



Thurston County Hotel & Motel Commission Meeting Agenda
Monday, December 11, 2023 at 3:30 pm
Courtyard by Marriott – Olympia

AGENDA

1. Welcome & Call to Order
2. Consent Calendar
 - a. Minutes: August 2023
 - b. Financials: September 2023
3. Board Administration
 - a. Welcome, Michelle Hudson, GM of the Hilton Garden Inn, appointed September 26, 2023, seat 7.
 - b. Approval of 2024 meeting calendar
4. CEO Report
 - a. Destination Master Plan update
 - b. Made in Thurston County video
 - c. Organizational and marketing highlights
 - d. Potential closure of OHACL
 - e. TPA update
 - f. Scorecard review
5. Upcoming Events:
 - a. Visioning Workshops - Destination Master Plan- please register to attend – no cost

Wednesday, January 10th, 2024 - 8 am to 12 noon
Thursday, January 11th, 2024 – 8 am to 12 noon
Hampton Inn & Suites – 4301 Martin Way E. Olympia, WA
 - b. CTA class – register yourself and staff

Thursday, February 15, 2024
8am to 12 noon
Hosted By: Best Western Tumwater
6. Items from the Floor
7. Adjournment

Next Meeting: February 26 2024, at 3:30 pm – pending approval



**Thurston County Hotel & Motel Commission Meeting
Monday, August 21, 2023, at 3:30 pm**

MINUTES

1. WELCOME & CALL TO ORDER:

TPA Commission Directors in Attendance: Kasee Palmer, Rose Ponzoha, and Christy LeGeer
Via Zoom: Angie Evans and Janine Phillips
Members Absent: Jennica Machado and Bryan Powell
VCB Staff in Attendance: Annette Pitts and Kelly Campbell

A quorum was established, and Angie Evans called the meeting to order at 3:31 pm

2. CONSENT CALENDAR:

a./b. Approval of Consent Calendar: Angie asked the Directors if they had a chance to review the Consent Calendar with the May 22nd meeting minutes and the June 2023 financials as presented in the meeting packet and if there were any questions or discussion. After individual review of the consent calendar **Kasee Palmer made a motion to approve the consent calendar as presented and Christy LeGeer seconded. All present in person and via Zoom voted and the motion passed unanimously.**

3. BOARD ADMINISTRATION:

- a. The Board welcomed Christy LeGeer, GM of the Courtyard Marriott to the TPA Board of Directors.
- b. Christy LeGeer reached out to Michelle Hudson of Hilton Garden Inn, Olympia to the TPA Board of Directors. Directors present were in favor of Michelle's appointment. It was decided an email would be sent to Directors once Kelly confirmed availability and interest. **A successful email vote was conducted on 8.24.23 appointing Michelle Hudson to the TPA Commission.**
- c. Annette shared a PowerPoint presentation of both the revised 2023 Budget and the 2024 proposed budget to the TPA Directors. Questions were asked and answered throughout both presentations. Angie called for a motion to approve the 2023 Budget. **Rose (correct if wrong) motioned to approve, and Christy seconded the motion. There being no further discussion the directors voted to unanimously approve the 2023 revised mid-year Budget.** Annette shared that in 2024 some expenses have been reclassified to better represent where funds are spent. **Christy made a motion to approve the 2024 Budget as presented and was seconded by Kasee. All directors present voted in favor to approve the 2024 Budget as presented.**

4. CEO REPORT:

- a. The Destination Master Plan was shared. Annette gave background on the background of the Destination Management approach vs. Destination Marketing and how the organization decided to consider making the shift. Creating a Destination Master Plan with our community, visitors, and stakeholders, asking for their voices and participation will show us what is missing, needed, desired in our community and what will attract and extend visitor stays, create sustainable living wage jobs where we have



service gaps. An outline of the process and timeline was shared and all in attendance were excited about this project.

b. Annette reviewed the Scorecard from June 2023 and highlights. Hotel occupancy dipped a bit this month when compared to last year and 2019, as well as a slight decline in ADR. STRs were up in ADR, REVPAR and occupancy. Marketing and PR are both performing well over 2022 and 2019. Janine asked where this information is published, and Annette shared it is in the monthly partner email newsletter. Angie suggested we talk offline to remedy the issue. Sales for meetings were reviewed and shared we are up in 2023 over 2022 overall and Sports is down from 2022. Part of the struggle is a lack of field space and availability and meeting space in our county. The CEO report highlights were shared and available in the packet for individuals to review on their own if they wish. Future funding mechanisms are being considered and the TPA assessment amounts were discussed and Annette shared what other communities are moving forward with.

