



**Thurston County Tourism Promotion Area Commission Meeting Agenda**  
**Monday, February 27, 2017 • 3:30 pm**  
**Prairie Hotel, 701 Prairie Park Ln SE, Yelm, WA 98597**

**AGENDA**

1. Welcome & Call to Order
2. Consent Calendar (items of a routine nature)
  - a. Approval of October 31, 2016 Minutes
3. VCB Report
  - a. STR Report
  - b. Marketing and Communications Report
  - c. Financials Review
  - d. VCB Destination Branding Update
4. 2017 Budget
5. TPA Meeting Locations and Schedule Acceptance
6. Officer Appointments
  - a. Chair
  - b. Vice-Chair
7. Thurston County Sports Commission
8. Hoteliers Roundtable
9. Items from the Floor
10. Adjournment

**Next Meeting: April 24, 2017**



## Thurston County Tourism Promotion Area Commission Meeting Agenda

Monday, October 31, 2016 • 3:30 pm

OrgSupport Office, 2637 12<sup>th</sup> Ct SW, Olympia, WA 98502

**ATTENDEES:** DeEsta Denver (phone), Jeetu Chaudhry, Valerie Walters, Ryan Kang, Jeff Bowe (staff), Moira Davin (staff), Craig Ottavelli (staff)

### MINUTES

1. Welcome & Call to Order – **Ryan Kang called the meeting to order at 4:00 pm.**
2. Consent Calendar – **It was moved, second, passed unanimously to approve the consent calendar as presented.**
  - a. Approval of August 29, 2016 Minutes
3. VCB Report
  - a. STR Report – Moira Davin shared details from the Thurston County STR Report.
  - b. Marketing and Communications Report – VCB Director of Sales Jeff Bowe reported on his work promoting Thurston County to tour and travel, sporting events, and meetings.
  - c. Financials Review – Commissioners reviewed the September statement of income and expense.
  - d. VCB Destination Branding Update – Commissioners discussed the branding update with VCB staff.
4. TPA Meeting Locations – *OrgSupport will poll the commissioners about meeting locations for the 2016-17 year providing an opportunity for properties to host the meeting.*
5. Commissioner Nominations – **It was moved, second, passed unanimously to recommend to the Board of County Commissioners appointment of Michael Gustaves, Ramada Hotel, to the Thurston County Hotel and Motel Commission.** *OrgSupport will prepare a letter to the Board of County Commissioners with the appointment recommendation for Mr. Michael Gustaves.*
6. Adjournment – **Ryan Kang adjourned the meeting at 4:10 pm.**

