



Thurston County Hotel & Motel Commission Meeting Agenda

Monday, August 26, 2024, 3:30 pm

Hampton Inn & Suites

AGENDA

1. Welcome & Call to Order
2. Consent Calendar
 - a. Minutes: May 2024
 - b. Financials: June 2024
3. Board Administration
 - a. Commissioner Update
 - b. Policy Update-TPA Commission Chair role/VCB bylaws adjustment
4. Presentation and approval of mid-year 2024 Budget and 2025 Budget
5. CEO Report
 - Marketing and Highlights
 - a. Destination Master Plan Update: Taskforce will meet in Q1 2025
 - b. Annual Report
 - c. Legislative Update
 - d. Organizational and marketing highlights
 - e. Scorecard review – June 2024
6. Upcoming Events:
 - a. Save the Date- Annual Meeting Kodiak Room in Tenino on September 19th,
 - b. Sports Awards – November 7th at SPSCC
6. Items from the Floor
7. Adjournment

Next Meeting: December 9, 2024, at 3:30 pm



Thurston County Hotel & Motel Commission Meeting

Monday, May 20, 2024, at 3:30 pm

VCB Conference Room

MINUTES

1. WELCOME & CALL TO ORDER

TPA Commission Directors in Attendance: Angie Evans, Kasee Palmer, Janine Phillips, and Rose Ponzoha

Members Absent: Michelle Hudson, Jennica Machado, and Christy LeGeer

VCB Staff in Attendance: Annette Pitts and Kelly Campbell

*Bryan Powell submitted his resignation on April 16, 2024

A quorum was established, and Angie Evans called the meeting to order at 3:33 p.m.

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 February 2024 meeting minutes and the March 2024 financials as presented. Annette reviewed the financials as presented and answered questions on the process of invoicing for LTAC reimbursement. There were no additional questions or discussion. **Kasee Palmer motioned to approve the consent calendar as presented and Janine Phillips seconded. All present voted and the motion passed unanimously.**

3. BOARD ADMINISTRATION

- a. Meeting locations were set for August (Hampton Inn) and December (County).
- b. Discussion around recruiting new Directors to serve on the Commission. Kelly will reach out to Carson at Ramada by Wyndham and Janine will reach out to Annie Choi or Susana Matis at the Candlewood Suites and report back next meeting.

4. CEO REPORT

- a. Destination Master Plan update: The DMP Steering Committee is finalizing which community organizations will be leading/supporting each of the 29 issues and opportunities identified. May 21st is the final Steering Committee meeting and will focus on implementation of the plan and will be facilitated by Doug Mah. More in-depth discussion and planning will take place at the EOB Board Retreat in June.
- b. Organizational Update: Annette reminded the committee that staff continues to follow the work plan as set in the 2024 Business & Marketing Plan and reviewed the details of the CEO report. Sales work is in full swing despite recent staffing changes and shared that the reorganization came about due to the work of the DMP, current staff roles, current and future



work, skill sets and recent changes to the marketplace and available space to book. Additional updates were shared including discontinuing the CTA program, restructuring of sales and sports workload, creation of updated SOPs and a new position being developed and advertised later this year. Media attribution and earned media were reviewed. Details of the two State of WA Tourism grants awarded to EOB were shared. Filming for the Content Creation grant will begin early next month, and the RFP process has begun for the Research grant that funded a website usability study. The bulk of this work will take place in early fall 2024.

c. Annette reviewed the Scorecard from March 2024.

Angie left the meeting at 4:43 pm.

5. UPCOMING EVENTS

- a. The EOB 2024 Annual Meeting will take place on Thursday, September 19, 2024. Please save the date and plan to attend the event at the Kodiak Room in Tenino.
6. **ITEMS FROM THE FLOOR:** Janine opened a discussion about groups trying to book meeting space and brainstorming followed about how to reach these groups. Annette shared that the Squaxin Tribe is working with the City of Olympia to build a hotel and conference center to downtown Olympia and that EOB plans to update its Meeting & Facility Guide. Connectivity issues were discussed, specifically, to and from the Capitol Campus and around the downtown area.
7. **ADJOURNMENT:** There being no additional business Annette adjourned the meeting at 4:54 p.m.

