



Thurston County Hotel & Motel Commission Meeting Agenda
Monday, May 20, 2024 at 3:30 pm
VCB Conference Room

AGENDA

1. Welcome & Call to Order
2. Consent Calendar
 - a. Minutes: March 2024
 - b. Financials: March 2024
3. Board Administration
 - a. Upcoming meeting locations: August 26 is now open – Janine can you switch and host in August vs. December; Jennica will be out of town in August and requested that she host December 9 to be held at the Atrium at Thurston County.
 - b. Seeking an additional Director to replace Bryan Powell – any nominations or suggestions?
4. CEO Report
Marketing and Highlights
 - a. Destination Master Plan update
 - a. 5.21.24 Steering Committee
 - b. 6.18.24 Board Retreat
 - b. Organizational and marketing highlights
 - a. Staffing re-organization
 - b. SWT grants – Regenerative Tourism and Website Usability
 - c. Scorecard review - March 2024
5. Upcoming Events:
 - a. Save the Date – Annual Meeting – Thursday, September 19th
6. Items from the Floor
7. Adjournment

Next Meeting: August 26, 2024, at 3:30 pm



**Thurston County Hotel & Motel Commission Meeting
Monday, February 26, 2024, at 3:30 pm
Hilton Garden Inn – Olympia**

MINUTES

1. WELCOME & CALL TO ORDER

TPA Commission Directors in Attendance: Angie Evans, Christy LeGeer, Kasee Palmer, Janine Phillips, and Michelle Hudson; Jennica Machado arrive at 3:45 pm
Members Absent: Rose Ponzoha 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 3:39 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 December 2023 meeting minutes and the December 2023 financials as presented. Annette shared a review of the financials as presented. There were no additional questions or discussion. **Janine Phillips motioned to approve the consent calendar as presented and Kaycee Palmer seconded. All present voted and the motion passed unanimously.**

3. BOARD ADMINISTRATION

Meeting locations were set for May, August, and December.

- a. May – VCB Admin office
- b. August – Jennica offered use of a County meeting room
- c. December – Janine will host at the Hilton Garden Inn

4. CEO REPORT

a. Annette gave a recap and overview of what the Destination Master Plan is and followed up with an overview of the scope of work completed thus far. Highlights started with in person Steering Committee meetings in September of 2023 and included the 3-day tour of Thurston County, where the CSL team went to visited over 30 businesses, attractions and meeting spaces. Then in October and November CSL met with 100+ people via 1x1 in person meetings and focus groups, and a few additional via Zoom. Simultaneously CSL conducted a sentiment survey of visitors, stakeholders, and residents with over 900 participants completing the survey. December wrapped up with another Steering Committee meeting. In January two Visioning workshops and a Public Forum were held to solidify areas of focus and identify the issues and opportunities to integrate and create the Destination Master Plan. In February the Steering Committee met again and evaluated the importance of each issue as it applies to them, and those values were weighted. Next steps will include the Steering Committee meeting



identifying leaders and supporters of each identified issue and opportunity. Finally, the plan will be reviewed, edited, and socialized amongst the Committee members and the organization involved. Annette shared that organizational restructuring plans are being explored to ensure that EOB is best positioned to move work forward resulting from the DMP, scheduled for completion in June. Further implementation plans will be discussed in June at the EOB Board retreat.

b. Annette shared a PowerPoint illustrating the 2024 Business and Marketing Plan and reminded Directors that the Visitor Guides sales for 2024 – 2025 was in full swing. Annette asked that properties who needed Visitor Guides to be restocked let EOB staff know and they will be contacted for a delivery of additional guides.

c. Annette shared that Jeff worked to relocate and rebook meetings and events provided by staff of the Olympia Hotel at Capitol Lake and is currently wrapping up.

d. Annette reviewed the Scorecard from December 2023.

5. UPCOMING EVENTS

a. CTA Class scheduled from 8:30 am to 12:30 pm on Thursday, April 18th, 2024, hosted by: Hands on Childrens Museum. Directors are encouraged to attend if they have not participated and train their staff. Cost is \$45

6. **ITEMS FROM THE FLOOR:** Bryan Powell resigned his position last week via email due to increased travel out of state to new properties the owner has recently purchased which has expanded his role. Suggestions were made to check in with Carson Kurts at the Fairfield in Lacey and Greg Taylor at DoubleTree by Hilton downtown, however since Kasee already represents the DoubleTree, Greg will not be pursued as a representative on the TPA Board at this time.

7. **ADJOURNMENT:** There being no additional business the meeting adjourned at 4:55 p.m.

