



**Thurston County Tourism Promotion Area Commission Meeting Agenda**  
**Monday, August 29, 2016 • 3:30 pm**  
**OrgSupport Office, 2637 12<sup>th</sup> Ct SW, Olympia, WA 98502**

**AGENDA**

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
  - a. Approval of June 27, 2016 Minutes
3. VCB Report – Shauna Stewart
  - a. STR Report
  - b. Marketing and Communications Report
  - c. Financials Review
  - d. VCB 2017 Budget Review
  - e. VCB Destination Branding Update
4. Budget Review
5. Hoteliers Roundtable
6. Items from the Floor
7. Adjournment

**Next Meeting: October 31, 2016**



## Thurston County Tourism Promotion Area Commission Meeting Agenda

Monday, June 27, 2016 • 3:30 pm

Ramada Inn, 4520 Martin Way E, Olympia, WA 98516

**ATTENDEES:** Denise Hibbeln, Jeetu Chaudhry, Natasha Jenkins, Valerie Walters, Ryan Kang, Chami Ro, Sandra Romero (Ex Officio), Jill Barnes (VCB Chair), Moira Davin (VCB staff), Craig Ottavelli (TPA staff)

### MINUTES

1. Welcome & Call to Order – **Chair Hibbeln called the meeting to order at 3:35 pm.**
2. Consent Calendar (items of a routine nature) – **It was moved, second, passed unanimously to approve the consent calendar as presented.**
  - a. Approval of April 25, 2016 Minutes
3. VCB Report – Moira Davin reviewed reports with Commissioners:
  - a. STR Report
  - b. Marketing and Communications Report
  - c. Financials Review
  - d. Preliminary Budget Requests – Based on the STR projections and hotelier feedback the VCB plans to submit a preliminary budget that anticipates TPA revenue to remain level. All hoteliers were provided survey opportunities to help set priorities for the coming year.
4. VCB Membership Program – Based on feedback from the TPA Commissioners the VCB board created a new membership program. Moira Davin reviewed the parameters of the new program which includes all TPA recommendations.
5. Hoteliers Roundtable – Attendees discussed management related topics.
6. Items from the Floor
  - a. *OrgSupport will follow up with the new Hotel Association President to try to coordinate Hoteliers Association meetings with TPA meetings.* Commissioners concurred they would like all hoteliers to attend TPA meetings to participate in the Hoteliers Roundtable portion of the agenda.
7. Adjournment – **Chair Hibbeln adjourned the meeting.**