NEXT MEETING: Monday, August 26, 2024, at 3:30 pm

Visitor and Convention Bureau of Thurston County

Profit & Loss Budget Performance

June 2024

Accrual Basis

	Jun 24	Budget	Jan - Jun 24	YTD Budget	Annual Budget
Income					
40000 - LTAC					
40110 - LTAC-Lacey	25,000.05	27,500.00	50,000.00	55,000.00	110,000.00
40120 - LTAC-Olympia	70,151.53	14,867.67	70,151.53	59,470.73	148,676.75
40130 - LTAC-Tumwater	0.00	0.00	37,632.00	36,300.00	36,300.00
40140 - LTAC-Yelm	7,000.00	5,000.00	7,000.00	5,000.00	5,000.00
40150 - LTAC- Thurston County	7,375.00		7,375.00		
Total 40000 - LTAC	109,526.58	47,367.67	172,158.53	155,770.73	299,976.75
40300 - Private Funds	5,000.00	1,000.00	146,674.20	155,070.00	202,325.00
40390 - Grant Income	20,000.00	0.00	100,000.00	50,000.00	50,000.00
40400 - TPA Income	66,163.81	70,000.00	378,988.29	391,000.00	875,000.00
Total Income	200,690.39	118,367.67	797,821.02	751,840.73	1,427,301.75
Gross Profit	200,690.39	118,367.67	797,821.02	751,840.73	1,427,301.75
Expense					
50100 - Marketing					
50110 - Advertising	6,025.84	15,200.00	56,893.83	71,950.00	156,200.00
50115 - Promotions	24.44	0.00	224.44	1,500.00	3,500.00
50120 - External Public Relations	190.00	7,476.66	13,660.56	36,639.96	72,900.00
51000 - Community Public Relations					
51100 - Annual Meeting	4,317.33	0.00	4,317.33	0.00	15,992.00
51250 - Meals & Registrations	26.60	250.00	1,041.00	1,675.00	3,500.00
51550 - Thurston County Sports Awards	0.00	500.00	0.00	500.00	15,000.00
51600 - Visitor Services	3,431.25	300.00	9,195.24	6,250.00	7,000.00
51625 - Destination Master Planning	1,466.83	1,800.00	3,535.14	6,000.00	6,000.00
51700 - Legislative Reception	75.00		75.00		
Total 51000 - Community Public Relations	9,317.01	2,850.00	18,163.71	14,425.00	47,492.00
51800 - Products					
51805 - Scenic Byway	0.00	500.00	0.00	500.00	4,000.00
51850 - Community & Facility	0.00	500.00	0.00	500.00	4,000.00
51860 - Other Collateral	63.75	0.00	1,539.99	4,800.00	14,000.00
51870 - Visitor Guide	3,717.59	2,285.00	59,070.06	56,260.00	61,750.00
51880 - Website	6,361.51	21,200.00	37,903.12	59,500.00	120,400.00
Total 51800 - Products	10,142.85	24,485.00	98,513.17	121,560.00	204,150.00
51900 - Memberships & Affiliations	2,093.20	1,385.00	9,006.50	8,365.00	17,883.00
51925 - Research	8,732.13	4,950.00	36,952.08	29,750.00	55,050.00
Total 50100 - Marketing	36,525.47	56,346.66	233,414.29	284,189.96	557,175.00
52000 - Sales					
52050 - Ad Sales Commission Expense	748.48	0.00	12,077.92	15,000.00	15,300.00
52100 - Tradeshows & Sales Missions	0.00	800.00	8,366.32	16,870.00	23,235.00
52200 - Event Sponsorship & Bid Fees	2,690.45	5,000.00	15,650.58	22,250.00	33,500.00
52300 - FAM Tours	0.00	0.00	392.28	0.00	4,000.00
52400 - Client Entertainment	0.00	0.00	0.00	1,000.00	2,250.00