5. Upcoming Events:

a. Annette shared the upcoming CTA class date of 9.14.23 and encouraged directors to send their staff through the training.

b. Directors were invited to attend the upcoming Sports Awards to be held Thursday, November 9th at SPSCC. Volunteering at this event is also an option to earn CTA renewal points. -Let us know if you are available to help.

6. **ITEMS FROM THE FLOOR:** It was shared that the TownePlace Suite has more than 30 rooms out of inventory since March of 2023 due to remodeling. As of today's meeting, 17 rooms are still being held out of inventory. Additionally, staffing continues to be an issue for most, there was discussion about various employee incentives being offered for retention. Examples shared were \$10 per guest name that submitted a review of their visit, and another offers a \$1000 bonus for those staff members who stayed in their position for 90 days. The group would like to consider having a future brainstorming discussion on workforce retention and development through earmarking a portion of potential increased funds from BID/TIDS and following the RCW's for our state via TPA collections. Jacob Blue is currently acting GM of the LaQuinta in Tumwater. Bryan Powell with HIE may need to step down pending some family matters. We will have an update at the next meeting. Kelly will send out another updated roster. Janine shared there is new ownership at the Ramada on Martin Way who may wish to be involved. Kasee said she would reach out to this property. WoodSpring Extended Stay has opened as of last week and average stays were discussed and compared amongst those present.

7. **ADJOURNMENT:** Their being no additional business the meeting adjourned at 5:14 p.m.