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

Visitor and Convention Bureau of Thurston County

Profit & Loss Budget Performance

Accrual Basis

March 2024

	Mar 24	Budget	Jan - Mar 24	YTD Budget	Annual Bu...
Ordinary Income/Expense					
Income					
40000 · LTAC					
40110 · LTAC-Lacey	24,999.95	27,500.00	24,999.95	27,500.00	110,000.00
40120 · LTAC-Olympia	0.00	0.00	0.00	0.00	148,676.75
40130 · LTAC-Tumwater	25,135.29	18,000.00	25,135.29	18,000.00	36,300.00
40140 · LTAC-Yelm	0.00	0.00	0.00	0.00	5,000.00
Total 40000 · LTAC	50,135.24	45,500.00	50,135.24	45,500.00	299,976.75
40300 · Private Funds	85,015.20	100,090.00	95,460.20	105,720.00	202,325.00
40390 · Grant Income	0.00	15,000.00	43,317.19	47,500.00	50,000.00
40400 · TPA Income					
40410 · TPA Revenue	60,866.96	63,000.00	186,262.69	192,000.00	875,000.00
Total 40400 · TPA Income	60,866.96	63,000.00	186,262.69	192,000.00	875,000.00
Total Income	196,017.40	223,590.00	375,175.32	390,720.00	1,427,301.75
Gross Profit	196,017.40	223,590.00	375,175.32	390,720.00	1,427,301.75
Expense					
50100 · Marketing					
50110 · Advertising	16,206.04	15,450.00	18,126.85	18,850.00	156,200.00
50115 · Promotions	0.00	0.00	0.00	0.00	3,500.00
50120 · External Public Relations	12,821.44	5,876.66	12,821.44	16,709.98	72,900.00
51000 · Community Public Relations					
51100 · Annual Meeting	0.00	0.00	0.00	0.00	15,992.00
51250 · Meals & Registrations	62.87	200.00	563.82	900.00	3,500.00
51550 · Thurston County Sports Awards	0.00	0.00	0.00	0.00	15,000.00
51600 · Visitor Services	85.00	50.00	5,762.79	5,850.00	7,000.00
51625 · Destination Master Planning	0.00	500.00	2,682.48	2,200.00	6,000.00
Total 51000 · Community Public Relations	147.87	750.00	9,009.09	8,950.00	47,492.00
51800 · Products					
51805 · Scenic Byway	0.00	0.00	0.00	0.00	4,000.00
51850 · Community & Facility	0.00	0.00	0.00	0.00	4,000.00
51860 · Other Collateral	403.75	0.00	1,311.76	3,800.00	14,000.00
51870 · Visitor Guide	1,159.58	1,765.00	2,690.66	3,295.00	61,750.00
51880 · Website	7,984.94	6,200.00	19,801.61	20,400.00	120,400.00
Total 51800 · Products	9,548.27	7,965.00	23,804.03	27,495.00	204,150.00
51900 · Memberships & Affiliations	433.66	450.00	6,045.98	6,080.00	17,883.00
51925 · Research	5,643.22	4,960.00	16,929.77	14,880.00	55,050.00
Total 50100 · Marketing	44,800.50	35,451.66	86,737.16	92,964.98	557,175.00
52000 · Sales					
52050 · Ad Sales Commission Expense	0.00	0.00	0.00	0.00	15,300.00
52100 · Tradeshows & Sales Missions	3,000.00	4,540.00	5,606.20	11,140.00	23,235.00
52200 · Event Sponsorship & Bid Fees	5,000.00	6,250.00	5,000.00	6,250.00	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
Total 52000 · Sales	8,000.00	10,790.00	10,998.48	18,390.00	78,285.00
60000 · Operations					

