

## **FOURTH QUARTER REPORT 2014-15**

April, May, June

### INTRODUCTION

Travel Salem is pleased to submit the tourism and convention fourth quarter report for 2014-15 pursuant to City of Salem contract section 1.5. The contract stipulates that quarterly reports include a financial report, an overview of Contractor's activities, and a statement of output measurements. This report fulfills these contractual requirements.

All programs and services tie back to Travel Salem's 14-17 Strategic Plan and the 14-15 Business Plan, and drive toward six main objectives and strategic initiatives: community relations and engagement, capacity building, marketing and communications, conventions and events, destination development, and services.

#### **EXECUTIVE SUMMARY**

#### Marketing & Communications

- Published the 2015 Visitors Guide (\$83,000 advertising value, printed 140,000)
- Executed an MOU withWillamette Valley Visitors Association for Travel Salem to receive Wine Country Plate funds for marketing Region #1 (Marion, Polk, Yamhill)
- Developed a sweepstakes advertisement for Food & Travel magazine
- Attended 4-day RDMO tour & meeting with Travel Oregon and WVVA's PR & Media teams; pitched what's new & noteworthy in the Mid-Willamette Valley
- Exhibited at the Must See Oregon consumer leisure tradeshow at The Oregon Garden

#### **Destination Development**

• Created the Salem Greeter Program, a permanent walking tour registered under the prestigious international Global Greeter Network. Salem is the 100<sup>th</sup> GGN member and only the 4<sup>th</sup> program in the U.S.

## Conventions, Events & Sports

- Attended the National Association of Sports Commissions conference in Milwaukie, Wisc.; met with 41 sports event managers & secured 13 RFPs for bidding on future events
- Promoted the Hoopla at Spokane's 2015 Hoopfest event (fliers distributed to 8,000 teams)
- Hosted the 3<sup>rd</sup> Salem Up Front event to educate hotel frontline staff on regional attractions; the event was held at the Willamette Heritage Center and showcased 19 attractions

#### Services

• Attended the Antique Truck Historical Society event in York, Penn. to pre-promote for the Mid-Willamette Valley's 2016 event, reached 1,500+ delegates

## **OVERVIEW OF ACTIVITIES**

Travel Salem tracks numerous activities throughout the year to monitor, evaluate and adjust marketing strategies as needed. These internal measurement statistics assist with forecasting and trending, and need to be examined as a whole to get a true indication of the industry and performance of marketing activities. Outside influences such as gas prices, weather, natural disasters or inflation, will also have an impact on the peaks and valleys that these numbers may reflect.

Glossary of terms for definitions of the following activities is available upon request.

Activity	4 <sup>th</sup> Qtr 14-15	14-15 YTD	% Change from 13-14	13-14 YTD	12-13 YTD
MARKETING & COMMUNICATIONS					
Public Relations – Advertising Equivalency	\$374,944	\$1,047,244	-8%	\$1,128,533	\$960,533
Visitor Information Network Attendance	40,362	144,441	7%	135,337	111,112
Advertising Inquiries	10,287	35,054	-20%	43,852	42,900
E-Communication Impressions	34,117	144,380	8%	133,657	123,575
Website/TravelSalem.com Visits	77,978	273,903	2%	268,472	234,277
Lodging Click Thru <sup>1</sup>	5,137	16,482	-42%	28,203	n/a
Facebook Reach <sup>2</sup>	257,584	368,675	104%	180,859	369,211
YouTube Views <sup>3</sup>	4,197	15,093	40%	10,799	7,228
Flickr Impressions	74,684	326,905	21%	270,915	47,002
Twitter Impressions <sup>4</sup>	601,371	2,241,868	100%	n/a	n/a
Pinterest Followers <sup>5</sup>	20	322	40%	230	108
CONVENTIONS & EVENTS					
Real-Time Conventions & Events	14	24	4%	23	28
Number of Attendees <sup>6</sup>	45,740	53,015	62%	32,760	30,130
<ul> <li>Number of Room Nights</li> </ul>	12,480	14,787	-24%	19,402	26,627
Sales Leads Generated	40	84	9%	77	83
Bookings	37	62	19%	52	51
SERVICES					
Groups Assisted	26	56	-15%	66	60
Visitors Reached	26,232	36,117	-13%	41,641	47,477
MEMBERSHIP					
Total Membership	355	355	-13%	409	424
New Members Acquired <sup>7</sup>	8	33	-41%	56	88
Attrition	28	86	21%	71	107

<sup>&</sup>lt;sup>1</sup> Lodging Click-Thru – decrease is due to new analytic formula, however in actuality the rate is on target for this current fiscal year and is comparable to last year when calculated with the same formula.

<sup>&</sup>lt;sup>2</sup> Facebook Reach – increase due to WVVA Facebook campaign in 14-15 and Travel Salem's advertising to boost posts.

<sup>&</sup>lt;sup>3</sup> YouTube Views – increase due to additional visual content added to Travel Salem's channel.

<sup>&</sup>lt;sup>4</sup> Twitter Impressions - growing new social media platform.