NEXT MEETING: Monday, December 11, 2023, at 3:30 pm

Visitor and Convention Bureau of Thurston County

Profit & Loss Budget Performance

Accrual Basis

September 2023

	Sep 23	Budget	Jan - Sep 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
40000 · LTAC					
40110 · LTAC-Lacey	27,500.00	27,500.00	82,500.00	82,500.00	110,000.00
40120 · LTAC-Olympia	60,390.07	14,867.67	148,676.75	104,073.74	148,676.75
40130 · LTAC-Tumwater	0.00	0.00	36,300.00	36,300.00	36,300.00
Total 40000 · LTAC	87,890.07	42,367.67	267,476.75	222,873.74	294,976.75
40300 · Private Funds					
40310 · Advertising	1,203.00	2,400.00	108,569.50	103,946.50	106,000.00
40320 · Event Income	1,040.00	4,225.00	20,108.75	17,340.00	21,325.00
40330 · In Kind Income	550.00	0.00	1,682.00	1,300.00	5,000.00
40350 · Sponsorship Tourism	0.00	0.00	45,000.00	45,000.00	65,000.00
Total 40300 · Private Funds	2,793.00	6,625.00	175,360.25	167,586.50	197,325.00
40390 · Grant Income	0.00	0.00	0.00	0.00	60,000.00
40400 · TPA Income	88,942.35	88,000.00	585,239.72	590,500.00	850,000.00
Total Income	179,625.42	136,992.67	1,028,076.72	980,960.24	1,402,301.75
Gross Profit	179,625.42	136,992.67	1,028,076.72	980,960.24	1,402,301.75
Expense					
50100 · Marketing & Communications					
50110 · Advertising	14,859.00	17,399.33	138,494.47	153,984.58	218,085.25
50120 · External Public Relations	5,148.79	5,400.00	46,012.12	48,108.34	64,200.00
50130 · Distribution	0.00	850.00	11,123.55	10,200.00	12,750.00
50140 · Layout & Design	2,953.75	4,475.00	42,984.72	59,300.00	66,100.00
50150 · Media FAM Tours	1,196.01	1,450.00	5,077.27	7,600.00	10,000.00
50160 · Membership & Research	2,642.13	5,000.00	45,606.44	49,907.80	64,907.80
50170 · Printing & Brochures	99.49	0.00	99.49	1,000.00	1,000.00
50180 · Product & Development	42.50	0.00	3,992.75	3,850.00	3,850.00
50190 · Promotional Items	876.00	0.00	876.00	0.00	4,000.00
50300 · Visitor Guide	0.00	0.00	49,123.57	49,100.00	49,100.00
50400 · Website	1,700.00	1,700.00	19,199.50	19,603.33	25,603.33
50500 · Visitor Services	218.99	200.00	6,523.95	6,150.00	6,750.00
Total 50100 · Marketing & Communications	29,736.66	36,474.33	369,113.83	408,804.05	526,346.38
51000 · Community Public Relations					
51100 · Annual Meeting	0.00	0.00	13,228.45	13,067.00	13,067.00
51200 · Meals & Registrations	55.98	250.00	1,471.21	1,650.00	2,400.00
51500 · Sports Awards	5,000.00	0.00	5,000.00	0.00	15,000.00
Total 51000 · Community Public Relations	5,055.98	250.00	19,699.66	14,717.00	30,467.00
52000 · Sales					
52050 · Ad Sales Commission Expense	0.00	12,275.00	12,029.28	12,275.00	12,275.00
52100 · Tradeshow & Sales Missions	329.72	150.00	8,631.34	16,930.00	18,375.00
52200 · Event Sponsorship & Bid Fees	253.96	2,500.00	12,831.95	20,000.00	20,000.00
52300 · FAM Tours	0.00	1,250.00	4.00	1,250.00	2,500.00
52400 · Client Entertainment	0.00	1,000.00	205.67	1,000.00	2,000.00
Total 52000 · Sales	583.68	17,175.00	33,702.24	51,455.00	55,150.00
60000 · Operations					
60100 · Personnel Expense	44,870.08	47,027.44	427,686.83	429,056.24	577,083.71
60200 · Internet and Technology	1,676.14	1,810.95	18,057.98	18,202.15	23,635.00

Visitor and Convention Bureau of Thurston County

Profit & Loss Budget Performance

Accrual Basis

September 2023

	Sep 23	Budget	Jan - Sep 23	YTD Budget	Annual Budget
60310 · Rent & Facility Charges	3,095.00	3,095.00	27,855.00	27,855.00	37,140.00
60320 · Equipment	0.00	1,000.00	5,192.95	5,500.00	5,500.00
60340 · Insurance	0.00	0.00	3,376.03	5,000.00	5,000.00
60360 · Licenses & Fees	60.00	60.00	243.66	160.00	200.00
60380 · Postage and Shipping	0.00	0.00	1,723.00	1,700.00	2,250.00
60400 · Professional Development	3,150.00	3,250.00	16,748.00	17,750.00	26,500.00
60410 · Printing	309.80	350.00	3,319.99	2,700.00	3,775.00
60500 · Professional Fees	28,134.39	5,462.00	29,574.39	6,958.00	75,200.00
60570 · Supplies	219.70	375.00	1,984.70	2,375.00	3,500.00
60580 · Travel Expenses	382.18	525.00	15,857.63	18,525.00	21,867.00
60600 · Bank Charges	47.69	25.00	736.20	662.50	825.00
Total 60000 · Operations	81,944.98	62,980.39	552,356.36	536,443.89	782,475.71
61000 · TPA Administration					
61105 · Marketing & Operations	173.08	0.00	4,272.94	4,300.00	4,300.00
61200 · Professional Fees	583.00	801.34	8,662.76	8,020.99	10,425.00
Total 61000 · TPA Administration	756.08	801.34	12,935.70	12,320.99	14,725.00
Total Expense	118,077.38	117,681.06	987,807.79	1,023,740.93	1,409,164.09
Net Ordinary Income	61,548.04	19,311.61	40,268.93	-42,780.69	-6,862.34
Other Income/Expense					
Other Income	2,003.98	2,600.00	17,898.35	7,950.00	9,152.50
Net Other Income	2,003.98	2,600.00	17,898.35	7,950.00	9,152.50
Net Income	63,552.02	21,911.61	58,167.28	-34,830.69	2,290.16

Visitor and Convention Bureau of Thurston County
Profit & Loss Budget Performance

Accrual Basis

September 2023

1. 1st quarter revenue adjusted to actual - revised report received and posted. Resulted in a net change of \$1150.82 Destination Signals income.
2. Destination Signals income adjustment from 1st quarter had fees associated of \$11.60 resulting in increased expense.