*pending board approval

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

Accrual Basis

March 2024

	Mar 24	Budget	Jan - Mar 24	YTD Budget	Annual Bu...
60100 · Personnel Expense	58,874.95	60,733.31	179,680.64	169,099.93	594,470.92
60200 · Internet and Technology	1,868.18	2,067.11	8,565.90	8,145.17	24,155.00
60310 · Rent & Facility Charges	3,230.00	3,100.00	9,851.67	9,300.00	37,250.00
60320 · Equipment	0.00	400.00	816.48	1,400.00	5,000.00
60340 · Insurance	1,396.67	4,250.00	2,041.43	5,250.00	5,250.00
60360 · Licenses & Fees	223.12	0.00	265.12	0.00	250.00
60380 · Postage and Shipping	0.00	200.00	65.85	500.00	2,350.00
60400 · Professional Development	2,241.59	3,510.00	7,691.59	8,960.00	25,060.00
60410 · Printing	269.30	350.00	952.07	950.00	3,775.00
60500 · Professional Fees	11,050.00	15,110.00	41,931.00	47,830.00	68,100.00
60570 · Supplies	353.62	250.00	504.59	1,200.00	3,500.00
60580 · Travel Expenses	868.60	1,815.00	3,321.79	4,580.00	19,295.00
60600 · Bank Charges	454.51	75.00	471.95	210.00	825.00
Total 60000 · Operations	80,830.54	91,860.42	256,160.08	257,425.10	789,280.92
61000 · TPA Administration					
61105 · Marketing & Operations	4,074.16	3,550.00	5,039.13	4,422.00	4,825.00
61200 · Professional Fees	789.03	770.00	2,445.76	2,388.00	12,500.00
Total 61000 · TPA Administration	4,863.19	4,320.00	7,484.89	6,810.00	17,325.00
Total Expense	138,494.23	142,422.08	361,380.61	375,590.08	1,442,065.92
Net Ordinary Income	57,523.17	81,167.92	13,794.71	15,129.92	-14,764.17
Other Income/Expense					
Other Income	2,415.81	750.00	7,550.70	4,000.00	15,000.00
Net Other Income	2,415.81	750.00	7,550.70	4,000.00	15,000.00
Net Income	59,938.98	81,917.92	21,345.41	19,129.92	235.83

Visitor and Convention Bureau of Thurston County

Balance Sheet

Accrual Basis

As of March 31, 2024

	Mar 31, 24
ASSETS	
Current Assets	
Checking/Savings	
VCB Accounts	
10100 · Heritage Checking	81,715.75
10300 · TwinStar Checking	467.00
10350 · TwinStar - HRA	1,500.00
10400 · TwinStar Money Market	154,258.02
10500 · TwinStar Savings	30.00
10600 · Petty Cash	75.00
Total VCB Accounts	238,045.77
10700 · WSECU - MM - Operating	247,708.89
10725 · WSECU - Checking	5.00
10750 · WESCU - Savings	5.00
Total Checking/Savings	485,764.66
Accounts Receivable	
11100 · Accounts Receivable	96,947.86
Total Accounts Receivable	96,947.86
Other Current Assets	
13000 · Prepaid Expenses	44,958.68
14000 · Inventory	343.02
Total Other Current Assets	45,301.70
Total Current Assets	628,014.22
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	7,922.37
16000 · LPL Financial - Other	519,436.77
Total 16000 · LPL Financial	527,359.14
Total Other Assets	527,359.14
TOTAL ASSETS	1,156,401.79
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20100 · Accounts Payable	22,558.27
Total Accounts Payable	22,558.27

Visitor and Convention Bureau of Thurston County
Balance Sheet

Accrual Basis

As of March 31, 2024

	<u>Mar 31, 24</u>
Credit Cards	
20200 · MC Control Account	
20205 · Heidi Mastercard	6,593.60
20220 · Jeff Mastercard	1,042.10
20225 · Annette Mastercard	2,003.70
20240 · Kelly Mastercard	10,298.32
20245 · Emily Mastercard	1,532.75
20275 · Melissa Mastercard	1,438.77
20200 · MC Control Account - Other	<u>-22,909.24</u>
Total 20200 · MC Control Account	<u>0.00</u>
Total Credit Cards	<u>0.00</u>
Other Current Liabilities	
20310 · Accrued Liabilities	<u>37,251.36</u>
Total Other Current Liabilities	<u>37,251.36</u>
Total Current Liabilities	<u>59,809.63</u>
Total Liabilities	<u>59,809.63</u>
Equity	
32000 · Reserve from prior years	1,075,246.75
Net Income	<u>21,345.41</u>
Total Equity	<u>1,096,592.16</u>
TOTAL LIABILITIES & EQUITY	<u><u>1,156,401.79</u></u>

Visitor and Convention Bureau of Thurston County
Balance Sheet

Accrual Basis

As of March 31, 2024

1. 100k with Charles Schwab @5.3%; 117k with Bank of America @5.5%; 100k Burke & Hebert @3.35%; 104k with Bank of America @4.9%;
100k with Sallie mae @3.45%.
-

Visitor and Convention Bureau of Thurston County
A/R Aging Summary
As of March 31, 2024