Next Meeting: August 29, 2016

## Olympia-Lacey-Tumwater Visitor & Convention Bureau Revenue & Expense Budget Performance

July 2016

	Jul 16	Budget	% of Budget	Jan - Jul 16	YTD Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>LTAC</b>							
LTAC-Lacey	0.00	0.00	0.0%	40,000.00	40,000.00	100.0%	80,000.00
LTAC-Olympia	8,333.33	8,333.33	100.0%	58,333.31	58,333.31	100.0%	100,000.00
LTAC-Tumwater	1,833.33	1,833.33	100.0%	12,833.31	12,833.31	100.0%	22,000.00
<b>Total LTAC</b>	<b>10,166.66</b>	<b>10,166.66</b>	<b>100.0%</b>	<b>111,166.62</b>	<b>111,166.62</b>	<b>100.0%</b>	<b>202,000.00</b>
<b>Total Membership</b>	<b>1,700.00</b>	<b>3,000.00</b>	<b>56.67%</b>	<b>10,310.00</b>	<b>21,000.00</b>	<b>49.1%</b>	<b>36,000.00</b>
Advertising	75.00	0.00	100.0%	381.60	0.00	100.0%	18,125.00
Event Income	0.00	0.00	0.0%	9,432.78	6,500.00	145.12%	8,000.00
In Kind Event Income	0.00	0.00	0.0%	12,473.60	6,875.00	181.43%	6,875.00
Sponsorship	0.00	0.00	0.0%	12,750.00	5,000.00	255.0%	5,000.00
<b>Total Private Funds</b>	<b>75.00</b>	<b>0.00</b>	<b>100.0%</b>	<b>35,037.98</b>	<b>18,375.00</b>	<b>190.68%</b>	<b>38,000.00</b>
<b>Total TPA Income</b>	<b>60,702.55</b>	<b>59,338.14</b>	<b>102.3%</b>	<b>399,671.24</b>	<b>384,956.96</b>	<b>103.82%</b>	<b>725,931.86</b>
<b>Total Income</b>	<b>72,644.21</b>	<b>72,504.80</b>	<b>100.19%</b>	<b>556,185.84</b>	<b>535,498.58</b>	<b>103.86%</b>	<b>1,001,931.86</b>
<b>Gross Profit</b>	<b>72,644.21</b>	<b>72,504.80</b>	<b>100.19%</b>	<b>556,185.84</b>	<b>535,498.58</b>	<b>103.86%</b>	<b>1,001,931.86</b>
<b>Expense</b>							
Total Annual Meeting	0.00	0.00	0.0%	15,172.86	7,800.00	194.52%	7,800.00
Meals & Registrations	96.45	300.00	32.15%	1,303.07	2,550.00	51.1%	4,500.00
Total Member Events	19.60	8.50	230.59%	217.03	579.50	37.45%	1,140.00
<b>Total Community Relations</b>	<b>116.05</b>	<b>308.50</b>	<b>37.62%</b>	<b>16,692.96</b>	<b>10,929.50</b>	<b>152.73%</b>	<b>13,440.00</b>
<b>Marketing &amp; Communications</b>							
Advertising	1,161.00	8,900.00	13.05%	36,777.52	70,417.00	52.23%	114,267.00
Content Development	2,830.00	2,833.33	99.88%	21,167.04	19,833.31	106.73%	34,000.00
Distribution	0.00	0.00	0.0%	19,735.72	17,550.00	112.45%	29,000.00
Layout & Design	0.00	1,000.00	0.0%	3,764.11	7,000.00	53.77%	54,000.00
Total Media FAM Tours	3,271.73	1,500.00	218.12%	3,772.93	10,500.00	35.93%	18,000.00
Membership & Research	1,325.00	0.00	100.0%	8,535.00	6,000.00	142.25%	8,500.00
Total Other	1.79	0.00	100.0%	74,658.59	106,575.00	70.05%	106,575.00
Printing & Brochures	0.00	2,800.00	0.0%	4,051.38	10,300.00	39.33%	15,900.00
Total Product & Development	6,278.47	6,000.00	104.64%	11,184.50	15,000.00	74.56%	34,500.00
Promotional Items	0.00	250.00	0.0%	5.41	750.00	0.72%	1,000.00
Total Visitor Guide	0.00	0.00	0.0%	11,387.03	0.00	100.0%	53,875.00
Website	3,600.00	2,763.92	130.25%	7,063.60	39,347.44	17.95%	55,667.00
<b>Total Marketing &amp; Communication</b>	<b>18,467.99</b>	<b>26,047.25</b>	<b>70.9%</b>	<b>202,102.83</b>	<b>303,272.75</b>	<b>66.64%</b>	<b>525,284.00</b>
Total Bank Charges	21.45	45.00	47.67%	82.30	315.00	26.13%	540.00
Equipment	0.00	0.00	0.0%	1,463.46	1,300.00	112.57%	3,300.00
Insurance	0.00	0.00	0.0%	2,036.00	1,500.00	135.73%	2,600.00
Total Internet and Technology	1,291.33	1,671.92	77.24%	11,939.75	11,703.44	102.02%	20,063.00
Licenses & Fees	0.00	0.00	0.0%	130.00	140.00	92.86%	210.00
Total Personnel Expense	34,998.71	36,966.84	94.68%	226,506.20	249,267.88	90.87%	426,102.00
Postage	122.61	105.00	116.77%	1,073.74	735.00	146.09%	1,260.00
Printing	159.23	316.67	50.28%	1,889.26	2,216.69	85.23%	3,800.00
Total Professional Development	2,996.00	0.00	100.0%	7,372.01	3,450.00	213.68%	7,095.00
Total Professional Fees	850.00	2,500.00	34.0%	1,910.00	6,100.00	31.31%	15,000.00
Recurring Contract Services	220.85	225.00	98.16%	1,592.12	1,575.00	101.09%	2,875.00