**Next Meeting: February 27, 2017**

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

December 2016

Accrual Basis

	Dec 16	Budget	% of Budget	Jan - Dec 16	YTD Budget	% of Budget	Annual Budget
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>LTAC</b>							
LTAC-Lacey	20,000.00	20,000.00	100.0%	80,000.00	80,000.00	100.0%	80,000.00
LTAC-Olympia	8,333.33	8,333.37	100.0%	99,999.96	100,000.00	100.0%	100,000.00
LTAC-Tumwater	1,833.37	1,833.37	100.0%	22,000.00	22,000.00	100.0%	22,000.00
<b>Total LTAC</b>	<b>30,166.70</b>	<b>30,166.74</b>	<b>100.0%</b>	<b>201,999.96</b>	<b>202,000.00</b>	<b>100.0%</b>	<b>202,000.00</b>
<b>Total Membership</b>	<b>2,350.00</b>	<b>3,000.00</b>	<b>78.33%</b>	<b>22,250.00</b>	<b>36,000.00</b>	<b>61.81%</b>	<b>36,000.00</b>
Advertising	0.00	0.00	0.0%	1,056.60	18,125.00	5.83%	18,125.00
Event Income	0.00	750.00	0.0%	9,474.78	8,000.00	118.44%	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>0.00</b>	<b>750.00</b>	<b>0.0%</b>	<b>35,754.98</b>	<b>38,000.00</b>	<b>94.09%</b>	<b>38,000.00</b>
<b>Total TPA Income</b>	<b>77,381.00</b>	<b>54,505.50</b>	<b>141.97%</b>	<b>811,844.93</b>	<b>725,931.86</b>	<b>111.84%</b>	<b>725,931.86</b>
<b>Total Income</b>	<b>109,897.70</b>	<b>88,422.24</b>	<b>124.29%</b>	<b>1,071,849.87</b>	<b>1,001,931.86</b>	<b>106.98%</b>	<b>1,001,931.86</b>
<b>Gross Profit</b>	<b>109,897.70</b>	<b>88,422.24</b>	<b>124.29%</b>	<b>1,071,849.87</b>	<b>1,001,931.86</b>	<b>106.98%</b>	<b>1,001,931.86</b>
<b>Total Annual Meeting</b>	0.00	0.00	0.0%	15,672.86	7,800.00	200.93%	7,800.00
<b>Meals &amp; Registrations</b>	-235.00	750.00	-31.33%	2,243.02	4,500.00	49.85%	4,500.00
<b>Total Member Events</b>	0.00	268.00	0.0%	217.03	1,140.00	19.04%	1,140.00
<b>Total Community Relations</b>	-235.00	1,018.00	-23.08%	18,132.91	13,440.00	134.92%	13,440.00
Advertising	20,832.55	8,350.00	249.49%	105,200.89	114,267.00	92.07%	114,267.00
Content Development	2,830.00	2,833.37	99.88%	35,364.64	34,000.00	104.01%	34,000.00
Distribution	0.00	5,450.00	0.0%	19,735.72	29,000.00	68.05%	29,000.00
Layout & Design	16,223.65	1,000.00	1,622.37%	19,987.76	54,000.00	37.01%	54,000.00
<b>Total Media FAM Tours</b>	141.89	1,500.00	9.46%	6,458.42	18,000.00	35.88%	18,000.00
Membership & Research	-1,325.00	0.00	100.0%	10,215.00	8,500.00	120.18%	8,500.00
<b>Total Other</b>	15,889.16	0.00	100.0%	104,775.61	106,575.00	98.31%	106,575.00
Printing & Brochures	2,931.81	0.00	100.0%	11,032.19	15,900.00	69.39%	15,900.00
<b>Total Product &amp; Developn</b>	2,400.00	0.00	100.0%	14,417.70	34,500.00	41.79%	34,500.00
Promotional Items	78.41	0.00	100.0%	723.82	1,000.00	72.38%	1,000.00
<b>Total Visitor Guide</b>	0.00	17,975.00	0.0%	11,387.03	53,875.00	21.14%	53,875.00
Website	17,056.97	2,763.88	617.14%	36,107.57	55,667.00	64.86%	55,667.00
<b>Total Marketing &amp; Communica</b>	<b>77,059.44</b>	<b>39,872.25</b>	<b>193.27%</b>	<b>375,406.35</b>	<b>525,284.00</b>	<b>71.47%</b>	<b>525,284.00</b>
<b>Total Bank Charges</b>	7.15	45.00	15.89%	154.04	540.00	28.53%	540.00
Equipment	713.75	0.00	100.0%	2,644.74	3,300.00	80.14%	3,300.00
Insurance	0.00	0.00	0.0%	2,036.00	2,600.00	78.31%	2,600.00
<b>Total Internet and Techno</b>	<b>3,130.89</b>	<b>1,671.88</b>	<b>187.27%</b>	<b>21,235.58</b>	<b>20,063.00</b>	<b>105.84%</b>	<b>20,063.00</b>
Licenses & Fees	0.00	0.00	0.0%	140.00	210.00	66.67%	210.00
<b>Total Personnel Expense</b>	<b>36,534.64</b>	<b>34,966.76</b>	<b>104.48%</b>	<b>389,844.68</b>	<b>426,102.00</b>	<b>91.49%</b>	<b>426,102.00</b>
Postage and Shipping	159.82	105.00	152.21%	1,577.24	1,260.00	125.18%	1,260.00
Printing	176.93	316.63	55.88%	2,962.10	3,800.00	77.95%	3,800.00