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
1889 Prime Steakhouse	0.00	50.00	0.00	0.00	0.00	50.00
23 Kitchens.	0.00	50.00	0.00	0.00	0.00	50.00
Buck's Spices	0.00	0.00	50.00	0.00	0.00	50.00
Capital Lakefair	0.00	149.00	0.00	0.00	0.00	149.00
Capital Mall	0.00	3,152.00	0.00	0.00	0.00	3,152.00
Casa Mia of Lacey	0.00	50.00	0.00	0.00	0.00	50.00
Casa Mia Olympia Downtown	0.00	50.00	0.00	0.00	0.00	50.00
Chelsea Farms	0.00	50.00	0.00	0.00	0.00	50.00
Chicory Restaurant	0.00	50.00	0.00	0.00	0.00	50.00
Childhood's End Gallery	0.00	50.00	0.00	0.00	0.00	50.00
City of Tumwater*	0.00	4,004.60	0.00	0.00	0.00	4,004.60
Dancing Goats Coffee	0.00	1,104.00	0.00	0.00	0.00	1,104.00
Department of Enterprise Services	0.00	2,159.00	0.00	0.00	0.00	2,159.00
Destination Signals by Tempest	0.00	0.00	0.00	0.00	603.02	603.02
Fun Junk & Licorice Boutique	0.00	50.00	0.00	0.00	0.00	50.00
Gabi's Olympic Cards & Comics	0.00	50.00	0.00	0.00	0.00	50.00
Governor's Mansion Foundation	0.00	1,049.00	0.00	0.00	0.00	1,049.00
Grays Harbor Historical Seaport	0.00	2,159.00	0.00	0.00	0.00	2,159.00
Great Wolf Lodge	0.00	1,104.00	0.00	0.00	0.00	1,104.00
Headless Mumby	0.00	50.00	0.00	0.00	0.00	50.00
Linnea's Unique Boutique	0.00	54.00	0.00	0.00	0.00	54.00
Little Creek Casino	0.00	3,784.00	0.00	0.00	0.00	3,784.00
LTAC Lacey	0.00	24,999.95	0.00	0.00	0.00	24,999.95
LTAC Tumwater	0.00	25,135.29	0.00	0.00	0.00	25,135.29
Lucky Eagle Casino & Hotel	0.00	2,866.00	0.00	0.00	0.00	2,866.00
Lucky Lunchbox	0.00	54.00	0.00	0.00	0.00	54.00
Monarch Contemporary Art Center	0.00	50.00	0.00	0.00	0.00	50.00
New Traditions Fair Trade	0.00	1,104.00	0.00	0.00	0.00	1,104.00
Nicole's Bar	0.00	50.00	0.00	0.00	0.00	50.00
Offut Lake Resort	0.00	1,104.00	0.00	0.00	0.00	1,104.00
Olympia Symphony	0.00	1,990.00	0.00	0.00	0.00	1,990.00
Ossa Skinworks	0.00	50.00	0.00	0.00	0.00	50.00
Pizzeria La Gitana	0.00	1,104.00	0.00	0.00	0.00	1,104.00
Port of Olympia	0.00	1,986.00	0.00	0.00	0.00	1,986.00
Premier Airport Shuttle.	0.00	1,104.00	0.00	0.00	0.00	1,104.00
Rutledge Corn Maze LLC	0.00	2,308.00	0.00	0.00	0.00	2,308.00
Sensory Tool House, LLC	0.00	1,104.00	0.00	0.00	0.00	1,104.00
Sofie's Scoops	0.00	604.00	0.00	0.00	0.00	604.00
Splash Gallery Olympia	0.00	79.00	0.00	0.00	0.00	79.00
SS Maritime Heritage Assoc	0.00	1,797.00	0.00	0.00	0.00	1,797.00
STEDI	0.00	4,257.00	0.00	0.00	0.00	4,257.00
Stottle Winery	0.00	50.00	0.00	0.00	0.00	50.00
Swing Wine Bar	0.00	54.00	0.00	0.00	0.00	54.00
Talking Cedar Brewery & Distillery	0.00	50.00	0.00	0.00	0.00	50.00
the Brotherhood Tavern	0.00	1,104.00	0.00	0.00	0.00	1,104.00
The Pacific NW Honey Co.	0.00	50.00	0.00	0.00	0.00	50.00
Uptown Grill.	0.00	50.00	0.00	0.00	0.00	50.00
Washington Center for the Performing Arts	0.00	1,986.00	0.00	0.00	0.00	1,986.00
Well 80 Brewhouse	0.00	1,986.00	0.00	0.00	0.00	1,986.00
TOTAL	0.00	96,294.84	50.00	0.00	603.02	96,947.86

