoors, and visitors and locals alike are seeking handcrafted experiences from our region's smaller communities, as evidenced by searches for things to see and do throughout Thurston County.

The Experience Olympia & Beyond team continues to prepare our community for the return of visitors through its comprehensive Certified Tourism Ambassador training program. The 2021 class of Leadership Thurston County has been through the program, learning about the region's history, culture, economy and things to see and do. The program is designed to give our hospitality community added knowledge about our region. Their conversations with visitors and customers are more positive and engaging, inviting people to stay longer or return. To date, 66 community members have been certified as Thurston Tourism Ambassadors.

SCORECARD At-A-Glance

MARKETING & COMMUNICATIONS GOALS	FEB ACTUAL	FEB GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Unique Web Visits	7,672	0	16,536	0%	0
Social Media Total Reach	92,188	0	194,565	0%	0
Earned Media Placements	3*	0	3	0%	0
PR Impressions	21,215*	0	21,215	0%	0

*January and February combined.

ARTICLES PUBLISHED

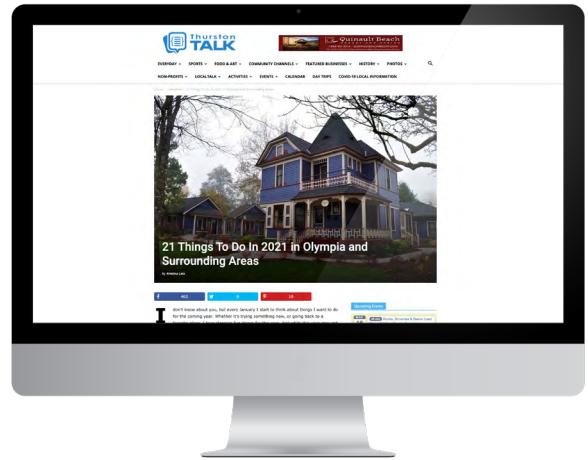
JANUARY

21 Things To Do in 2021 in Olympia and Surrounding Areas

[Thurston Talk](#) Online January 11, 2021

13 Fantastic Road Trips to Take This Winter

[Red Tricycle](#) Online January 28, 2021

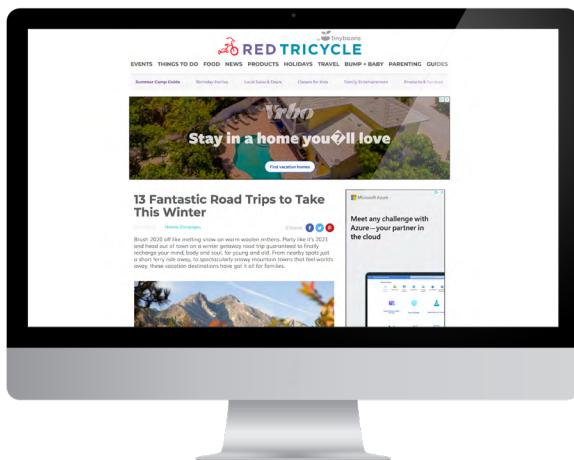


FEBRUARY

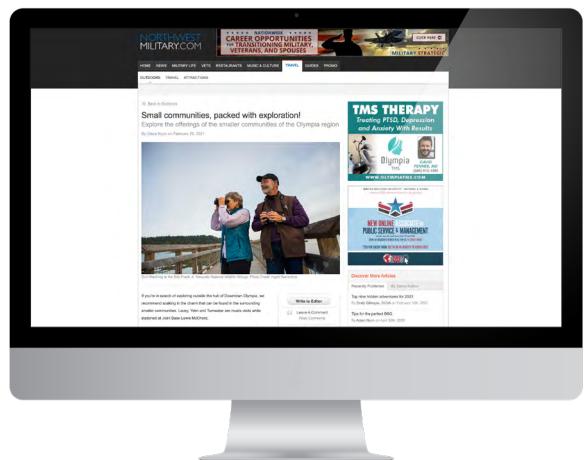
Small Communities, Packed with Exploration!

[Northwest Military](#) Online February 25, 2021

21 Things to Do in 2021 in Olympia and Surrounding Areas, ThurstonTalk



13 Fantastic Road Trips to Take This Winter,
Red Tricycle



Small Communities, Packed with Exploration!,
Northwest Military

GROUP SALES GOALS

	FEB ACTUAL	FEB GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Lead Room Nights	70	0	130	0%	
Booked Room Nights	0	0	0	0%	
Leads	1	0	2	0%	
Leads Booked	0	0	0	0%	

SPORTS GOALS

	FEB ACTUAL	FEB GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Lead Room Nights	280	0	280	0%	0
Booked Room Nights	90	0	90	0%	0
Leads	1	0	1	0%	0
Leads Booked	1	0	1	0%	0

TRADESHOWS

N/A

BOOKED BUSINESS

Renovators Volleyball Club *Fairfield Inn & Suites Grand Mound*

LOST BUSINESS

Progressive International Motorcycle Show 2021

Facilities not large enough

CANCELLED

GNAC Basketball Championships 2021 *COVID-19*

THURSTON CO. STR REPORT

	FEB AVERAGE
Occupancy (%)	
2021	51.80
2020	69.10
Percent Change	-24.28%
Average Daily Rate (ADR)	
2021	\$110.41
2020	\$129.38
Percent Change	-13.81%
Revenue Per Available Room (REVPAR)	
2021	\$57.40
2020	\$89.69
Percent Change	-34.67%



Iron Works Boutique.
Photo by Flowstate Creatives.



Walupt Farms.
Photo courtesy
of Walupt Farms.



Don Juan's
Mexican Restaurant.
Photo by Flowstate Creatives.