Visitor and Convention Bureau of Thurston County

Balance Sheet

Accrual Basis

As of September 30, 2023

	Sep 30, 23
ASSETS	
Current Assets	
Checking/Savings	
VCB Accounts	
10100 · Heritage Checking	132,824.51
10300 · TwinStar Checking	467.00
10400 · TwinStar Money Market	148,433.62
10500 · TwinStar Savings	30.00
10600 · Petty Cash	75.00
Total VCB Accounts	281,830.13
10700 · WSECU - MM - Operating	250,661.00
10725 · WSECU - Checking	5.00
10750 · WESCU - Savings	5.00
Total Checking/Savings	532,501.13
Accounts Receivable	93,539.44
Other Current Assets	
13000 · Prepaid Expenses	24,780.07
14000 · Inventory	343.02
Total Other Current Assets	25,123.09
Total Current Assets	651,163.66
Fixed Assets	
15000 · Furniture and Equipment	33,870.99
17100 · Accum Depr - Furn and Equip	-32,842.56
Total Fixed Assets	1,028.43
Other Assets	
16000 · LPL Financial	
16010 · Accrued Interest	1,933.83
16000 · LPL Financial - Other	511,533.68
Total 16000 · LPL Financial	513,467.51
Total Other Assets	513,467.51
TOTAL ASSETS	1,165,659.60
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	30,447.74
Credit Cards	
20200 · MC Control Account	
20205 · Heidi Mastercard	28,692.86
20220 · Jeff Mastercard	9,067.26
20225 · Annette Mastercard	15,798.36
20240 · Kelly Mastercard	13,170.58
20275 · Melissa Mastercard	7,975.71
20200 · MC Control Account - Other	-74,704.77
Total 20200 · MC Control Account	0.00
Total Credit Cards	0.00
Other Current Liabilities	31,343.52
Total Current Liabilities	61,791.26
Total Liabilities	61,791.26
Equity	
32000 · Reserve from prior years	1,045,701.06
Net Income	58,167.28
Total Equity	1,103,868.34
TOTAL LIABILITIES & EQUITY	1,165,659.60

Visitor and Convention Bureau of Thurston County
A/R Aging Summary
As of September 30, 2023

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Capital Mall	0.00	0.00	500.00	0.00	0.00	500.00
Courtyard by Marriott - Olympia	0.00	135.00	0.00	0.00	0.00	135.00
Destination Signals by Tempest	1,172.60	0.00	0.00	0.00	603.02	1,775.62
Evergreen State College	0.00	0.00	2,000.00	0.00	0.00	2,000.00
InGenius! Local Artist Gallery & Boutique	0.00	50.00	0.00	0.00	274.75	324.75
Little Creek Casino	0.00	0.00	0.00	0.00	-90.00	-90.00
LTAC Lacey	0.00	27,500.00	0.00	0.00	0.00	27,500.00
LTAC Olympia	60,390.07	0.00	0.00	0.00	0.00	60,390.07
Medicine Creek Winery	0.00	50.00	0.00	0.00	0.00	50.00
Rutledge Corn Maze LLC	0.00	200.00	0.00	0.00	0.00	200.00
The Iron Works Boutique	0.00	0.00	0.00	0.00	704.00	704.00
The Pacific NW Honey Co.	0.00	50.00	0.00	0.00	0.00	50.00
TOTAL	<u>61,562.67</u>	<u>27,985.00</u>	<u>2,500.00</u>	<u>0.00</u>	<u>1,491.77</u>	<u>93,539.44</u>



SCORE CARD

September 2023

Mixed results were seen amongst Thurston County's tourism metrics.