<sup>&</sup>lt;sup>5</sup> Pinterest Followers – growing new social media platform.

<sup>&</sup>lt;sup>6</sup> Number of Attendees – the increase is due to Sports marketing focus and new events secured.

<sup>&</sup>lt;sup>7</sup> New Members Acquired – decrease is due to focus on retention and only one sales person.

# TRAVEL SALEM DASHBOARD

## **Key Performance Measurements**

February 27, 2013 Board of Directors Approved

City of Salem Contract  \$ 714,000 130% \$ 550,000 \$ 479,000 \$ 550,000 \$ 533,030 \$ 503,030 \$ 531,531 Other Sources \$ 240,704 129% \$ 186,845 \$ 223,267 \$ 173,344 \$ 189,086 \$ 226,571 \$ 271,617 Travel Salem Program FTE  9.73 136%  7.15 5.70 8.67 7.67 6.67 7.67 7.67 7.69  Membership 355 87% 409 424 443 368 346 277 Revenue  \$ 96,689 106% \$ 91,521 \$ 113,492 \$ 113,761 \$ 116,352 \$ 126,695 \$ 78,533  Estimated Economic Impact (2014) Direct Jobs (2014) 6,490 106% 6,130 5,270,000 \$ 527,100,000 \$ 505,900,000 \$ 476,800,000 \$ 485,000,000 \$ 497,400,000 Direct Jobs (2014)  TOT Revenues  \$ 3,094,447 113% \$ 2,730,822 \$ 2,445,339 \$ 2,239,286 \$ 2,215,001 \$ 2,138,196 \$ 2,416,441  Average Daily Rate (ADR) \$ 83,52 105% \$ 79,79 \$ 76,86			14-15													
City of Salem Contract  \$ 714,000   130%   5   500,000   3   477,000   5   550,000   5   533,330   5   500,000   5   531,530    Other Sources   5   240,704   129%   5   186,845   5   222,247   5   173,448   189,066   2225,571   5   271,616    Frevenue   5   95,859   106%   5   91,521   111,422   5   113,741   5   116,522   1225,605   5   78,531    Estimated Economic Impact (2014)   5   548,400,000   101%   5   541,000,000   5   507,000   5   555,000,000   5   476,800,000   5   497,400,000    Direct Took (2014)   6,450   100%   6,130   5,930   5,910   5,540   6,000   5   21,134,142   5   116,722   5   126,565   5   78,531    Estimated Economic Impact (2014)   6,450   101%   5   410,000,000   5   507,000,000   5   505,000,000   5   476,800,000   5   497,400,000    Direct Took (2014)   6,450   100%   6,130   5,930   5,910   5,540   6,000   6,270    TOT Revenues   5   3,094,447   133%   5   2,796,222   5   2,445,339   5   2,239,286   5   2,215,001   5   2,138,196   5   2,416,441    Coccupancy Romos Sold (Salem)   416,534   106%   5   393,191   3   366,628   340,507   316,748   328,693   384,161    Average Daily Rate (ADR)   5   83,27   105%   5   1392,739   5   76,86   7/a   7/a   7/a   384,161    Average Daily Rate (ADR)   5   83,27   105%   5   1392,739   5   124,5530   5   124,540   5   138,139   5   88,121   5   1373,131    Eleverage   5   1,572,138   69%   5   1,382,739   5   1,245,530   5   1,340,800   5   716,151   5   783,311   5   504,48    Convention*   5   111,151   80%   5   1392,239   5   124,5531   5   1,340,800   5   716,151   5   783,311   5   504,48    Convention*   5   1,472,438   69%   5   2,066,244   5   1,194,894   5   3,206,602   5   1,844,865   5   1,517,711   5   1,363,100    Violitors Guide   5   8,272   102%   5   1,138,337   111,131   5   694,48    Violitors Guide   5   8,272   102%   5   1,138,337   111,131   5   694,48    Violitors Guide   5   8,272   102%   5   1,284,545   5   1,246,540   5   1,246,540    Violitoria Guide   5   8,272   102%   5   1,245,373   1,245,270   1,245,270    Vi		-	July-June	% of 13-14		13-14		12-13		11-12		10-11		09-10		08-09
Other Sources   \$ 240,706   29%   \$ 186,845   \$ 223,267   \$ 173,344   \$ 189,086   \$ 226,571   \$ 271,611   Travel Salem Program FTE	Travel Salem Resources	\$			\$	736,845	\$	702,267	\$		\$	722,116	\$	729,601	\$	803,142
Travel Salem Program FTE	City of Salem Contract	\$	714,000	130%	\$	550,000	\$	479,000	\$	550,000	\$	533,030	\$	503,030	\$	531,530
Membership   355   87%   409   424   433   388   346   22	Other Sources			129%		186,845	\$	223,267	\$	173,344	\$	189,086	\$	226,571	\$	271,612
Revenue	Travel Salem Program FTE		9.73	136%		7.15		5.70		8.67		7.67		6.67		7.67
Revenue																
Estimated Economic Impact (2014) \$ 548,400,000 101% \$ 541,000,000 \$ 527,100,000 \$ 505,900,000 \$ 476,800,000 \$ 497,800,000 \$ 6,27	Membership							424		443		368				275
Direct Jobs (2014)	Revenue	\$	96,689	106%	\$	91,521	\$	113,492	\$	113,761	\$	116,352	\$	126,695	\$	78,538
Direct Jobs (2014)	Estimated Economic Impact (2014)	\$	548,400,000	101%	\$	541,000,000	\$	527,100,000	\$	505,900,000	\$	476,800,000	\$	458,500,000	\$	497,400,000
Cocupancy - Rooms Sold (Salem)			6,490	106%		6,130				5,910		5,860		6,000		6,270
Cocupancy - Rooms Sold (Salem)																
Average Daily Rate (ADR)   \$   83.52   105%   \$   79.79   \$   76.86   n/a   n/a   n/a   n/a   n/a   n/a   n/a	TOT Revenues	\$	3,094,447	113%	\$	2,730,822	\$	2,445,339	\$	2,239,286	\$	2,215,001	\$	2,138,196	\$	2,416,440
Average Daily Rate (ADR)   \$   83.52   105%   \$   79.79   \$   76.86   n/a   n/a   n/a   n/a   n/a   n/a   n/a																
Total Influenced by TS   1,689,319   110%   5 1,532,047   5 1,425,310   5 1,265,905   5 854,280   5 877,832   5 832,541	Occupancy - Rooms Sold (Salem)		416,594	106%				364,608		340,507		316,748		328,693		354,160
Leisure \$ 1,578,168 113% \$ 1,392,719 \$ 1,245,578 \$ 1,140,800 \$ 716,161 \$ 789,311 \$ 659,438 \$ Convention* \$ 111,151 80% \$ 139,328 \$ 179,732 \$ 125,105 \$ 138,119 \$ 88,121 \$ 173,111 \$ 140,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$	Average Daily Rate (ADR)	\$	83.52	105%	\$	79.79	\$	76.86		n/a		n/a		n/a		n/a
Leisure \$ 1,578,168 113% \$ 1,392,719 \$ 1,245,578 \$ 1,140,800 \$ 716,161 \$ 789,311 \$ 659,438 \$ Convention* \$ 111,151 80% \$ 139,328 \$ 179,732 \$ 125,105 \$ 138,119 \$ 88,121 \$ 173,111 \$ 140,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$ 1,000 \$																