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FURTHER Progress

A Message from Your
Destination Marketing Team



Evergreen Valley
Lavender Farm, Photo
by Flowstate Creatives.

March 2021

In March, Thurston County transitioned into Phase 3 of its COVID reopening plan, moving indoor and outdoor meetings, events and activities to 50% of a venue's capacity or 400 people maximum. Phase 3 also means that spectators may attend sporting events for the first time in a year.

Thurston County hotel metrics are up for the first time in a year, with county-wide hotel occupancies showing 82% growth year over last (58% average for the month.)

Sales inquiries are also coming back as planners become more confident in booking meetings and events. While planners cancelled the Washington State high school golf championships for the second year in a row, they confirmed the event for 2022, also announcing the return of championship volleyball in the fall of 2021 and softball in the spring of 2022. The sales team also participated in its first in-person site inspection in more than a year.

This month also marks the beginning of a partnership with the Maritime Washington National Heritage Area, as Experience Olympia & Beyond serves as an Anchor Organization engaging the community in this important initiative. With oversight by the National Park Service, the heritage area includes 18 federally recognized tribes, coastal cities, port districts, including our Port of Olympia, harbors, inlets, peninsulas, island shores and parks along Washington State's coastline. Brimming with beautiful and iconic historic buildings and vessels, museums, and other archival collections, the heritage area provides the framework for collaboration with other maritime communities in the state not just for cultural and historical preservation but for tourism promotion.

SCORECARD At-A-Glance

MARKETING & COMMUNICATIONS GOALS	MAR ACTUAL	MAR GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Unique Web Visits	11,349	0	27,885	0%	0
Social Media Total Reach	82,145	0	276,710	0%	0
Earned Media Placements	4	0	7	0%	0
PR Impressions	833,803	0	855,018	0%	0

ARTICLES PUBLISHED

Brake for These Roadside Wonders on Your Next Road Trip (Monarch Sculpture Park, Main Street Cookies)

[Red Tricycle](#) Online April 6, 2021

Tenino, Washington Brings Back Wooden Money for Another Round in 2021

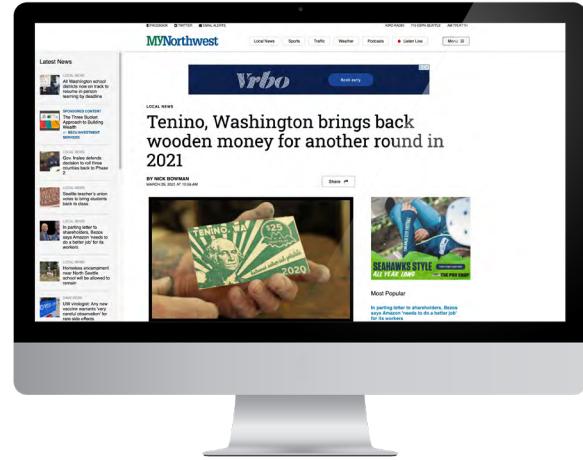
[MyNorthwest.com](#) Online March 29, 2021

Brewery Park at Tumwater Falls Reopens April 1

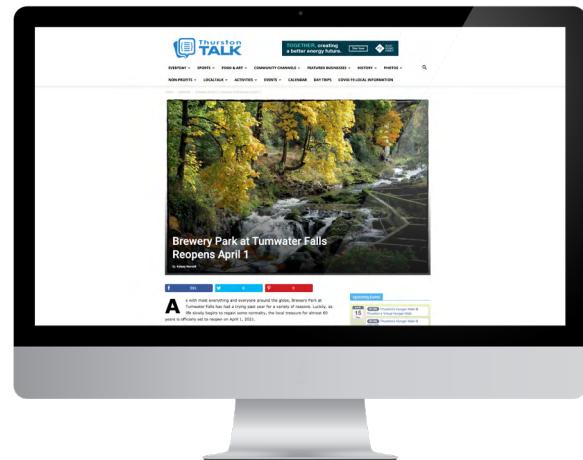
[ThurstonTalk](#) Online March 30, 2021

Sip & Savor: Ooh Lala Burgers and Local Farmers Markets

[South Sound Magazine](#) Online March 31, 2021



Tenino, Washington Brings Back Wooden Money for Another Round in 2021, [MyNorthwest.com](#)



Brewery Park at Tumwater Falls Reopens April 1, [ThurstonTalk](#)

GROUP SALES GOALS

	MAR ACTUAL	MAR GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Lead Room Nights	92	0	222	0%	0
Booked Room Nights	0	0	0	0%	0
Leads	3	0	5	0%	0
Leads Booked	1	0	1	0%	0

SPORTS GOALS

	MAR ACTUAL	MAR GOAL	YTD ACTUAL	% ANNUAL GOAL	ANNUAL GOAL
Lead Room Nights	155	0	435	0%	0
Booked Room Nights	0	0	90	0%	0
Leads	1	0	2	0%	0
Leads Booked	0	0	1	0%	0

TRADESHOWS

American Association of Travel Agents

BOOKED BUSINESS

Washington State Pacific Trapshooting Association

Budd Bay Catering

LOST BUSINESS

Washington Explorer Tour Series 2021

Cruise season cancelled due to COVID-19

CANCELLED

Northwest eSports NWCSX COVID-19

THURSTON CO. STR REPORT

MAR AVERAGE
Occupancy (%)
2021
2020
Percent Change
Average Daily Rate (ADR)
2021
2020
Percent Change
Revenue Per Available Room (REVPAR)
2021
2020
Percent Change



Top Rung Brewing,
Photo by JayRay.



Tenino Depot Museum,
Photo by Flowstate
Creatives.



Sandstone Distillery,
Photo by Nick Verbelchuck.

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SERVICES



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