*pending board approval

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	Jun 24	Budget	Jan - Jun 24	YTD Budget	Annual Budget
Total 52000 - Sales	3,438.93	5,800.00	36,487.10	55,120.00	78,285.00
60000 - Operations					
60100 - Personnel Expense	44,758.60	53,953.31	349,161.74	330,959.86	594,470.92
60200 - Internet and Technology	3,013.99	2,067.11	16,229.47	14,346.50	24,155.00
60310 - Rent & Facility Charges	3,230.00	3,100.00	19,541.67	18,600.00	37,250.00
60320 - Equipment	0.00	400.00	816.48	2,600.00	5,000.00
60340 - Insurance	0.00	0.00	3,115.59	5,250.00	5,250.00
60360 - Licenses & Fees	0.00	0.00	265.12	0.00	250.00
60380 - Postage and Shipping	361.82	200.00	1,000.52	1,100.00	2,350.00
60400 - Professional Development	8,125.00	6,175.00	19,066.59	23,160.00	25,060.00
60410 - Printing	351.91	300.00	1,607.98	1,900.00	3,775.00
60500 - Professional Fees	5,572.00	4,110.00	81,655.09	62,150.00	68,100.00
60570 - Supplies	104.44	250.00	931.46	1,950.00	3,500.00
60580 - Travel Expenses	1,574.05	3,825.00	7,456.27	11,205.00	19,295.00
60600 - Bank Charges	21.81	67.50	785.35	420.00	825.00
Total 60000 - Operations	67,113.62	74,447.92	501,633.33	473,641.36	789,280.92
61000 - TPA Administration					
61105 - Marketing & Operations	0.00	0.00	3,992.65	4,422.00	4,825.00
61200 - Professional Fees	789.03	770.00	6,594.24	4,698.00	12,500.00
Total 61000 - TPA Administration	789.03	770.00	10,586.89	9,120.00	17,325.00
Total Expense	107,867.05	137,364.58	782,121.61	822,071.32	1,442,065.92
	92,823.34	-18,996.91	15,699.41	-70,230.59	-14,764.17
Other Income	2,910.57	750.00	16,085.00	6,250.00	15,000.00
	2,910.57	750.00	16,085.00	6,250.00	15,000.00
Net Income	95,733.91	-18,246.91	31,784.41	-63,980.59	235.83

Visitor and Convention Bureau of Thurston County

Balance Sheet

As of June 30, 2024

Accrual Basis

Jun 30, 24

ASSETS

Current Assets	
Checking/Savings	
VCB Accounts	
10100 · Heritage Checking	93,474.78
10300 · TwinStar Checking	467.00
10350 · TwinStar - HRA	2,455.72
10400 · TwinStar Money Market	202,956.34 2
10500 · TwinStar Savings	30.00
10600 · Petty Cash	75.00
Total VCB Accounts	299,458.84
10700 · WSECU - MM - Operating	100,328.79 3
10725 · WSECU - Checking	5.00
10750 · WESCU - Savings	5.00
Total Checking/Savings	399,797.63
Accounts Receivable	
11100 · Accounts Receivable	69,295.78
Total Accounts Receivable	69,295.78
Other Current Assets	
12000 · Undeposited Funds	6,240.41
13000 · Prepaid Expenses	33,328.73
14000 · Inventory	343.02
Total Other Current Assets	39,912.16
Total Current Assets	509,005.57
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	634,514.29 1
Total Other Assets	634,514.29
TOTAL ASSETS	1,144,548.29

LIABILITIES & EQUITY

Liabilities

Current Liabilities	
Accounts Payable	
20100 · Accounts Payable	8,908.58
Total Accounts Payable	8,908.58
Credit Cards	
20200 · MC Control Account	13,219.54
20205 · Heidi Mastercard	3,747.66
20220 · Jeff Mastercard	2,851.61
20225 · Annette Mastercard	18,342.12
20240 · Kelly Mastercard	3,270.75
20245 · Emily Mastercard	2,605.04
20275 · Melissa Mastercard	-43,194.86
20200 · MC Control Account - Other	841.86
Total 20200 · MC Control Account	841.86
Total Credit Cards	841.86
Other Current Liabilities	