Convention*   \$   111,151   80%   \$   139,328   \$   179,732   \$   125,105   \$   138,119   \$   88,121   \$   173,112	•	_			_	, ,	-	, ,	-		_		-		-	•
Leverage   \$ 1,972,138   95%   \$ 2,086,254   \$ 1,914,854   \$ 3,206,602   \$ 1,884,865   \$ 1,511,731   \$ 1,363,101							- 7				_		-			659,434
Visitors Guide \$ 82,923 102% \$ 81,533 \$ 87,953 \$ 112,793 \$ 114,336 \$ 96,366 \$ 91,691 Volunteers \$ 3,212 76% \$ 4,236 \$ 9,224 \$ 16,126 \$ 24,562 \$ 27,203 \$ 23,141 Public Relations - Advt Equiv \$ 1,047,244 93% \$ 1,128,533 \$ 96,0533 \$ 2,166,423 \$ 1,016,469 \$ 611,839 \$ 600,834 Advertising \$ 41,794 61% \$ 68,311 \$ 70,690 \$ 78,245 \$ 47,504 \$ 40,978 \$ 50,300 In-Kind \$ 611,395 102% \$ 600,311 \$ 600,563 \$ 621,353 \$ 509,348 \$ 492,945 \$ 300,422 WVVA/Regional \$ 185,570 92% \$ 202,440 \$ 177,891 \$ 211,662 \$ 172,646 \$ 242,400 \$ 237,724  Consumer Engagement 41,476,228 106% 39,106,833 43,778,277 48,925,791 25,629,680 n/a n/a  Examples include: Visitor Information Network 144,441 107% 135,337 111,112 136,966 122,345 Conv Services - Visitors Reached 36,117 87% 41,641 47,477 54,3485 72,732 Visitor Inquiries 35,054 80% 43,852 42,900 42,045 30,476  Media Impressions 29,061,138 97% 29,910,649 26,711,743 37,519,977 14,492,574 Advertising Impressions 4,456,800 175% 2,544,000 13,126,000 7,628,520 7,440,000 Online Visits 273,903 102% 268,472 234,277 185,382 150,940 Twitter Impressions 2,241,868 91% 2,475,218 1,228,472 1,706,940 1,941,184 Facebook Impressions 2,2027,053 98% 2,073,308 1,980,049 1,549,150 1,202,325  **Busines is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.  *Busines is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.  *Busines is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.	Convention*	\$	111,151	80%	\$	139,328	\$	179,732	\$	125,105	\$	138,119	\$	88,121	\$	173,111
Visitors Guide	Leverage	\$	1,972,138	95%	\$	2,086,254	\$	1,914,854	\$	3,206,602	\$	1,884,865	\$	1,511,731	\$	1,363,105
Volunteers \$ 3,212 76% \$ 4,236 \$ 9,224 \$ 16,126 \$ 24,562 \$ 27,203 \$ 23,144 Public Relations - Advert Equiv \$ 1,047,244 93% \$ 1,128,533 \$ 960,533 \$ 2,166,423 \$ 1,016,669 \$ 611,839 \$ 660,281 \$ 70,690 \$ 78,245 \$ 47,504 \$ 40,978 \$ 50,30 In-Kind \$ 611,395 102% \$ 601,311 \$ 608,563 \$ 621,353 \$ 509,348 \$ 492,945 \$ 300,422 \$ 40,045 \$ 185,570 92% \$ 202,440 \$ 177,891 \$ 211,662 \$ 172,646 \$ 242,400 \$ 237,244 \$ 40,045 \$ 40,978 \$ 50,30 \$ 40,045 \$ 40,978 \$ 50,30 \$ 40,045 \$ 40,978 \$ 50,30 \$ 40,045 \$ 40,978 \$ 50,30 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40,045 \$ 40		\$	82,923	102%	\$	81,533	\$	87,953	\$		\$	114,336	\$	96,366	\$	91,693
Advertising \$ 41,794 61% 5 68,311 \$ 70,690 \$ 78,245 \$ 47,504 \$ 40,978 \$ 50,300	Volunteers	\$	3,212	76%	\$	4,236	\$	9,224	\$	16,126	\$	24,562	\$	27,203	\$	23,148
In-Kind	Public Relations - Advt Equiv	\$	1,047,244	93%	\$	1,128,533	\$	960,533	\$	2,166,423	\$	1,016,469	\$	611,839	\$	660,288
### WVVA/Regional    S	Advertising	\$	41,794	61%	\$	68,311	\$	70,690	\$	78,245	\$	47,504	\$	40,978	\$	50,302
Consumer Engagement 41,476,228 106% 39,106,833 43,778,277 48,925,791 25,629,680 n/a n/a Examples include:  Visitor Information Network 144,441 107% 135,337 111,112 136,966 122,345  Conv Services - Visitors Reached 36,117 87% 41,641 47,477 54,385 72,732  Visitor Inquiries 35,054 80% 43,852 42,900 42,045 30,476  Media Impressions 29,061,138 97% 29,910,649 26,711,743 37,519,977 14,492,574  Advertising Impressions 4,456,800 175% 2,544,000 13,126,000 7,628,520 7,440,000  Online Visits 273,903 102% 268,472 234,277 185,382 150,940  Twitter Impressions 2,241,868 91% 2,475,218 1,228,472 1,706,940 1,941,184  Facebook Impressions 2,027,053 98% 2,073,308 1,980,049 1,549,150 1,202,325  *Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.  *Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.  *TOT Influenced by TS:  1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network  2) 08.69 Convention figure included the last year of OSAA basketball tournaments at Willomette University	In-Kind	\$	611,395	102%	\$	601,311	\$	608,563	\$	621,353	\$	509,348	\$	492,945	\$	300,429
Examples Include:   Visitor Information Network   144,441   107%   135,337   111,112   136,966   122,345     Conv Services - Visitors Reached   36,117   87%   41,641   47,477   54,385   72,732     Visitor Information Network   34,144   107%   135,337   111,112   136,966   122,345     Conv Services - Visitors Reached   36,117   87%   41,641   47,477   54,385   72,732     Visitor Inquiries   35,054   80%   43,852   42,900   42,045   30,476     Media Impressions   29,061,138   97%   29,910,649   26,711,743   37,519,977   14,492,574     Advertising Impressions   4,456,800   175%   2,544,000   13,126,000   7,628,520   7,440,000     Online Visits   273,903   102%   268,472   234,277   185,382   150,940     Twitter Impressions   2,241,868   91%   2,475,218   1,228,472   1,706,940   1,941,184     Facebook Impressions   2,027,053   98%   2,073,308   1,980,049   1,549,150   1,202,325     *Business is also being booked for future years in the current year, however, this TOT value will be recognited in those respective years.  *Business is also being booked for future years in the current year, however, this TOT value will be recognited in those respective years.  *TOT Influenced by TS:	WVVA/Regional	\$	185,570	92%	\$	202,440	\$	177,891	\$	211,662	\$	172,646	\$	242,400	\$	237,245