THURSTON COUNTY ACCOMODATIONS

HOTELS/MOTELS

Available Rooms	September/YTD Actual	*Inventory change due to the opening of Courtyard by Marriott Olympia in April 2023, opening of WoodSpring Suites in August 2023, and the closure of the Days Inn by Wyndham Lacey in February 2023.
2023*	2,860	
2022	2,779	
2023/2022 % Change	2.9%	
2019	2,874	
2023/2019 % Change	-0.5%	
Occupancy (%)	September Actual	YTD Actual
2023	67.3%	68.7%
2022	71.8%	69.0%
2023/2022 % Change (Measurement towards goal)	-6.3%	-0.5%
2019	70.3%	70.4%
2023/2019 % Change (Progress towards economic recovery)	-4.3%	-2.5%
2023 YTD Performance to Goal: September YTD Performance: 68.7% Annual Goal: 68.2% (100.7% to Goal)		
Average Daily Rate (\$)	September Actual	YTD Actual
2023	\$140.47	\$157.03
2022	\$141.40	\$149.37
2023/2022 % Change	-0.7%	5.1%
2019	\$114.00	\$127.84
2023/2019 % Change	23.2%	22.8%
Revenue per Available Room (\$)	September Actual	YTD Actual
2023	\$95.43	\$109.00
2022	\$102.66	\$104.95
2023/2022 % Change	-7.0%	3.9%
2019	\$80.57	\$90.50
2023/2019 % Change	18.4%	20.4%

Source: Smith Travel Research

SHORT TERM RENTALS*

Available Rooms	September Actual	YTD Actual
2023	402	
2022	329	
2023/2022 % Change	22.2%	
2019	n/a*	
2023/2019 % Change	--	
Occupancy (%)	September Actual	YTD Actual
2023	66.5%	65.7%
2022	73.1%	70.1%
2023/2022 % Change (Measurement towards goal)	-9.0%	-6.2%
2019	n/a*	n/a*
2023/2019 % Change (Progress towards economic recovery)	--	--
Average Daily Rate (\$)	September Actual	YTD Actual
2023	\$217.77	\$209.37
2022	\$221.44	\$203.11
2023/2022 % Change	-1.7%	3.1%
2019	n/a*	n/a*
2023/2019 % Change	--	--
Revenue per Available Room (\$)	September Actual	YTD Actual
2023	\$144.47	\$138.65
2022	\$161.96	\$143.15
2023/2022 % Change	-10.8%	-3.1%
2019	n/a*	n/a*
2023/2019 % Change	--	--

*Short Term Rental data available starting 2021 only

Source: AirDNA

HOTELS HIGHLIGHTS

Monthly and YTD hotel/motel occupancy was down compared to last year.

SHORT TERM RENTAL HIGHLIGHTS

Similar to hotel/motel occupancy, monthly and YTD occupancy for short term rentals declined compared to 2022.

SCORE CARD

September 2023

MARKETING

Unique Web Visits	September Actual	YTD Actual
2023	31,362	272,839
2022	24,904	212,347
2023/2022 % Change (Measurement towards goal)	25.9%	28.5%
2019	21,456	178,052
2023/2019 % Change (Progress towards economic recovery)	46.2%	53.2%

2023 YTD Performance to Goal: September YTD Performance: 272,839
Annual Goal: 334,468 (82% to Goal)

Consumer E-Newsletter Subscribers	September/ YTD Actual
2023	13,054
2022	11,020
2023/2022 % Change (Measurement towards goal)	18.5%
2019	9,091
2023/2019 % Change (Progress towards economic recovery)	43.6%

2023 YTD Performance to Goal: September YTD Performance: 13,054
Annual Goal: 14,220 (92% to Goal)

Earned Media Placements*	September Actual	YTD Actual
2023	21	132
2022	8	53
2023/2022 % Change (Measurement towards goal)	162.5%	149.1%
2019	101	170
2023/2019 % Change (Progress towards economic recovery)	-79.2%	-22.4%