Visitor and Convention Bureau of Thurston County

Balance Sheet

As of June 30, 2024

Accrual Basis

	Jun 30, 24
20310 · Accrued Liabilities	27,766.69
Total Other Current Liabilities	27,766.69
Total Current Liabilities	37,517.13
Total Liabilities	37,517.13
Equity	
32000 · Reserve from prior years	1,075,246.75
Net Income	31,784.41
Total Equity	1,107,031.16
TOTAL LIABILITIES & EQUITY	1,144,548.29

Visitor and Convention Bureau of Thurston County

Balance Sheet

As of June 30, 2024

Accrual Basis

1. \$100k Charles Schwab @5.3%; \$117K Bank of America @ 5.5%; \$100k Burke & Hebert @ 3.35%; \$104K Bank of America @4.9%; \$100k Sallie Mae @ 3.45%; \$100k Fortis Bank @ 5.25%

2. 1.76%

3. 1.24%

Visitor and Convention Bureau of Thurston County

A/R Aging Summary

As of June 30, 2024

	Curr...	1 - 30	31 - 60	61 - 90	> 90	TOTAL
1889 Prime Steakhouse	0.00	0.00	0.00	0.00	50.00	50.00
City of Yelm	0.00	0.00	1,049.00	0.00	0.00	1,049.00
Destination Signals by Tempest	0.00	0.00	0.00	0.00	603.02	603.02
Headless Mumby	0.00	0.00	0.00	0.00	50.00	50.00
LTAC - Yelm	0.00	7,000.00	0.00	0.00	0.00	7,000.00
LTAC Lacey	0.00	25,000.05	0.00	0.00	0.00	25,000.05
LTAC Tumwater	0.00	0.00	12,496.71	0.00	0.00	12,496.71
New Traditions Fair Trade	0.00	0.00	0.00	0.00	1,104.00	1,104.00
Nicole's Bar	0.00	0.00	0.00	0.00	50.00	50.00
Pizzeria La Gitana	0.00	0.00	0.00	0.00	552.00	552.00
Port of Olympia	0.00	5,000.00	0.00	0.00	0.00	5,000.00
Rutledge Corn Maze LLC	0.00	0.00	0.00	0.00	2,308.00	2,308.00
Sofie's Scoops	0.00	0.00	0.00	0.00	604.00	604.00
SS Maritime Heritage Assoc	0.00	0.00	0.00	0.00	1,797.00	1,797.00
STEDI	0.00	0.00	0.00	0.00	4,257.00	4,257.00
Thurston County, Washington	0.00	7,375.00	0.00	0.00	0.00	7,375.00
TOTAL	0.00	44,375.05	13,545.71	0.00	11,375.02	69,295.78

1. Strategy

- Begin executing on Destination Master Plan action items prioritized by the EOB Board (those in bold).
 - Agritourism & Thurston Bountiful Byway
 - Held Agritourism Advisory Committee meeting. Determined we will not seek funding support for the Byway in 2025 due to lack of support from the elected official serving on the County LTAC. A budget has been set employing internal funding to support byway promotions, based on advisory committee feedback.
 - Supporting this initiative will be integrated into the 2025 workplan.
 - Community Engagement
 - Developing new community engagement program for 2025—Tourism Talks—quarterly topical and networking focus.
 - Supporting this initiative will be integrated into the 2025 workplan.
 - **Connectivity**
 - Integrating directives from DMP on connectivity into 2025 workplan.
 - Met with and provided geofencing data to Tangram, working with the City of Olympia on way showing and signage.
 - Leading this initiative will be integrated into the 2025 workplan.
 - Craft Beverage Marketing & Promotions
 - Staff met with the new Communications person for City of Tumwater and building a relationship to foster collaboration on future craft sector promotions.
 - Supporting this initiative will be integrated into the 2025 workplan.
 - Destination Stewardship
 - Supporting this initiative will be integrated into the 2025 workplan.
 - Equestrian Tourism
 - Events, Festivals & Seasonality
 - Invited to speak on a panel at the Washington Festivals & Events Annual Convention, October 29.
 - **Outdoor Recreation**
 - Contracting with Thurston Talk to produce a series of articles promoting outdoor recreation; also repurposing them as content on experienceolympia.com.
 - Leading this initiative will be integrated into the 2025 workplan.
 - **Sporting Events & Facilities**
 - Completed geofencing and economic impact assessments for the RAC for 2023 and YTD for 2024.
 - Did comprehensive audit of Sports event support, sales and promotion work YTD, made corrections, and developed SOPs for future work.
 - Hired Braeden Armin, new Marketing & Sales Coordinator.
 - Serviced the following sports events: USA 12U Fastpitch (Umpire Rooms for the RAC), Thurston Co. Pickleball (signs + cash sponsorship), USA Softball at the RAC (cash sponsorship), WA Senior Games (signs), WIAA Softball Championships at the RAC (coordinated rooms for WIAA staff and paid for umpire rooms for tournament), WIAA Golf at the RAC, Tumwater Valley, Riverside, Eagles Pride (signage, player takeaways and hospitality).
 - Working on AJGA for next summer.
 - Budgeted \$44k to support sports events through sponsorships and bid fees for 2025.
 - Leading this initiative will be integrated into the 2025 workplan.
 - **Tourism Funding**