Examples Include:   Visitor Information Network   144,441   107%   135,337   111,112   136,966   122,345     Conv Services - Visitors Reached   36,117   87%   41,641   47,477   54,385   72,732     Visitor Information Network   34,144   107%   135,337   111,112   136,966   122,345     Conv Services - Visitors Reached   36,117   87%   41,641   47,477   54,385   72,732     Visitor Inquiries   35,054   80%   43,852   42,900   42,045   30,476     Media Impressions   29,061,138   97%   29,910,649   26,711,743   37,519,977   14,492,574     Advertising Impressions   4,456,800   175%   2,544,000   13,126,000   7,628,520   7,440,000     Online Visits   273,903   102%   268,472   234,277   185,382   150,940     Twitter Impressions   2,241,868   91%   2,475,218   1,228,472   1,706,940   1,941,184     Facebook Impressions   2,027,053   98%   2,073,308   1,980,049   1,549,150   1,202,325     *Business is also being booked for future years in the current year, however, this TOT value will be recognited in those respective years.  *Business is also being booked for future years in the current year, however, this TOT value will be recognited in those respective years.  *TOT Influenced by TS:	Consumer Engagement		41 476 228	106%		39 106 833		43 778 277		48 925 791		25 629 680		n/a		n/a
Visitor Information Network   144,441   107%   135,337   111,112   136,966   122,345			41,470,220	10070		33,100,033		43,770,277		40,323,731		23,023,000		, u		11/ 4
Conv Services - Visitors Reached  36,117 87% 41,641 47,477 54,385 72,732  Visitor Inquiries 35,054 80% 43,852 42,900 42,045 30,476  Media Impressions 29,061,138 97% 29,910,649 26,711,743 37,519,977 14,492,574  Advertising Impressions 4,456,800 175% 2,544,000 13,126,000 7,628,520 7,440,000  Online Visits 273,903 102% 268,472 234,277 185,382 150,940  Twitter Impressions 2,241,868 91% 2,475,218 1,228,472 1,706,940 1,941,184  Facebook Impressions 2,027,053 98% 2,073,308 1,980,049 1,549,150 1,202,325  *Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.  TOT Influenced by TS:  1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network  2) 08-09 Convention figure included the last year of OSAA basketboll tournaments at Willomette University	,	-	144 441	107%		135 337		111 112		136 966		122 345				
Visitor Inquiries   35,054   80%   43,852   42,900   42,045   30,476		-														
Media Impressions         29,061,138         97%         29,910,649         26,711,743         37,519,977         14,492,574           Advertising Impressions         4,456,800         175%         2,544,000         13,126,000         7,628,520         7,440,000           Online Visits         273,903         102%         268,472         234,277         185,382         150,940           Twitter Impressions         2,241,868         91%         2,475,218         1,228,472         1,706,940         1,941,184           Facebook Impressions         2,027,053         98%         2,073,308         1,980,049         1,549,150         1,202,325           * Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.           TOT Influenced by TS:           1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network           2) 8-09 Convention figure included the last year of OSAA basketball tournaments at Williamette University         University		-								,						
Advertising Impressions	<u>'</u>	-				,										
Online Visits 273,903 102% 268,472 234,277 185,382 150,940  Twitter Impressions 2,241,868 91% 2,475,218 1,228,472 1,706,940 1,941,184  Facebook Impressions 2,027,053 98% 2,073,308 1,980,049 1,549,150 1,202,325  *Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.  TOT Influenced by TS:  1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network  2) 08-09 Convention figure included the last year of OSAA basketball tournaments at Williamette University	-	-														
Twitter Impressions 2,241,868 91% 2,475,218 1,228,472 1,706,940 1,941,184  Facebook Impressions 2,027,053 98% 2,073,308 1,980,049 1,549,150 1,202,325  *Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.  *Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.  TOT influenced by TS:  1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network  2) 08-09 Convention figure included the last year of OSAA basketboil tournaments at Williamette University		-														
Facebook Impressions  2,027,053  98%  2,073,308  1,980,049  1,549,150  1,202,325  1,809,049  1,549,150  1,202,325  1,202,325  1,202,325	Twitter Impressions			91%		2,475,218		1,228,472		1,706,940		1,941,184				
TOT Influenced by TS:  1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network  2) 08-09 Convention figure included the last year of OSAA basketball tournaments at Willamette University	Facebook Impressions			98%												
TOT Influenced by TS:  1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network  2) 08-09 Convention figure included the last year of OSAA basketball tournaments at Willamette University																
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1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network 2) 08-09 Convention figure included the last year of OSAA basketball tournaments at Williamette University	* Business is also being booked for future years in the curi	rent ye	ar, however, this TOT valu	e will be recognize	ed in th	ose respective years.										
1) Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network 2) 08-09 Convention figure included the last year of OSAA basketball tournaments at Williamette University	TOT Influenced by TS:						-									
2) 08-09 Convention figure included the last year of OSAA basketball tournaments at Willamette University	,	nd Tra	uel Café and enhanced Vis	itor Information N	letwork	<u> </u>										
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# Travel Salem PUBLIC RELATIONS ADDENDUM