2023 YTD Performance to Goal: September YTD Performance: 132
Annual Goal: 111 (119% to Goal)

Social Media Audience**	September/ YTD Actual
2023	28,625
2022*	23,584
2023/2022 % Change (Measurement towards goal)	21.4%
2019	20,054
2023/2019 % Change (Progress towards economic recovery)	42.7%

**Social media audience is not directly comparable to 2022 and 2019 figures due to restructuring of our Facebook page.

2023 YTD Performance to Goal: September YTD Performance: 28,625
Annual Goal: 27,561 (103% to Goal)

Visitor Guides Mailed	September Actual	YTD Actual
2023	49	750
2022	80	1,043
2023/2022 % Change (Measurement towards goal)	-38.8%	-28.1%
2019	36	384
2023/2019 % Change (Progress towards economic recovery)	36.1%	95.3%

2023 YTD Performance to Goal: September YTD Performance: 750
Annual Goal: 1,463 (50% to Goal)

PR Impressions*	September Actual	YTD Actual
2023	369,074	11,104,940
2022	434,388	723,097
2023/2022 % Change (Measurement towards goal)	-15.0%	1,435.7%
2019	169,166,236	315,070,897
2023/2019 % Change (Progress towards economic recovery)	-99.8%	-96.5%

2023 YTD Performance to Goal: September YTD Performance: 11,104,940
Annual Goal: 1,254,593 (885% to Goal)

*Earned Media Placements/PR Impressions not directly comparable to 2019 figures since a new vendor uses a different methodology to track performance.

HIGHLIGHTS

- The majority of marketing metrics continue to perform above 2022 figures. This includes unique website visitors, consumer e-newsletter subscribers, earned media, pr impressions and social media audience.
- Consumer visitor guide mailings are still trending below 2022 figures.

KEY ARTICLES PUBLISHED/INFLUENCER POSTS



SouthSoundMag 09/04/23
[Grab Your Pumpkin Spice Latte and Make Plans](#)



fabWA 09/07/23
[Fall Festivals 2023](#)



EPOCH TIMES 09/25/23
[Government and Much More in Olympia, Washington](#)



SeattleMag 09/28/23
[In Olympia, it's still the water and a lot more](#)

SCORE CARD

September 2023

SALES

MEETINGS/TOUR & TRAVEL

Lead Room Nights	September Actual	YTD Actual
2023	1,655	3,073
2022	1,059	4,396
2023/2022 % Change (Measurement towards goal)	56.3%	-30.1%
2019	3,315	8,452
2023/2019 % Change (Progress towards economic recovery)	-50.1%	-63.6%

2023 YTD Performance to Goal: September YTD: 3,073
Annual: 5,605 (55% to Goal)

Booked Room Nights	September Actual	YTD Actual
2023	0	1,547
2022	0	670
2023/2022 % Change (Measurement towards goal)	0.0%	130.9%
2019	300	1,214
2023/2019 % Change (Progress towards economic recovery)	-100.0%	27.4%

2023 YTD Performance to Goal: September YTD: 1,547
Annual: 771 (200% to Goal)

Leads	September Actual	YTD Actual
2023	3	34
2022	6	40
2023/2022 % Change (Measurement towards goal)	-50.0%	-15.0%
2019	12	85
2023/2019 % Change (Progress towards economic recovery)	-75.0%	-60.0%

2023 YTD Performance to Goal: September YTD: 34
Annual: 59 (58% to Goal)

Leads Booked	September Actual	YTD Actual
2023	0	21
2022	1	13
2023/2022 % Change (Measurement towards goal)	-100.0%	61.5%
2019	7	38
2023/2019 % Change (Progress towards economic recovery)	-100.0%	-44.7%

2023 YTD Performance to Goal: September YTD: 21
Annual: 16 (131% to Goal)

SPORTS

Lead Room Nights	September Actual	YTD Actual
2023	365	5,556
2022	0	9,700
2023/2022 % Change (Measurement towards goal)	100.0%	-42.7%
2019	155	3,645
2023/2019 % Change (Progress towards economic recovery)	135.5%	52.4%