## Olympia-Lacey-Tumwater Visitor & Convention Bureau Revenue & Expense Budget Performance

July 2016

	Jul 16	Budget	% of Budget	Jan - Jul 16	YTD Budget	% of Budget	Annual Budget
Registration Fees	0.00	0.00	0.0%	1,020.00	965.00	105.7%	965.00
Rent & Facility Charges	1,435.27	1,918.56	74.81%	10,980.89	12,430.07	88.34%	21,023.00
Supplies	374.77	650.00	57.66%	3,944.62	4,550.00	86.7%	8,050.00
<b>Total Travel Expenses</b>	<b>1,398.15</b>	<b>660.00</b>	<b>211.84%</b>	<b>3,110.40</b>	<b>9,950.00</b>	<b>31.26%</b>	<b>14,500.00</b>
<b>Total Operations</b>	<b>43,868.37</b>	<b>45,058.99</b>	<b>97.36%</b>	<b>275,050.75</b>	<b>306,198.08</b>	<b>89.83%</b>	<b>527,383.00</b>
Event Sponsorship & Bid Fee	0.00	1,000.00	0.0%	5,828.48	9,500.00	61.35%	14,500.00
Total FAM Tours	0.00	300.00	0.0%	809.89	2,250.00	36.0%	3,500.00
Total Tradeshows	1,295.00	0.00	100.0%	12,277.77	15,571.00	78.85%	27,421.00
<b>Total Sales</b>	<b>1,295.00</b>	<b>1,300.00</b>	<b>99.62%</b>	<b>18,916.14</b>	<b>27,321.00</b>	<b>69.24%</b>	<b>45,421.00</b>
Total Internet & Technology	0.00	0.00	0.0%	0.00	350.00	0.0%	350.00
Total Marketing & Operations	0.00	30.00	0.0%	2,034.95	2,260.00	90.04%	2,410.00
Total Professional Fees	182.17	2,181.92	8.35%	13,093.02	15,273.44	85.72%	26,183.00
Total TPA Administration	182.17	2,211.92	8.24%	15,127.97	17,883.44	84.59%	28,943.00
<b>Total Expense</b>	<b>63,929.58</b>	<b>74,926.66</b>	<b>85.32%</b>	<b>527,890.65</b>	<b>665,604.77</b>	<b>79.31%</b>	<b>1,140,471.00</b>
<b>Net Ordinary Income</b>	<b>8,714.63</b>	<b>-2,421.86</b>	<b>-359.83%</b>	<b>28,295.19</b>	<b>-130,106.19</b>	<b>-21.75%</b>	<b>-138,539.14</b>
<b>Net Other Income</b>	<b>19.38</b>			<b>106.79</b>			
	<b>8,734.01</b>	<b>-2,421.86</b>	<b>-360.63%</b>	<b>28,401.98</b>	<b>-130,106.19</b>	<b>-21.83%</b>	<b>-138,539.14</b>
* TPA Carry Forward 2015					140,000.00		140,000.00
<b>Net Income</b>					<b>9,893.81</b>		<b>1,460.86</b>

**Olympia-Lacey-Tumwater Visitor & Convention Bureau**  
**Profit & Loss Budget Overview**  
 January through December 2017

Accrual Basis

	Jan - Dec 17
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>LTAC</b>	
LTAC-Lacey	80,000.00
LTAC-Olympia	100,000.00
LTAC-Tumwater	35,000.00
<b>Total LTAC</b>	215,000.00
<b>Membership</b>	
New Memberships	3,600.00
Renewing Memberships	12,960.00
<b>Total Membership</b>	16,560.00
<b>Private Funds</b>	
Advertising	44,870.00
Event Income	11,375.00
In Kind Event Income	18,000.00
Sponsorship	7,500.00
<b>Total Private Funds</b>	81,745.00
<b>TPA Income</b>	
TPA Revenue	754,968.24
<b>Total TPA Income</b>	754,968.24
<b>Total Income</b>	1,068,273.24
<b>Gross Profit</b>	1,068,273.24
<b>Expense</b>	
<b>Community Relations</b>	
<b>Annual Meeting</b>	
Advertising & Marketing	500.00
Bank Charges	250.00
In Kind Expense	18,000.00
Rent & Facility Charge	1,000.00
Supplies	2,500.00
<b>Total Annual Meeting</b>	22,250.00
<b>Meals &amp; Registrations</b>	3,500.00
<b>Member Events</b>	
Licenses & Fees	40.00
Printing	200.00
Supplies	5,000.00
<b>Total Member Events</b>	5,240.00
<b>Total Community Relations</b>	30,990.00
<b>Marketing &amp; Communications</b>	
Advertising	189,360.00
Content Development	35,960.00
Distribution	17,160.00
Layout & Design	31,000.00
<b>Media FAM Tours</b>	
Lodging	3,900.00
Meals & Entertainment	5,600.00
Other	5,950.00
Travel	2,550.00
<b>Total Media FAM Tours</b>	18,000.00
<b>Membership &amp; Research</b>	25,379.00
<b>Other</b>	
Apps	5,450.00
Re-branding	18,000.00
<b>Total Other</b>	23,450.00
<b>Printing &amp; Brochures</b>	11,000.00