National & Regional Media Fourth Quarter 2014-15

Secured 272 published references/articles with a reach of 9,939,327 and an advertising equivalency of \$374,944.

	Media/Headline	Value	Reach	Key Messages/Content
DORGON'S Mags  BARBERSHOPS A Ramble and Present and Pr	1859 Magazine Startup: Monastic Brewing - Taste and believe  Published: 4/2015 Pitched: 7/2014	\$9,990	90,000	2-page feature with photos on how the monks have reestablished the tradition of monastic brewing at the Abbey in Mt. Angel.
today.com  STUDUIS POST-DISPATCH	St. Louis Dispatch Salem, Ore., launches Salem Greeters Program  Published: 4/2015 Pitched: 3/2015	\$4,000	180,000	News brief about the launch of the new Salem Greeters Program – part of the Global Greeters Network.
obe NEWS	abcnews.com Salem, Oregon, Launches Greeters Program  Published: 4/2015 Pitched: 3/2015	\$45,000	1,200,000	News brief about the launch of the new Salem Greeters Program – part of the Global Greeters Network.
AP	Associated Press Salem, Oregon Launches Greeters Program Published: 4/2015 Pitched: 3/2015	\$20,000	42,500	Associated Press Travel editor Beth Harpaz picked up the release about the Salem Greeters Program and packaged in her Travel Briefs for the week, which is then syndicated out via the AP Wire Service and potentially picked up by dozens of other news sites across the nation.