1. Strategy

- Build trust through relationship building.
 - Destination Master Plan continued this month and included:
 - Steering Committee Meeting took place in April and an additional meeting will take place May 21.
 - Sent draft recommendations, leads, supporters to all; actively working on revised documents to provide CSL to include in final document.
 - Met with Doug Mah to re-envision the Steering Committee meeting in May, potential next steps and Board Retreat facilitation.
 - Bi-weekly check-in calls
 - Met with CEO of Island Enterprises
 - Met with City of Lacey City Manager
 - Met with Thurston County Economic Development Manager
 - Met with County Commissioner Fournier
 - Met with County Commissioner Edwards
 - Met with County Commissioner Mejia
 - Met with City of Lacey, LTAC Coordinator
 - Met with City of Lacey, Planner Sarah Schelling
 - Met with City of Olympia Economic Development Director
 - Met with Mayor of Tenino
 - Met with TRPC Executive Director
 - Met with Thurston EDC Executive Director
 - Met with City of Yelm Parks & Rec Director
 - Met with Thurston EDC Communications Manager
 - Attended STEDI meeting
 - Presented at Grand Mound/Rochester Chamber meeting
 - Presented at Olympia Rotary meeting
 - Presented at WOBA meeting
 - Presented at Port Commissioners' work session
 - Met with AIANTA officials to discuss regional tribal tourism development
 - Attended Thurston County Chamber Annual Meeting

- Met with Doug Mah-Destination Master Plan, planning
- Board service:
 - WSDMO (Board and Executive Board)
 - State of WA Tourism Board
 - Olympia Tumwater Foundation Board
- Executing on 2024 Business & Marketing Plan including workplan areas:
 - Public Relations
 - Content creation: in-house blogs, web development. This year's Visitor Guide is at the printer and scheduled for distribution by June.
 - Social media
 - Sales external
 - Sales internal (Packaged Advertising & Visitor Guide)
 - Media attribution running—Datafy.
 - Working with the City of Olympia to create consistent Standard Operating Procedures for pulling Placer data.
 - Entered into a 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 launched, and events/activities being actively promoted for Olympia, Lacey, Tumwater and Thurston County. Waiting to get the green light and contact information from the City of Yelm. 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 that demonstrates each event listing, social media posting, newsletter feature, pr inclusion and attendance estimated through geofencing.

2. Organizational

- **HR**
 - Reorganization of staff roles and responsibilities is actively taking place. Jeff Bowe was laid off May 10 due to eliminating the VP of Sales & Development role as part of the reorganization process. Roles and responsibilities are being reconfigured. *See revised organizational chart.*
- **Funding**
 - TPA revenue is trending closer to budget than anticipated.
 - Destination Marketing/Visitor Guide sales came in lower than expected.
 - Awarded research grant to fund website usability study.
- **Board**
 - Two Board Directors resigned—due to personal scheduling conflicts. Jeetu Chaudry and Sans Gilmore will be missed.

- All Board Directors are required to sign the Board Roles & Responsibilities Agreement. Please be sure you've turned your signed agreement in.

3. Marketing

○ Content

- [Olympia Arts Walk - Annual Events Page](#)
- [Memorial Day - Annual Events Page](#)
- [Lacey Spring Fun Fair - Annual Events Page](#)
- [Ricardo's Kitchen + Bar: A Memorable Dining Experience](#)
- [Celebrate Swede Day in Rochester](#)
- [Celebrate Yelm's Centennial!](#)

Public Relations—Earned Media

- <https://www.thejoltnews.com/stories/olympia-arts-walk-and-the-procession-of-the-species-celebration,15154>
- <https://www.theolympian.com/news/local/article287636300.html>
- https://www.thejoltnews.com/stories/11-million-tourists-visited-thurston-county-last-year-says-report,15344?inf_contact_key=196c81d8f2e53cd8db41285c1abb08b04dfbc39d7283b2cb89d5189540b69330
- <https://www.willametteliving.com/lavender-haze/>
- <https://rovology.com/united-states/washington/best-things-to-do-in-olympia-washington/>
- <https://www.theolympian.com/living/food-drink/article287637190.html>
- <https://www.yahoo.com/lifestyle/love-shellfish-foodies-dream-event-120000376.html>
- <https://www.theolympian.com/entertainment/article287777515.html>
- <https://www.instagram.com/p/C50sj60LD39/>
- <https://www.instagram.com/p/C58gWaLLfTs/>
- <https://www.theolympian.com/news/local/article287825475.html>
- <https://www.theolympian.com/news/local/article287775320.html>
- <https://www.yahoo.com/news/procession-species-returning-fanfare-does-120000364.html>
- <https://www.thurstontalk.com/2024/04/23/thurston-county-launches-art-contest/>
- <https://www.thurstontalk.com/2024/04/24/upcoming-spring-and-summer-events-in-thurston-county/>
- <https://www.theepochtimes.com/bright/surprises-await-off-washingtons-major-highways-5639120>