	Dec 16	Budget	% of Budget	Jan - Dec 16	YTD Budget	% of Budget	Annual Budget
Total Professional Develo	0.00	0.00	0.0%	7,906.01	7,095.00	111.43%	7,095.00
Total Professional Fees	0.00	8,000.00	0.0%	4,350.00	15,000.00	29.0%	15,000.00
Recurring Contract Servic	377.35	400.00	94.34%	2,846.87	2,875.00	99.02%	2,875.00
Registration Fees	0.00	0.00	0.0%	1,020.00	965.00	105.7%	965.00
Rent & Facility Charges	3,769.27	1,585.27	237.77%	21,460.24	21,023.00	102.08%	21,023.00
Supplies	1,961.43	900.00	217.94%	7,550.38	8,050.00	93.79%	8,050.00
Total Travel Expenses	194.55	710.00	27.4%	5,216.19	14,500.00	35.97%	14,500.00
Total Operations	47,025.78	48,700.54	96.56%	471,094.07	527,383.00	89.33%	527,383.00
Event Sponsorship & Bid	0.00	0.00	0.0%	8,167.97	14,500.00	56.33%	14,500.00
Total FAM Tours	440.66	300.00	146.89%	2,794.00	3,500.00	79.83%	3,500.00
Total Tradeshows	7,661.72	0.00	100.0%	27,911.77	27,421.00	101.79%	27,421.00
Total Sales	8,102.38	300.00	2,700.79%	38,873.74	45,421.00	85.59%	45,421.00
Total Internet & Technolo	0.00	0.00	0.0%	0.00	350.00	0.0%	350.00
Total Marketing & Operati	0.00	30.00	0.0%	2,086.35	2,410.00	86.57%	2,410.00
Total Professional Fees	2,182.17	2,181.88	100.01%	26,003.87	26,183.00	99.32%	26,183.00
Total TPA Administration	2,182.17	2,211.88	98.66%	28,090.22	28,943.00	97.05%	28,943.00
Total Expense	134,242.76	92,102.67	145.75%	931,713.79	1,140,471.00	81.7%	1,140,471.00
Net Ordinary Income	-24,345.06	-3,680.43	661.47%	140,136.08	-138,539.14	-101.15%	-138,539.14
Net Income	<b>-24,314.43</b>	<b>-3,680.43</b>	<b>660.64%</b>	<b>140,389.66</b>	<b>-138,539.14</b>	<b>-101.34%</b>	<b>-138,539.14</b>
TPA Carry Forward 2015*					140,000.00		140,000.00
Net Income					1460.86		1460.86

# MONTHLY UPDATE

## December 2016

### A MESSAGE FROM YOUR DESTINATION MARKETING TEAM

VCB Members and Friends,

We exceeded our 2016 goals and are ready for a stellar 2017 connecting visitors with our destination and driving economic impact.

This year our team embarked on brand research that determined, among other unique assets, that we are a basecamp for multi-day discovery. An example of this is Eagle Rock Tours, a packaged travel company, who is using Thurston County as a basecamp to their adventure. They have booked their stay at the La Quinta in Tumwater while they explore our region as well as take an easy day trip to Mount Rainier.

Other 2016 success includes the Thurston Bountiful Byway that earned significant media attention. Outreach initiatives resulted in 180 million impressions in publications such as coverage in LA Times, Seattle Times and USA Today.

Our sales efforts successfully brought in large sports groups such as GNAC and WIAA which led to booked room nights and greater visitor spending to the region. We are also excited to welcome the Northwest Athletic (NWAC) Directors Conference in February and to host a reception to help gain exposure for our region's capacity to host NWAC events.

We look forward to expanding these efforts into 2017 to connect our region with more visitors and groups stays.