BEER GREWLER Love. Beer. Local.  The Bulletin Serving Central Oregon since 1903	Oregon Beer Growler Volunteer for Beer this Spring & Summer  Published: 4/2015 Pitched: 1/2015 The Bulletin Treat Mom on Mother's Day	\$2,000 \$12,000	50,000 90,000	Salem beer festivals The Bite & Brew, The Oregon Garden Brewfest and Cinco de Micro included in round-up of Oregon brew fests that use public volunteers.  The Oregon Garden plus a photo was included in a round-up of best spots in Oregon to take mom on
IMPACT M A G A Z I N E	Published: 5/2015 Pitched: 2/2015  Impact Magazine WHAT A RIDE Oregon Offers Up Endless Pavement for Cycling Adventures  Published: 5/2015 Pitched: 9/2014	\$3,225	250,000	Mother's Day.  Freelance travel writer BJ Oudman produced a piece promoting the Willamette Valley's Scenic Bikeway and includes mention of the bikeway through Salem and Champoeg.
BICYCLE PAPER	Bicyclepaper.com Bike Oregon Wine Country  Published e: 5/2015 Pitched: 4/2015	5,000	125,000	This national online new site for cycling enthusiasts included a news brief about Eola Hills Winery's upcoming Bike Oregon Wine Country rides.
The Rogue + 7 other river retreats.	VIA Magazine Beautiful History on the Willamette  Published: 6/2015 Pitched: 11/2014	\$6,300	946,000	Freelance writer Ron Engeldinger wrote a news brief about the history of Willamette Mission State Park for the summer issue of VIA.
WINE PRESS	Wine Press Northwest Pedaling Through Oregon Wine Country  Published: 6/2015 Pitched: 4/2015	\$8,400	60,000	Freelancer Jade Helm wrote a lengthy feature article detailing Eola Hills Winery's Bike Oregon Wine Country rides.

Travel Oregon EAT & DRINK  Summer Ale Trails  BBUR BAD  Ange Form And the May Page on the Bay the artificial in the Bar of Stream signed  better with the May.  Banning, and have, to refer a well as early from the wind an Page on severe fined  souther the May.  Banning, and have, to refer and the souther from the wind an Page on severe fined  souther the manner. But an error article page of segrency possible time of the State of  from More Trainers in Andrew of their soft of security processes of the State of  stated by the manner. But a serve are made in proceedings the manner of the state of the security processes.  The More Trainers in Andrew of their stips and enterpress possible time of a the Andrew  stated by the Market of the State of the May be and the Andrew of the State of the State of the Andrew  Andrew of the Market of	Travel Oregon e-newsletter Summer Ale Trails  Published: 6/2015 Pitched: 4/2015	\$5,600	120,000	Story on summer ale trails included Rogue Farms and its Marion Berry Braggot as the perfect summer sippin' beer.
FOXIC	Fox 12 Oregon America's Best Waterfall Hikes  Published: 6/2015 Pitched: 5/2014	\$15,000	25,000	KPTV Ch. 12 covered the build phase of the Big Toy Playground at Keizer Rapids Park. Aired during the 5 o'clock & 10 o'clock news.