- Conducting research on TPA rules, regulations and permissible uses.
- Working with State of WA Tourism to understand potential new funding opportunities.
- Auditing jurisdictional lodging award allocation percentages for parity.
- Further research for EOB funding and industry funding opportunities will be explored.
- Leading this initiative will be integrated into the 2025 workplan.
- **Tribal Relationships & Tourism**
 - Working with Squaxin and Nisqually tribes to support future hospitality and tourism developments.
 - Budgeting in the 2025 workplan to bring AIANTA to Thurston County to facilitate a "summit" of the three tribes and EOB to discuss regional collaboration and promotion.
- Conduct outreach socializing the DMP with the community, building a path to DMP Taskforce formation/meeting starting Q1, 2025. Have conducted presentations with the following:
 - Thurston EDC
 - Thurston EDC/STEDI
 - City of Tenino
 - City of Yelm
 - City of Tumwater

Have solicited DMP presentations and have them scheduled with:

- City of Olympia
- City of Lacey
- Thurston Chamber Economic Development group

Have solicited DMP presentations and waiting to schedule:

- Thurston County
- Continue executing on 2024 Business & Marketing Plan including workplan areas:
 - Public Relations-Out of Area
 - Public/Community Relation-In-Market/In-Industry
 - Content creation: in-house blogs, web development.
 - Annual Reports received from printer
 - Social media
 - Sales external (reviewing new Sports lead generation tool)
 - Sales internal (Sponsorships)
 - Media attribution running—Datafy
 - Staff scheduled followup with EDC staff offering support and checking in on contract with the Thurston EDC to provide license access to our Placer account to help facilitate their work on Destination Master Plan.
- LTAC Award Recipient Support Program: Events/activities being actively promoted for Olympia, Lacey, Tumwater, Yelm and Thurston County. We are setting up geofences for all LTAC funded events for 2024 so that we can deliver a proof of performance report for each funding municipality at the end of the season. We have been working with all the jurisdictions' LTAC administrators as they work through regional LTAC collaboration planning. Emily attended the joint LTAC open house June 5.

2. Organizational

- **HR**
 - Braeden Armin has been hired as EOB's new Marketing & Sales Coordinator. He will start in his new role August 16, 2024.
- **Funding**

- TPA revenue is trending upward YOY.
- State of WA Tourism is engaging the industry in a conversation that could result in enabling legislation being proposed in the upcoming session that could fund statewide tourism via a competitive, multi-tiered, sustainable funding model. Further information TBD likely by Labor Day. Grants may become available to the Sports Commissions based on the 2024 \$1 million appropriation we supported. Further details TBD.
- **Board**
 - Nominations Committee met and two new Board Members are being recommended.
 - Brandon Staff is being recommended for appointment to the At Large Executive Committee position vacated earlier this year by Sans Gilmore.
 - Line Roy and Shina Wysocki are being recommended for service in At Large Executive Committee positions.
 - Governance Committee met and approved recommendations to pass to the Finance/Policy Committee.
 - Finance/Policy Committee met and review policy recommendations, approving some and rejecting others. Final draft recommendations will be submitted to the Executive Committee and potentially, the full Board of Directors this month.