Sincerely,  
Your Destination Marketing Team

#### Thurston Co. STR Report

	December Average
<b>Occupancy (%)</b>	
2016	52.33%
2015	52.39%
Percent Change	-0.12%
<b>Average Daily Rate (ADR)</b>	
2016	129.79
2015	136.68
Percent Change	-5.04%



# SCORECARD AT-A-GLANCE

## December 2016

### 2016 Goal Tracking

	December Actual	December Goal	YTD Actual	% Annual Goal	Annual Goal
<b>Marketing &amp; Communications Goals</b>					
Unique Web Visits	12,777	11,750	161,764	114%	141,000
Social Media Total Reach	133,389	71,683	1,010,367	117%	860,191
Earned Media Placements	2	5	106	163%	65 articles
PR Impressions	29,521,458	2,666,667	250,467,714	782%	32 million
<b>Group Sales Goals</b>					
Lead Room Nights	198	333	48,992	1,224%	4,000
Booked Room Nights	0	104	2,326	186%	1,250
Meeting & Event Leads	12	6	89	127%	70
Meeting & Event Leads Booked	0	1	16	114%	14
Travel Trade: Number of Developed Suggested Itineraries	0	0	7	350%	2
<b>Visitor Services Goals</b>					
Walk-in Visitors Served at Visitor Information Center (VIC)	2,290	1,917	31,055	135%	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, totaling 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

### Lost Business

National Conference of State Legislators

### FAM Tours Hosted

Jenise Silva, Freelance for Parachute, and Edible Seattle

### Articles Published

Parachute, Dec. 19, 2016  
**Wolf Haven**

Parachute, Dec. 19, 2016  
**Where Anthony Bourdain Would Go If He Visited Olympia Today**

For more information or to get involved with the Wedding Collaborative and/or the Sports Task Force contact Director of Sales, Jeff Bowe at [Jeff@VisitOlympia.com](mailto:Jeff@VisitOlympia.com)



## 2017 Meeting Schedule

February 27, 2017	Prairie Hotel
April 24, 2017	Governor Hotel
June 26, 2017	
August 28, 2017	
October 30, 2017	



TOURISM PROMOTION AREA HOTEL AND MOTEL COMMISSION • 2016

Name	Position	Status	Business	Address	CSZ	Phone	Email	Term
Chami Ro	5	Current	Tumwater Comfort Inn	1620 74 <sup>th</sup> Ave SW	Olympia, WA 98501	360-352-0691	<a href="mailto:chami.ro@comcast.net">chami.ro@comcast.net</a>	2014-2017
DeEsta Denver	6	Current	DoubleTree Olympia	415 Capitol Way North	Olympia, WA 98501	360-570-0555 x506	<a href="mailto:Deesta.denver@hilton.com">Deesta.denver@hilton.com</a>	2016-2018
Denise Hibbeln	7	Current Chair	Prairie Hotel	701 Prairie Park Ln SE	Yelm, WA 98597	360.458.7555	<a href="mailto:deniseb@prairiehotel.com">deniseb@prairiehotel.com</a>	2014-2017
Jeetu Chaudhry	1	Current	Holiday Inn Express	4460 3 <sup>rd</sup> Ave SE	Lacey, WA 98503	360-491-7985	<a href="mailto:jeetuchaudhry@yahoo.com">jeetuchaudhry@yahoo.com</a>	2016-2018
Michael Gustaves	4	Current	Ramada Inn	4520 Martin Way East	Olympia, WA 98516 US	360-349-6656	<a href="mailto:Michael.gustaves@olyramada.com">Michael.gustaves@olyramada.com</a>	2017- 2019
Ryan Kang	2	Current	The Governor Hotel	621 Capitol Way S	Olympia, WA 98501	360-352-7700	<a href="mailto:ryank@olympiagovernorhotel.com">ryank@olympiagovernorhotel.com</a>	2016-2018
Valerie Walters	3	Current	Tumwater Best Western	5188 Capitol Blvd	Tumwater, WA 98501	360-956-1235	<a href="mailto:valerie@bwtumwater.com">valerie@bwtumwater.com</a>	2016-2018