#### Travel Salem

## **CONVENTIONS EVENTS DASHBOARD**

# 2014-15 Fourth Quarter

14-	15 REAL-TIME CONVENTION	S/EV	ENTS						
FOI	JRTH QUARTER								
		Co	mmunity	Booked	Booked Rm	Lodging		TOT	
Qtr	Organization	Eco	on Impact	Attendees	Nts	Revenue	R	evenue	
4	Ore/Idaho Conference	\$	455,400	550	520	\$ 43,430	\$	3,909	
4	South HS JBO Baseball	\$	41,600	200	40	\$ 3,341	\$	301	
4	Capital Cup Soccer	\$	720,000	12,000	1,500	\$ 125,280	\$	11,275	
4	Cherry City Comic Con	\$	243,000	7,500	100	\$ 8,352	\$	752	
4	Hoop Spring Tip Off	\$	150,000	1,000	500	\$ 41,760	\$	3,758	
4	Hoop Invitational	\$	300,000	2,000	1,000	\$ 83,520	\$	7,517	
4	Monster Cookie Ride	\$	63,000	2,000	45	\$ 3,758	\$	338	
4	Battle of the Books	\$	3,300	100	10	\$ 835	\$	75	
4	Jehovah Witness	\$	1,575,000	5,000	2,500	\$ 208,800	\$	18,792	
4	Jehovah Witness	\$	1,575,000	5,000	2,500	\$ 208,800	\$	18,792	
4	Ноор	\$	1,560,000	5,000	1,200	\$ 100,224	\$	9,020	
4	USA Ultimate Frisbee	\$	18,900	150	15	\$ 1,253	\$	113	
4	Jehovah Witness	\$	1,575,000	5,000	2,500	\$ 208,800	\$	18,792	
4	3v3 Live National Soccer	\$	5,250	240	50	\$ 4,176	\$	376	
	TOTAL	\$	8,285,450	45,740	12,480	\$ 1,042,330	\$	93,810	
								126%	TOT RO
	Total Value	\$	8,285,450						
	Direct Costs for 4th Qtr	\$	74,741						
	EEI ROI	\$	110.86						
YE/	 AR-TO-DATE								
		Co	mmunity	Booked	Booked Rm	Lodging		TOT	
	Organization		on Impact	Attendees	Nts	Revenue	R	evenue	
	24 Real-Time Conventions/Events	\$	9,587,580	53,015	14,787	\$ 1,235,010	\$	111,151	
								62%	TOT RO
	Total Value	\$	9,587,580						
	Direct Costs for YTD	\$	180,384						
	EEI ROI	\$	53.15						

14-15 PO	TENTIAL	FUTURE BU	SINESS - L	EADS & B	OOKING	S					
FOURTH C	UARTER										
		LEA	DS				ВОО	KINGS			
Convention Year	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversio n Rate
FY 14-15 FY 15-16 FY 16-17 FY 17-18 FY 18-19	2 34 6	\$ 65,400 \$ 15,677,346 \$ 2,834,725	300 42,922 5,375	290 19,352 2,951	2 30 2	\$ 65,400 \$ 10,721,346 \$ 1,935,450	300 27,372 \$ 2,650	290 11,332 \$ 1,641	\$ 24,221 \$ 946,449 \$ 137,056	\$ 2,180 \$ 85,180 \$ 12,335	100% 88% 33%
FY 19-20											
TOTAL	42	\$ 18,577,471	48,597	22,593	34	\$ 12,722,196	30,322	13,263	\$ 1,107,726	\$ 99,695	81%
YEAR-TO-	DATE										
TEAK-10-	DAIL	LEA	DS				BOO	KINGS			
Convention Year	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversio n Rate
FY 14-15 FY 15-16 FY 16-17 FY 17-18 FY 18-19 FY 19-20	28 43 11 2	\$ 2,869,095 \$ 17,681,346 \$ 3,202,300 \$ 1,989,000	34,680 47,337 6,610 2,650	5,042 23,477 4,646 2,066	22 36 3 1	\$ 1,892,295 \$ 11,634,546 \$ 1,973,850 \$ 1,863,000	29,790 29,762 2,810 2,250	2,996 13,262 1,836 1,466	\$ 250,226 \$ 1,107,642 \$ 153,343 \$ 122,440	\$ 22,520 \$ 99,688 \$ 13,801 \$ 11,020	79% 84% 27% 50%
TOTAL	84	\$ 25,741,741	91,277	35,231	62	\$ 17,363,691	64,612	19,560	\$ 1,633,651	\$ 147,029	74%