3. Marketing

New content

- [Tumwater Parks and Recreation landing page](#)
- [Family Fun at Rutledge Family Farm](#)
- [Start Your E-Bike Excursion at Swantown Inn Bed and Breakfast](#)
- [Intercity Transit landing page](#)
- [Join the Rainier Bluegrass Festival in Celebrating 30 Years](#)

Updated Content

- [The Washington State Senior Games blog](#)
- [Top Swim Spots in the Olympia Region](#)
- [An Insider's guide to the Olympia Region's Burger Joints](#)
- [Top Fall Activities page](#)
- [Olympia Harbor Days Festival annual event page](#)
- [Tumwater Artesian Brewfest annual event page](#)

Harvesting Resilience Project Update

Photography and Videography for the Harvesting Resilience project has been completed and work has begun on the custom landing page. Still photography collateral from Ben Matthews has been received and we are currently populating our Harvesting Resilience landing page with it as well as other content on the website that lends itself to farm-and-tide-to-table dining. Sky Bear is in post-production for the two-minute video deliverable with a final draft to be received and ready to add to the website by August 31st. Unveiling of the Harvesting Resilience project at our Annual Meeting is still on schedule for September 19th.

Public Relations—Earned Media

- <https://www.thurstontalk.com/2024/06/13/cedar-flats-flower-farm-opening-soon-for-u-pick/>
- <https://www.theolympian.com/news/local/article289152944.html>
- <https://www.thurstontalk.com/2024/06/18/experience-olympia-beyond-ceo-receives-destination-management-executive-designation/>
- https://www.southsoundbiz.com/news/experience-olympia-and-beyond-annette-pitts-destination-management-honor/article_f09dcd2c-300b-11ef-91df-b30ffe8c5aaf.html
- <https://www.thurstontalk.com/2024/06/26/olympia-harbor-days-celebrates-51-years-of-maritime-heritage/>
- <https://www.thurstontalk.com/2024/06/28/thurston-countys-10-year-destination-master-plan-released/>
- <https://www.emeraldpalate.com/things-to-do-in-seattle-in-july/>
- https://fabulouswashington.com/food-drink/uptown-grill-olympia-restaurant/#google_vignette
- <https://www.thurstontalk.com/2024/07/03/looking-for-a-summer-activity-for-kids-check-out-cedar-flats-farm-a-u-pick-flower-farm-in-olympia/>
- https://www.southsoundmag.com/home-garden/lavender-thurston-county/article_74bfae74-3983-11ef-abbd-ab74e5bd43e1.html
- <https://fabulouswashington.com/washingtons-best/a-weekend-inolympia/>
- <https://traveler.marriott.com/tips-and-trends/underrated-summer-travel-ideas/>
- <https://www.theolympian.com/news/local/article290222239.html>
- <https://www.parentmap.com/article/best-lavender-farms-seattle-washington-families>
- https://www.southsoundmag.com/arts-entertainment/south-sound-summer-festivals-2024/article_ac37992e-3984-11ef-8f2a-f7e78a1b930d.html
- <https://www.instagram.com/p/C9xD9a4JBw9/>
- <https://www.instagram.com/p/C-AiLnWpEQC/>
- <https://www.thejoltnews.com/stories/experience-olympia-beyond-presents>
- <https://www.instagram.com/p/C-LAbfcJeYK/>
- <https://www.instagram.com/p/C-Xsc5vJqLs/>

Public Relations/Community Relations

- Met with City of Lacey LTAC Administrator
- Met with City of Olympia Wayfinding consultants, Tangram
- Met with Thurston County LTAC for special meeting
- Met with Thurston County Economic Development staff
- Met with Tumwater School District/ Tumwater Chamber VIC
- Attended Thurston Chamber Forum
- Attended STEDI meeting
- Met with Doug Mah—Reviewing Destination Master Plan and EOB Board Retreat
- Attended quarterly TPA Board Meeting
- Attended quarterly Agritourism Advisory Committee meeting
- Board service:
 - WSDMO (Board and Executive Board) Currently serving as President
 - State of WA Tourism Board
 - Olympia Tumwater Foundation Board
- Annual Meeting—Field of Dreams—is being planned for September 19.
- Sports Awards—being planned for
- Legislative Reception being planned.