Social Media—Recent Excerpts



Website

Session primary...Channel Group) ▾ +		Users	↓ Sessions
		30,677 100% of total	38,505 100% of total
1	Organic Search	22,953	29,035
2	Direct	3,563	4,484
3	Display	1,957	2,042
4	Organic Social	989	1,145
5	Referral	662	813

Top 10 Pages in April

[Events](#)

[Things To Do](#)

[Event/Arts Walk and Procession of the Species \(link no longer available\)](#)

[Blog/Experience Summer in Thurston County](#)

[Eat & Drink](#)

[Blog/Top Spots to View Mount Rainier](#)

[Events/Annual Events/Olympia Arts Walk](#)

[Blog/Experience Spring in Thurston County](#)

[Things To Do/Family Friendly](#)

[Events/Annual Events](#)

Advertising & Research

Current advertising in process:

- Digital programmatic display
- Advertorial is currently running with Thurston Talks.
- We submitted a print ad to be placed in the SW WA Tourism Guide produced/distributed by the Chronicle.

Olympia 2024 - 2024 - 2024 Leisure Campaign

Campaign Run Dates: 03.01.24 - 12.16.24


Report Period: 03.01.24 - 05.07.24

Attribution Mileage Defaults: 50 - 3760 miles

Attribution reflects visitation between 03.08.24 - 04.20.24

KPI performance reflected between 03.01.24 - 05.07.24

Distance (Miles)

50  3760



In-State



Out-of-State

ADR

\$153.07

Spend per Visitor

\$329

Export

Attribution



Destination

Total Trips / Visits

17,260

Est. Campaign Impact

\$5,678,540.00

Accommodations

Total Trips / Visits

3,984

Est. Campaign Impact

\$1,310,736.00

Reservation

Accommodations

Total Trips / Visits

2,166

Est. Campaign Impact

\$712,614.00



Est. Campaign Impact

\$5,678,540.00



Est. ROAS

\$466.52 : \$1



Cost/Visitor Day

\$0.40



Traditional KPI's



Total Impressions

1,332,125



Total Clicks

4,166



Total Spend

\$12,172.24



Total Display CTR

0.32%

Benchmark: 0.12-0.18%

📈 0.2% compared to benchmark



Avg Native CTR

0.29%

Benchmark: 0.14-0.25%

📈 0.15% compared to benchmark

Destination DMA ⌵ ⬇ ⋮			Accommodations DMA ⌵ ⬇ ⋮		
Top DMAs	Share	Avg Length of Stay	Top DMAs	Share	Avg Length of Stay
Portland- OR	40%	2 Days	Portland- OR	39%	2 Days
Seattle-Tacoma	36%	2 Days	Seattle-Tacoma	28%	2 Days
Yakima-Pasco-Rchld-Knnw...	5%	2 Days	Yakima-Pasco-Rchld-Knnw...	7%	2 Days
Spokane	4%	2 Days	Spokane	6%	2 Days
Eugene	2%	2 Days	Eugene	3%	2 Days

4. Sales

The sales team traveled to Portland, OR in April to attend the Sports ETA Symposium in partnership with the City of Lacey, meeting with more than 30 event organizers looking to qualify destinations for their respective events. Key appointments included the Professional Pickleball Association, the American Junior Golf Association, the Professional Disc Golf Association and Cycling Quests.

The Sports Commission supported the USA Taekwondo State Championship Tournament at Saint Martin's University April 27-28. The event brought more than 350 athletes to the region for the weekend.



Annette Pitts
CEO



- Represents organization to the broader tourism industry & community
- Works under the leadership of the EOB Board of Directors
- Advocates for EOB with elected officials & jurisdictional partners
- Ensures fiscally sound operations of the organization
- Establishes and guides organizational culture
- Diversifies and expands organizational funding
- Guides overall team operations
- Ensures strategic, effective & efficient marketing and sales work

Organizational Re-Structure



Kelly Campbell
VP of Finance &
Administration

- Manages organizational finances including:
 - Accounting, Payroll & Taxes
 - Record keeping & retention
 - Investment Strategy
 - Contracts, Reviews & Audits
- Benefits administration
 - Onboarding/exit processes
 - Employee benefits management
 - Office Administration & Operations
- Executive support
- Board and TPA Administration



Melissa Elkins
Director of Research
& Information
Systems

- Conduct Annual Sentiment Survey
- Lead all in-house research & vendor research projects
- Populate all in-house information systems
- Lead special research projects with the CEO
- Contribute to Annual marketing projects
- Proof of performance reporting



Heidi Roth
Content Manager

- Leads all content marketing including:
 - Website
 - Social media
 - Print products
 - Collateral material
 - Photography
 - Videography
 - E-newsletters
- Leads all SEO website optimization activities
- Provides graphic design services or works as Lead with graphic design vendors