			Lost	Lost		
Account Name	Reason	Lost Attendees	Room Nights	Community Econ Impact	Lost Lodging Revenue	Lost TOT Revenue
St. Ignacious High School	They wanted Salem, MA not Salem, OR	40	40	\$ 8,400	\$ 3,341	\$ 30
2016 Oregon Mayors Assoc	Booked at Salishan & received per diem	125	300	\$ 39,375	\$ 25,056	\$ 2,255
2015 USS Washoe County LST	No international airport	50	100	\$ 21,000	\$ 8,352	\$ 752
NW Mosqito & Vector Control	Chose Ka-Nee-Ta	120	180	\$ 39,375	\$ 15,034	\$ 1,353
PNW Ski Association 2016	Booked in Bend	400	600	\$ 126,000	\$ 50,112	\$ 4,510
PNW Ski Association 2017	Booked in Bend	400	600	\$ 126,000	\$ 50,112	\$ 4,51
Turfgrass Producers	Booked in PDX	100	200	\$ 42,000	\$ 16,704	\$ 1,500
International Senior Softball	Needed too many concessions	450	675	\$ 81,000	\$ 56,376	\$ 5,074
International Senior Softball	Needed too many concessions	450	675	\$ 81,000	\$ 56,376	\$ 5,074
US Lacrosse	Need to have a stronger league in Salem	1,500	856	\$ 624,000	\$ 71,493	\$ 6,43
Gilmore Banquet	Decided to have in PDX instead	3,150	-	\$ 3,150	\$ -	\$ -
Professional Disc Golf Assoc	Lack of involvement from state director	100	45	\$ 82,800	\$ 3,758	\$ 33
US Tennis Assoc.	Awarded just one tournament for 2016	1,000	300	\$ 414,000	\$ 25,056	\$ 2,25
US Tennis Assoc.	Awarded just one tournament for 2016	800	425	\$ 331,200	\$ 35,496	\$ 3,19
USA Arm Wrestling	No for 2015, try again for 2016	500	50	\$ 207,000	\$ 4,176	\$ 370
Region II Gymnastics	Athletic Edge decided not to bid	400	100	\$ 165,600	\$ 8,352	\$ 753
NWAC Basketball Championships	Not enough venues available	300	180	\$ 186,300	\$ 15,034	\$ 1,35
US Disc Golf Women's	Lack of involvement from State Director	100	45	\$ 41,400	\$ 3,758	\$ 338
	TOTAL	9.985	5.371	\$ 2,619,600	\$ 448,586	\$ 40,373
14-15 FAM TOURS, TRAD	E SHOWS & PROMO TRIPS					
·		Organization		Track Observe		
Qtr	Organization	Location	Site Tour	Trade Show	Promo Trip	
Qtr 1	Organization International Red Hat Society	Location San Francisco	Site Tour	Trade Show	Promo Trip	
<b>Qtr</b> 1 1	Organization International Red Hat Society Information Systems Audit & Control Assoc.	Location San Francisco Salem	Site Tour	X	Promo Trip	
Qtr 1 1 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO!	Location San Francisco Salem Portland	Site Tour	X	Promo Trip	
Qtr 1 1 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers	Location San Francisco Salem Portland Portland	Site Tour	X	Promo Trip	
Qtr 1 1 2 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS	Location San Francisco Salem Portland Portland Las Vegas	Site Tour	X X X	Promo Trip	
Qtr 1 1 2 2 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association	Location San Francisco Salem Portland Portland Las Vegas Reno	X X	X	Promo Trip	
Qtr 1 1 2 2 2 2 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association Capitol Cup Soccer	San Francisco Salem Portland Portland Las Vegas Reno Salem	X X	X X X	Promo Trip	
Qtr 1 1 2 2 2 2 2 2 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association Capitol Cup Soccer Pacific NW Ski Assoc.	Location San Francisco Salem Portland Portland Las Vegas Reno Salem Portland	X X X X	X X X	Promo Trip	
Qtr  1 1 2 2 2 2 2 2 2 2 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association Capitol Cup Soccer Pacific NW Ski Assoc. Precision Farming Expo	Location San Francisco Salem Portland Portland Las Vegas Reno Salem Portland	X X X X X	X X X	Promo Trip	
Qtr  1 1 2 2 2 2 2 2 2 2 2 2 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association Capitol Cup Soccer Pacific NW Ski Assoc. Precision Farming Expo Sub League	Location  San Francisco Salem Portland Portland Las Vegas Reno Salem Portland Carlton Portland	X X X X X X	X X X	Promo Trip	
Qtr  1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association Capitol Cup Soccer Pacific NW Ski Assoc. Precision Farming Expo Sub League American Legion Baseball	Location  San Francisco Salem Portland Portland Las Vegas Reno Salem Portland Carlton Portland	X X X X X X X	X X X	Promo Trip	
Qtr  1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association Capitol Cup Soccer Pacific NW Ski Assoc. Precision Farming Expo Sub League American Legion Baseball Western Oregon University	Location  San Francisco Salem Portland Portland Las Vegas Reno Salem Portland Carlton Portland Momouth	X X X X X X	X X X X	Promo Trip	
Qtr  1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 3	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association Capitol Cup Soccer Pacific NW Ski Assoc. Precision Farming Expo Sub League American Legion Baseball Western Oregon University Religious Confernce Management Assoc.	Location San Francisco Salem Portland Portland Las Vegas Reno Salem Portland Carlton Portland Charlon Portland Alabama	X X X X X X X	X X X X	Promo Trip	
Qtr  1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association Capitol Cup Soccer Pacific NW Ski Assoc. Precision Farming Expo Sub League American Legion Baseball Western Oregon University Religious Confernce Management Assoc. GOSGMP Annual Conference	Location San Francisco Salem Portland Portland Las Vegas Reno Salem Portland Carlton Portland Carlton Portland Momouth Alabama Bend	X X X X X X X	X X X X X	Promo Trip	
Qtr  1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 3 3 3 3 3	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association Capitol Cup Soccer Pacific NW Ski Assoc. Precision Farming Expo Sub League American Legion Baseball Western Oregon University Religious Conference Management Assoc. GOSGMP Annual Conference Cascadia MPI Annual Conference	San Francisco Salem Portland Portland Las Vegas Reno Salem Portland Carlton Portland Carlton Portland Momouth Alabama Bend Washington	X X X X X X X	X X X X X	Promo Trip	
Qtr  1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Organization International Red Hat Society Information Systems Audit & Control Assoc. BRAVO! Or. Society of Association Managers TEAMS Amatuer Softball Association Capitol Cup Soccer Pacific NW Ski Assoc. Precision Farming Expo Sub League American Legion Baseball Western Oregon University Religious Confernce Management Assoc. GOSGMP Annual Conference	Location San Francisco Salem Portland Portland Las Vegas Reno Salem Portland Carlton Portland Carlton Portland Momouth Alabama Bend	X X X X X X X	X X X X X	Promo Trip	