Social Media—Recent Excerpts

experienceoly

Follow Message ...

2,620 posts 10K followers 1,309 following

Experience Olympia & Beyond
Tourist Information Center
We're the Olympia region's official resource for visitors, and we can't wait to inspire your next adventure. Planning a... [more](#)
[linktree/experienceolympia](#)

Top Attractions Family Friendly Eat and Drink Highlights Shops Our Outdoors Bountiful By...

■ POSTS ■ REELS ■ TAGGED

Celebrate Tumwater's Brewing History!
2024 TUMWATER ARTESIAN BREWFEST
AUGUST 17

Show more posts from experienceoly

Website

Unique Web Visits	June Actual	YTD Actual
2024 ²	44,210	179,440
2023	43,877	160,315
2024/2023 % Change (Measurement towards goal)	0.8%	11.9%
2024 YTD Performance to Goal: June YTD Performance: 179,440 Annual Goal: 413,507 (43% to Goal)		

Top 10 Pages – July (Total Views: 113,894)

1. Events
2. Ultimate Guide to Capital Lakefair 2024
3. Olympia 4th of July (Event)
4. Things to do
5. Best Things to do in Olympia
6. Top Summer Activities
7. Nisqually Red Wind Casino Family Fireworks Show
8. Best Restaurants
9. LoveOly Music in the Park (Event)
10. Tenino Oregon Trail Days (Event)

Advertising & Research

Current advertising in process:

- Digital programmatic display
- Advertorial is currently running with Thurston Talks.

DATAFY

Datafy Advertising

Setup Overview Traditional KPIs Attribution Audience Analysis Delivery Reports Wrap Report

Olympia 2024 - 2024 - 2024 Leisure Campaign

Campaign Run Dates: 03.01.24 - 12.16.24
Report Period: 03.01.24 - 08.07.24
Attribution Mileage Defaults: 50 - 3760 miles
Attribution reflects visitation between 03.08.24 - 07.20.24
KPI performance reflected between 03.01.24 - 08.07.24

Distance (Miles)

50 In-State Out-of-State ADR: \$174 Spend per Visitor: \$329

Campaign Impact

EST. CAMPAIGN IMPACT  \$33,548,788.00

EST. ROAS  \$1,456.93 : \$1

COST/VISITOR DAY  \$0.14

Attribution

Destination		Accommodations	
Total Trips / Visits	Est. Campaign Impact		
101,972	\$33,548,788.00		
Total Trips / Visits	Est. Campaign Impact		
29,606	\$9,740,374.00		
Destination		Accommodations	
Top DMAs	Share	Avg Length of Stay	DMA
Portland- OR	38%	1.6 Days	▼
Seattle-Tacoma	36%	1.5 Days	
Yakima-Pasco-RchInd-Knn...	5%	1.8 Days	
Spokane	5%	1.9 Days	
Eugene	2%	1.7 Days	▼
Top DMAs	Share	Avg Length of Stay	DMA
Portland- OR	39%	1.7 Days	▲
Seattle-Tacoma	29%	1.7 Days	
Spokane	7%	2 Days	
Yakima-Pasco-RchInd-Knn...	6%	1.9 Days	
Eugene	3%	1.8 Days	▼

4. Sales

Key members of the EOB team have divided the workload of supporting inbound meetings, tour & travel and sports sales until the new Marketing & Sales Coordinator is hired. They've completed follow-up on all sales activities that were in the funnel after organizational changes took place in May. They followed up on all contacts from this year's tradeshows and sales activities. They also completed an in-depth audit of current scorecards, and internal sales practices. They engaged in-depth consultations with peers/leaders in the industry to vet current processes and develop new ones that align with what is considered industry standard. Corrections have been made to this year's scorecards based on the team's findings. Detailed SOPs have been created, tested and vetted. They will be the basis of training for the new Marketing & Sales Coordinator responsible for sales going forward.