2023 YTD Performance to Goal: September YTD: 5,556
Annual: 11,316 (49% to Goal)

Booked Room Nights	September Actual	YTD Actual
2023	40	925
2022	4,090	5,570
2023/2022 % Change (Measurement towards goal)	-99.0%	-83.4%
2019	0	1,756
2023/2019 % Change (Progress towards economic recovery)	100.0%	-47.3%

2023 YTD Performance to Goal: September YTD: 925
Annual: 8,016 (11% to Goal)

Leads	September Actual	YTD Actual
2023	3	28
2022	0	25
2023/2022 % Change (Measurement towards goal)	100.0%	12.0%
2019	1	23
2023/2019 % Change (Progress towards economic recovery)	200.0%	21.7%

2023 YTD Performance to Goal: September YTD: 28
Annual: 32 (87% to Goal)

Leads Booked	September Actual	YTD Actual
2023	1	7
2022	2	11
2023/2022 % Change (Measurement towards goal)	-50.0%	-36.4%
2019	0	10
2023/2019 % Change (Progress towards economic recovery)	100.0%	-30.0%

2023 YTD Performance to Goal: September YTD: 7
Annual: 17 (41% to Goal)

SALES HIGHLIGHTS

- The Sports Commission assisted South Puget Sound Community College (SPSCC) in hosting 8 NWAC Volleyball teams from around the region for a Crossover Tournament September 15-16. SPSCC will be hosting a basketball crossover in December. The Sports Commission is also working with the City of Lacey to host the

2024 NWAC Softball Championships. Due to the success of the 1st Cascades National Fastpitch Championship, USSSA announced that the event will return in 2024. This event brings more than 3,000 athletes and spectators to the region to stay in hotels, eat in restaurants and shop with our retailers.

SALES *continued*

BOOKINGS

- Reach The Beach Cycling Tour
(Quality Inn Lacey, Comfort Inn Lacey, Candlewood Suites)

LOST BUSINESS

- WIAA Slowpitch Softball Championships 2025-27
(Chose Yakima due to familiarity with venue)
- Washington State Wrestling Association Winter Tournament
(Did not list hotels)
- Chim Wedding Reception (No response from client)



USSSA Fastpitch National Championship
at the Regional Athletic Complex

VISITOR SERVICES

Trained Certified Tourism Ambassadors	September Actual	YTD Actual
2023	13	71
2022	6	30
2023/2022 % Change (Measurement towards goal)	116.7%	136.7%
2019	n/a*	n/a*
2023/2019 % Change (Progress towards economic recovery)	--	--

2023 YTD Performance to Goal: September YTD Performance: 71
Annual Goal: 90 (79% to Goal)

HIGHLIGHTS

There was one Certified Tourism Ambassador (CTA) class held in September resulting in 13 new ambassadors! Are you interested in becoming a CTA? Upcoming classes are happening on December 4th at the Hands On Children's Museum in Olympia and February 14th at the Best Western Plus in Tumwater. For more information, please visit <https://www.experienceolympia.com/industry/thurston-tourism-ambassadors/>.

Definitions: Key Performance Indicators

Available Rooms/Rentals (room/rental supply) – The number of rooms/rentals multiplied by the number of days in a specific time period.

Average Daily Rate (ADR) – A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold. Indicates average price that guests are willing to pay for their lodging, and overall value perception.

Booked Room Nights – Confirmed Hotel Room Nights from a sales booking at a Thurston County hotel

Certified Tourism Ambassador (CTA) – The number of individuals who attended the training session and received the industry-recognized certification.

Consumer E-Newsletter Subscribers – Individuals who signed up to receive Experience Olympia & Beyond's monthly e-newsletter.

Earned Media Placements – Publicity or exposure gained from methods other than paid advertising.

Lead Room Nights – Estimated Hotel Room Nights for Thurston County hotels from a sales lead

Leads Booked – A future event that is contracted by planner with a venue, hotel or service provider.

Leads Sent – An inquiry for space (either sports or meetings) by a meeting planner or event organizer that the DMO has qualified to meet the planner's criteria and that requires at least 10 hotel guest rooms. Leads can also include conference services, such as catering or transportation.