**Olympia-Lacey-Tumwater Visitor & Convention Bureau**  
**Profit & Loss Budget Overview**  
 January through December 2017

Accrual Basis

	<u>Jan - Dec 17</u>
<b>Product &amp; Development</b>	
Craft Crawl	3,500.00
Jitter Trail	5,500.00
Libation District	4,000.00
Scenic Byway	8,500.00
SSWT	3,000.00
WA Bikes	2,000.00
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<b>Total Product &amp; Development</b>	26,500.00
<b>Promotional Items</b>	2,000.00
<b>Visitor Guide</b>	
Content Development	28,000.00
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<b>Total Visitor Guide</b>	28,000.00
<b>Website</b>	32,167.00
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<b>Total Marketing &amp; Communications</b>	439,976.00
<b>Operations</b>	
<b>Bank Charges</b>	
Bank Fees & Charges	100.00
Credit Card Processing	250.00
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<b>Total Bank Charges</b>	350.00
<b>Equipment</b>	3,000.00
<b>Insurance</b>	3,000.00
<b>Internet and Technology</b>	
Cellular	3,600.00
IT Services	5,075.00
Software & Online Fees	7,426.00
Telephone/Internet	4,250.00
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<b>Total Internet and Technology</b>	20,351.00
<b>Licenses &amp; Fees</b>	200.00
<b>Personnel Expense</b>	
Benefits	30,101.00
Incentives	5,000.00
Payroll Taxes	50,983.00
Salaries & Hourly	336,086.00
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<b>Total Personnel Expense</b>	422,170.00
<b>Postage</b>	2,000.00
<b>Printing</b>	3,600.00
<b>Professional Development</b>	
Board Training	7,200.00
Conferences	4,005.00
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<b>Total Professional Development</b>	11,205.00
<b>Professional Fees</b>	
Accounting	8,400.00
Legal	2,500.00
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<b>Total Professional Fees</b>	10,900.00
<b>Rent &amp; Facility Charges</b>	22,157.00
<b>Supplies</b>	7,800.00
<b>Travel Expenses</b>	
Airfare	2,400.00
Ground Transportation/Parking	1,300.00
Lodging	3,500.00
Meals	700.00
Mileage	4,075.00
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<b>Total Travel Expenses</b>	11,975.00
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<b>Total Operations</b>	518,708.00
<b>Sales</b>	
Event Sponsorship & Bid Fees	13,500.00

**Olympia-Lacey-Tumwater Visitor & Convention Bureau**  
**Profit & Loss Budget Overview**  
 January through December 2017

Accrual Basis

	Jan - Dec 17
<b>FAM Tours</b>	
Lodging	1,000.00
Meals & Entertainment	1,000.00
<b>Total FAM Tours</b>	2,000.00
<b>Tradeshows</b>	
Giveaways	1,000.00
Other	7,000.00
Printing	500.00
Registration Fees	13,537.00
Travel	10,216.00
<b>Total Tradeshows</b>	32,253.00
<b>Total Sales</b>	47,753.00
<b>TPA Administration</b>	
<b>Marketing &amp; Operations</b>	
Insurance	2,000.00
Licenses & Fees	50.00
Postage	60.00
Printing	200.00
<b>Total Marketing &amp; Operations</b>	2,310.00
<b>Professional Fees</b>	
Legal & Accounting	2,183.00
Recurring Contract Services	24,000.00
<b>Total Professional Fees</b>	26,183.00
<b>Total TPA Administration</b>	28,493.00
<b>Total Expense</b>	1,065,920.00
<b>Net Ordinary Income</b>	2,353.24
<b>Net Income</b>	2,353.24

# MONTHLY UPDATE

July 2016

## A MESSAGE FROM YOUR DESTINATION MARKETING TEAM

VCB Members and Friends,

We hope you are enjoying these beautiful summer days in Thurston County!

In July we had the pleasure of hosting 14 VIP media for a **Foodie Field Trip**. These highly qualified travel and lifestyle writers represented publications such as AAA Journey, Washington Post, KOMO, Seattle Times, Seattle Magazine, Portland Monthly, Outdoors NW and more.