Emily Lawrence
Director of Marketing
& Community
Engagement

- Lead annual marketing projects/events & planning
- Destination Masterplan coordination
- Lead new Community Engagement programming
- Lead all paid & earned media activities
- Lead Agritourism Advisory Committee
- Lead Sports Commission
- Oversee LTAC Support program



New Position
Marketing & Sales
Coordinator

- Manages sales RFP's sent via website.
- Manages sponsorships and bid fees for sports events and activities.
- Serve as lead on organizational sales.
- LTAC Award Recipient Support program coordination and reporting
- Serve as a customer service representative to include visitor calls, visitor email, sending visitor guides
- Serve as administrative support for marketing team
- Reporting in iDSS (sales, earned media)



Olympia Old Time Festival

EXPERIENCE
Olympia & Beyond

SCORE CARD

March 2024

Thurston County travel performance indicators in March are trending well YTD.



THURSTON COUNTY
ACCOMMODATIONS

HOTELS/MOTELS

Available Rooms		March/YTD Actual	
2024 ¹		2,710	
2023		2,655	
2024/2023 % Change		2.1%	
Occupancy (%)		March Actual	YTD Actual
2024		71.1%	67.6%
2023		69.1%	65.0%
2024/2023 % Change (Measurement towards goal)		2.9%	3.9%
2024 YTD Performance to Goal: March YTD Performance: 67.6% Annual Goal: 68.2% (99% to Goal)			
Average Daily Rate (\$)		March Actual	YTD Actual
2024		\$154.73	\$146.79
2023		\$165.86	\$154.85
2024/2023 % Change		-6.7%	-5.2%
Revenue per Available Room (\$)		March Actual	YTD Actual
2024		\$110.66	\$99.75
2023		\$115.46	\$101.23
2024/2023 % Change		-4.2%	-1.5%

¹ Inventory change due to the following openings: Courtyard by Marriott Olympia in April 2023, WoodSpring Suites in August 2023, Colony Inn in November 2023, and the closures of the Days Inn by Wyndham Lacey in February 2023 and of Olympia Hotel by Capitol Lake in January 2024.

HIGHLIGHTS

March 2024 monthly and YTD occupancy rate is trending higher than 2023 figures.

SCORE CARD

March 2024

MARKETING

Unique Web Visits	March Actual	YTD Actual
2024 ²	27,943	70,310
2023	21,455	54,137
2024/2023 % Change (Measurement towards goal)	30.2%	29.9%

2024 YTD Performance to Goal: March YTD Performance: 70,310
Annual Goal: 413,507 (17% to Goal)

Consumer E-Newsletter Subscribers	March/ YTD Actual
2024	13,880
2023	12,006
2024/2023 % Change (Measurement towards goal)	15.6%

2024 YTD Performance to Goal: March YTD Performance: 13,880
Annual Goal: 15,681 (88% to Goal)

Earned Media Placements ⁴	March Actual	YTD Actual
2024	14	26
2023	11	18
2024/2023 % Change (Measurement towards goal)	27.3%	44.4%

2024 YTD Performance to Goal: March YTD Performance: 26
Annual Goal: 160 (16% to Goal)

Social Media Audience ³	March/YTD Actual
2024	28,314
2023	23,602
2024/2023 % Change (Measurement towards goal)	20.0%

2024 YTD Performance to Goal: March YTD Performance: 28,314
Annual Goal: 34,605 (82% to Goal)

Visitor Guides Mailed	March Actual	YTD Actual
2024	44	146
2023	60	168
2024/2023 % Change (Measurement towards goal)	-26.7%	-13.1%

2024 YTD Performance to Goal: March YTD Performance: 146
Annual Goal: 1,021 (14% to Goal)

PR Circulation/Viewership ⁴	March Actual	YTD Actual
2024	520,370,346	523,167,230
2023	270,581	286,908
2024/2023 % Change (Measurement towards goal)	192,215.9%	182,246.7%

2024 YTD Performance to Goal: March YTD Performance: 523,167,230
Annual Goal: 12,779,077 (4,094% to Goal)

²As of October 2023, Universal Analytics has been replaced by Google Analytics 4, a modeled/cookieless method of tracking visitation to the website.

³As of January 31, 2024, Experience Olympia & Beyond's Twitter Account is no longer active and is no longer reflected in the Social Media Audience.

⁴Earned Media Placements & PR Circulation/Viewership not directly comparable to previous years due to new methodology being used.

HIGHLIGHTS

- Unique web visits, social media audience, consumer e-newsletter subscribers, earned media placements and PR circulation/viewership were up compared to 2023.
- Visitor guides mailed were down from 2023.