Occupancy – Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available. Indicates demand for lodging.

PR Impressions – Interaction with Public Relations content.

Revenue Per Available Room/Rental (RevPAR) – Total room/rental revenue divided by the total number of available rooms/rentals. Indicates ability to fill rooms/rentals at an average rate, and overall health of lodging.

Short Term Rentals – Data collected from AirDNA comprised of rental details from Airbnb & VRBO and other sites. Indicates alternate lodging availability and potential shifts in consumer lodging choice behavior.

Social Media Audiences – Individuals who follow/like Experience Olympia & Beyond related pages on Facebook, Instagram and/or Twitter.

Unique Web Visits – A person who has visited experienceolympia.com at least once and is counted only once in the reporting time period.

Visitor Guides Mailed – The number of visitor guides distributed directly to consumers via the mail.

2024 TPA Board Calendar

JANUARY							MAY							SEPTEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6				1	2	3	4	1	2	3	4	5	6	7
7	8	9	10	11	12	13	5	6	7	8	9	10	11	8	9	10	11	12	13	14
14	15	16	17	18	19	20	12	13	14	15	16	17	18	15	16	17	18	19	20	21
21	22	23	24	25	26	27	19	20	21	22	23	24	25	22	23	24	25	26	27	28
28	29	30	31				26	27	28	29	30	31		29	30					
FEBRUARY							JUNE							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29			23	24	25	26	27	28	29	27	28	29	30	31		
							30													
MARCH							JULY							NOVEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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24	25	26	27	28	29	30	28	29	30	31				24	25	26	27	28	29	30
31																				
APRIL							AUGUST							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3	1	2	3	4	5	6	7
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28	29	30					25	26	27	28	29	30	31	29	30	31				



Thurston County Hotel & Motel Commission

Name	Position	Status	Business	Address	CSZ	Business Phone	Cell	Email	Term
Bryan Powell	1	Member	Holiday Inn Express	4460 3 rd Ave SE	Lacey, WA 98503	360-491-7985	360-819-4346	Sales.hiexpresslacey@gmail.com	Jan 2022 to Dec 2024
Kasee Palmer	3	Member	DoubleTree by Hilton	415 Capitol Way N	Olympia, WA 98501	360-570-0555	360-908-5040	Kasee.palmer@hilton.com	Jan 2023 to Jan 2026
Janine Phillips	6	Member	Hampton Inn & Suites Oly/Lacey	4301 Martin Way E.	Olympia, WA 98501	360-459-5000 ext 508	415-298-8283	janine.phillips@hilton.com	October 2022 to Oct 2025
Angie Evans	5	Current Chair	Prairie Hotel	700 Prairie Park Lane	Yelm, WA 98597	360-458-8300	360-701-1193	angiee@prairiehotel.com	Jan 2022 to Jan 2025
Rose Ponzoha	2	Member	Best Western-Tumwater	5188 Capitol Blvd. SE	Tumwater, WA 98501	360-956-1235	360-561-5083	rose@bwtumwater.com	Oct 2022 to Oct 2025
Christy LeGeer	4	Member	Courtyard by Marriott - Olympia	2301 Henderson Park Lane SE	Olympia, WA 98501	253-365-4543	360-943-8448	clegeer@bmihospitality.com	June 2023 – June 2026
Michelle Hudson	7	Member	Hilton Garden Inn	2101 Henderson Park Lane SE	Olympia, WA 98501	360-236-9934		mhudson@bmihospitality.com	September 2023-March 2026
Jennica Machado	--	Ex-Officio	Thurston County Economic	3000 Pacific Avenue S.E.	Olympia, WA 98501	360-709-3005	360-522-6137	jennica.machado@co.thurston.wa.us	January 2022 to

Annette Pitts – CEO, Experience Olympia-annette@experienceolympia.com C- 509-881-8587

Kelly Campbell – VP Finance & Administration, Experience Olympia- info@TPACommission.org/ kelly@experienceolympia.com C- 360-280-0830