These foodies ate their way through Thurston County while experiencing the **Thurston Bountiful Byway**, **South Sound BBQ Festival** and **Ricardo's Restaurant**, at their brand new location in Lacey. Their itinerary included a farm-to-table lunch at Nelson Ranch, tour of Sandstone Distillery, BBQ tasting at the South Sound BBQ Festival and a reception and tour at Ricardo's. After a restful night's stay at the Ramada, the group enjoyed yoga in the lavender field (with bees!) at Evergreen Valley Lavender Farm followed by a breakfast of lavender scones provided by the lavender farm and quiche provided by Forrey's Forza.

Thank you to all of our partners and members who worked to so hard to help Thurston County shine. The media were thrilled to experience what this region has to offer. Several additional stories are in the works and will publish throughout the fall and into 2017. In the meantime, here is a list of stories that have already gone live:

- >> *Bountiful Byway Offers Best of Thurston County*, **Nisqually Valley News and The Chronicle**
- >> *Your Next Weekend Trip Should be to the Thurston Bountiful Byway*, **Seattle Refined**
- >> *5 Sauces Every Home Cook Should Know*, **KIRO Seattle Kitchen**

Sincerely,  
Your Destination Marketing Team

### Thurston Co. STR Report

	July Average
<b>Occupancy (%)</b>	
2016	81.69%
2015	83.60%
Percent Change	-2.37%
<b>Average Daily Rate (ADR)</b>	
2016	131.59
2015	132.64
Percent Change	-0.79%

## Fun Facts & Special Highlights

**FOODIE  
FIELD TRIP**

**14 VIP MEDIA**

**6 LOCATIONS**

**6 BBQ SAMPLES**

**Unlimited Potential**

"Most visitors to Thurston County bypass most of this abundant area by flying past on I-5. The Thurston County Bountiful Byway will surely lure visitors and locals off the Interstate and onto the Byway where they can discover all the wonders with a self-guided tasting trip tour by car, rail or bike." - **Seattle Refined**



# SCORECARD AT-A-GLANCE

## July 2016

### 2016 Goal Tracking

	July Actual	July Goal	YTD Actual	% Annual Goal	Annual Goal
<b>Marketing &amp; Communications Goals</b>					
Unique Web Visits	26,784	11,750	99,927	71%	141,000
Social Media Total Reach	58,120	71,683	589,529	69%	860,191
Earned Media Placements	10	5	56	86%	65 articles
PR Impressions	3,379,414	2,666,667	19,800,691	62%	32 million
<b>Group Sales Goals</b>					
Lead Room Nights	270	333	45,563	1,139%	4,000
Booked Room Nights	440	104	1,887	151%	1,250
Meeting & Event Leads	7	6	50	71%	70
Meeting & Event Leads Booked	3	1	8	57%	14
Travel Trade: Number of Developed Suggested Itineraries	1	0	2	100%	2
<b>Visitor Services Goals</b>					
Walk-in Visitors Served at Visitor Information Center (VIC)	4,188	1,917	19,510	85%	23,000

Notes: Monthly Goal = Annual Goal/12 months, monthly goals do not account for seasonal fluctuations

\* The US Airforce is planning a training at JBLM in July and Aug. of 2017. They requested about 2,000 rooms a night for 21 nights, totalling 42,000 room nights. Some rooms will likely be booked in Pierce Co., but we are working to capture as much of the business as possible in Thurston Co.

### Booked Business

Association for Document Editing (Red Lion)  
 Washington Rural Letter Carriers (Great Wolf Lodge)  
 NWAC Cross Country Championship (Red Lion)

### Lost Business

NW Higher Education  
 PNW International Society of Arboriculture  
 United States Marine Corps Birthday Ball

### FAM Tours Hosted

Alpha Romeo 2018 Annual Convention

Foodie Field Trip - 14 VIP Media

### Articles Published

South Sound Minute (newsletter)  
 July 7, 2016

**South Sound BBQ Festival included as featured event**

South Sound Magazine, July 12, 2016

**Fun in Store for Athletes—and Beer Drinkers, Too**

Showcase Magazine, July 14, 2016

**Take a Recreation Vacation**

Outdoors NW, July 14, 2016

**Capitol to Bay Relay**

Thurston Talk, July 14, 2016

**Sweat Socially: Capitol to Bay Relay Offers Team Challenges for a Good Cause**

South Sound Magazine, July 19, 2016

**Thurston County Tourism on the Rise**

Sunset Magazine, July 2016

**Glamping Spots Around the West Coast**

Thurston Talk, July 2016

**Uber, Visit Olympia and Thurston County Target Zero Team Up to Offer Thurston County Residents Safe and Sober Rides Home**

Redbook, July 2016

**Regional Road Trips**

Sip NW, Summer 2016

**Spirits Education**