KEY ARTICLES PUBLISHED/INFLUENCER POSTS

NEWS > LIFESTYLE

On spring break? Head to Thurston County!

Wed, Mar 13, 2024

Enjoy the great outdoors at the Billy Frank Jr. Nisqually Wildlife Refuge.

Thurston County, which sits right on the southern tip of the Puget Sound, is booming with things

Tacoma Weekly 03/13/2024
[On Spring Break? Head to Thurston County!](#)

TRIP IDEAS

15 Best Places to Travel in June 2024

These are the best places to visit in June in the United States and around the world.

By [Patricia Doherty](#) | Updated on March 18, 2024

Olympia, Washington

PHOTO: MICHAEL DELORME/500PX/GETTY IMAGES

Travel & Leisure 03/18/2024
[15 Best Places to Travel in 2024](#)

SCORE CARD

March 2024

SALES

MEETINGS/TOUR & TRAVEL

Lead Room Nights	March Actual	YTD Actual
2024	333	1,619
2023	181	630
2024/2023 % Change (Measurement towards goal)	84.0%	157.0%

2024 YTD Performance to Goal: March YTD: 1,619
Annual: 5,164 (31% to Goal)

Booked Room Nights	March Actual	YTD Actual
2024	120	644
2023	1,119	1,371
2024/2023 % Change (Measurement towards goal)	-89.3%	-53.0%

2024 YTD Performance to Goal: March YTD: 644
Annual: 1,850 (35% to Goal)

Leads	March Actual	YTD Actual
2024	2	15
2023	4	20
2024/2023 % Change (Measurement towards goal)	-50.0%	-25.0%

2024 YTD Performance to Goal: March YTD: 15
Annual: 64 (23% to Goal)

Leads Booked	March Actual	YTD Actual
2024	2	13
2023	8	14
2024/2023 % Change (Measurement towards goal)	-75.0%	-7.1%

2024 YTD Performance to Goal: March YTD: 13
Annual: 25 (52% to Goal)

HIGHLIGHTS

- Meetings market lead room nights are showing an 84% increase compared to the previous March as groups are displaced from The Olympia Hotel at Capitol Lake.
- The sports market leads and room nights booked continue to trend more than 100% compared to the previous March due to booking cycles for recurring events.

BOOKINGS

- Miss Washington Scholarship Organization Teen Forum (DoubleTree by Hilton Olympia)
- Miss Washington Scholarship Organization Spring Forum (DoubleTree by Hilton Olympia)
- American Cornhole League (2) (23 Kitchens)

LOST BUSINESS

- Washington State Environmental Health Association (did not make the shortlist, inadequate meeting space)
- NCAA DII Men's Basketball West Regional Tournament (Saint Martin's University withdrew bid due to team ranking)
- WIAA State Baseball Championship 2024 (chose Tri-Cities)

CANCELED BUSINESS N/A

SPORTS

Lead Room Nights	March Actual	YTD Actual
2024	0	3,650
2023	360	1,030
2024/2023 % Change (Measurement towards goal)	-100.0%	254.4%

2024 YTD Performance to Goal: March YTD: 3,650
Annual: 7,881 (46% to Goal)

Booked Room Nights	March Actual	YTD Actual
2024	0	1,160
2023	0	0
2024/2023 % Change (Measurement towards goal)	0.0%	100.0%

2024 YTD Performance to Goal: March YTD: 1,160
Annual: 3,050 (38% to Goal)

Leads	March Actual	YTD Actual
2024	0	20
2023	3	7
2024/2023 % Change (Measurement towards goal)	-100.0%	185.70%

2024 YTD Performance to Goal: March YTD: 20
Annual: 33 (61% to Goal)

Leads Booked	March Actual	YTD Actual
2024	2	10
2023	0	0
2024/2023 % Change (Measurement towards goal)	100.0%	100.0%

2024 YTD Performance to Goal: March YTD: 10
Annual: 9 (111% to Goal)



SCORE CARD

March 2024

VISITOR SERVICES

Trained Certified Tourism Ambassadors	March Actual	YTD Actual
2024	0	22
2023	17	26
2024/2023 % Change (Measurement towards goal)	-100.0%	-154.4%

2024 YTD Performance to Goal: March YTD Performance: 22
Annual Goal: 90 (24% to Goal)

HIGHLIGHTS

No Certified Tourism Ambassador (CTA) class was held in March. Are you interested in becoming a CTA? Our next class will be held June 27th at the Hampton Inn & Suites in Olympia. 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'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 Circulation/Viewership – Interactions with Public Relations content for digital, print, and broadcast placements.

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.

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.



Talking Cedar Brewery & Distillery