



APPROVED: May 11, 2016

**CITY OF ALBANY**  
**TLT AD HOC ADVISORY COMMITTEE**  
**City Hall, Santiam Room**  
**Wednesday, April 13, 2016**  
**3:00 p.m.**

**MINUTES**

**CALL TO ORDER**

Chair Scott Pierson called the meeting to order at 3:15 p.m.

**ROLL CALL**

Committee Members present: Scott Pierson, Julie Jackson, Mitch Langjahr (arrived 3:25 pm), Mike Martin

Committee Members absent: Chuck Leland (excused), Betsy Penson (unexcused)

**APPROVAL OF MINUTES**

March 9, 2016

MOTION: Mike Martin moved to approve the minutes as submitted. Julie Jackson seconded the motion, and it passed 3-0. Mitch Langjahr arrived after the vote.

**SCHEDULED BUSINESS**

Business from the Public

None.

Presentations – TLT Collectors

Pierson explained that the role of this committee is to gather information, including input from the TLT collectors and recipients, and provide analysis and recommendations to the City Council regarding the use of Transient Lodging Tax (TLT) funds. Introductions followed.

Leigha Thomas, Director of Sales at Comfort Suites - Holiday Inn Express, distributed and reviewed a packet of information from The Albany Lodging Group, dated March 23, 2016 (See Agenda File). She said the hoteliers are concerned because it is increasingly difficult to be competitive with many new hotels being built in the surrounding areas. While TLT revenue has been going up, most of that is driven by rate increases, as opposed to a large increase in occupancy. Guests have indicated that the rates are now at the limit of what they will pay. Sources of overnight guests include traffic along I-5, overflow from other cities, university-related activities, and general economic activity in town. Two areas that can be influenced are sporting teams and groups at the Expo Center. While the hoteliers feel that the TLT partnerships are good, they don't feel things are being maximized to fill hotels and help the local economy. About 30 to 40 percent of the hotels' business is generated by the Linn County Expo Center (Expo), and the hoteliers feel that help is needed there with maintenance, as well as with marketing for multiday events that generate overnight stays.

Thomas said the local hoteliers rely heavily on overflow from other communities and they are concerned that new planned hotels will reduce that compression. New hotels are being built in Lebanon, Corvallis, Salem, and Eugene; and over 2,000 new guest rooms will open in the Portland market over the next two years, all without any guarantee of demand. Currently, about 54 percent of the hoteliers' business is leisure and about

percent is business and group. Group business has been on a decline since 2010, and the hoteliers believe this is because of fewer multiday events at the Expo, as well as heavy solicitation by group sales managers at other venues. She reviewed supporting statistics and analysis contained within the submitted materials.

Thomas said the hoteliers agreed that between 18 and 30 percent of their business comes from Expo events, which equates to about \$300,000 a year in TLT revenue. It can be misleading when the Expo shows no availability because it is heavily booked with day use and turnaround time between groups. She referred to a graph showing occupancy by month and year and discussed how group events affected occupancy in each period. The data suggests a decline in occupancy when groups are not in Albany. With a new supply of rooms in the market within the next few years, the hoteliers can expect slow or no growth. The time for action is now because it takes time for marketing, and groups often book several years in advance.

Thomas referred to additional background materials provided, including articles about the economy and what it means for the lodging industry, information on hotels coming into the market, information about groups that have come to Albany, and some of those groups' estimated economic impact to the hoteliers and the greater community. Brief discussion followed regarding the process by which these economic impact estimations are made. It was noted that local restaurants and retailers have their own metrics, but they are not always openly discussed and considered together.

Pierson said he heard from the presentation that groups are beneficial to the hoteliers and to the City and that an increase in hotel rooms in other communities could result in a decrease in group events locally and a reversal of the TLT revenue, which is important information for the City and for the groups receiving that revenue who are budgeting for the future.

Thomas added that the City-funded contract marketing position at the Expo is currently vacant and that the hoteliers feel the position is important in focusing on events that generate overnight stays.

Economic Development and Urban Renewal Director Kate Porsche added that the pass-through of funds from the City to Linn County for the Expo contract marketing position was approved by the City Council based on a recommendation that came out of the previous TLT review committee. The intent was that the position would focus on events with multi-night stays that would result in customers also coming to our local restaurants and retail shops. The position was funded for one year, and a decision on whether to renew will be made by City Council.

City Manager Hare noted that TLT revenue has increased in recent years and that the hoteliers are likely happy with that growth; the problem is that the growth is vulnerable to changes in the economy and increased competition.

Jackson said that the new hotels coming in must have done an analysis to support that investment. Hoteliers in the audience responded that the hotel business is cyclical and that, while new hotels in Lebanon and Corvallis are good for those communities, they create concern for Albany hoteliers due to reduced compression.

Thomas commented that the hoteliers have invested a lot into their properties and that they are concerned about unmet maintenance needs at the Expo.

In response to questions from the committee, Expo Center Manager Randy Porter said the facility is 19 years old and systems are starting to fail. Linn County has budgeted \$100,000 for the next five years for maintenance, which will help. Projects that might assist in bringing people in would include renovating a portion of the space for larger sit-down dinners or wedding parties and new horse stalls. There are available dates that could be filled with multiday events, but the challenge is that Linn County is not a destination market. In discussion and in response to further questions, Porter said that the Expo is as busy or more so than the Lane County facility, that the Expo rarely loses an event to another County, and that their biggest competitor is the Oregon Horse Center in Eugene. Porsche noted that Porter would be asked to present information about the Expo at a future meeting.

City Manager Wes Hare commented that most event centers are subsidized. Porter agreed, noting that no similar facilities in the state stay in the black unless they receive TLT funds.

In response to questions, Hare said most people would probably agree that Albany is not a tourist destination in the way of Ashland, Bend, and the coastal towns. Committee members noted that Albany has the Carousel and historic districts that are attractive to visitors, and that the town has the benefit of being centrally located in the region.

In an open discussion period, some hoteliers put forward ideas of how TLT recipients could better coordinate and partner in ways that are beneficial to the entire system. Ideas included greater use of the trolley, discount certificates, marketing of the Expo, and other marketing that would bring in local multi-night stays. The hoteliers encouraged that consideration be given to allocating the funds so there is a return on investment to the community in the way of economic impact and increased TLT dollars.

Thomas commented that the Collaborative Tourism Promotion budget wasn't well understood or marketed, and she expressed support for using these group funds in another way.

Jackson said she would like to see information on how other communities are marketing their event centers, both in-house and on a contract basis. Thomas agreed to provide information on models that are working in other communities.

Pierson expressed appreciation to those present for their time and for the information provided. He said two action items from this meeting are to investigate marketing models being used by other event centers and to consider the relationship hoteliers have with those organizations in other cities.

Porsche said the committee will hear a presentation on the Expo at a future meeting. A presentation from the Albany Downtown Association is scheduled for May 11, and a presentation from the Albany Visitors' Association is scheduled for May 25. Thomas advised that the Oregon Lodging Association would also like to make a presentation.

Pierson encouraged committee members to send any questions to staff ahead of the presentations.

#### Staff updates and issues

Porsche distributed the most recent Transient Lodging Tax report.

#### BUSINESS FROM THE COMMITTEE

There was no additional business.

#### NEXT MEETING DATE

Wednesday, May 11, 2016, 3:00 p.m.

#### ADJOURNMENT

Hearing no further business, Chair Pierson adjourned the meeting at 5:05 p.m.

Submitted by,

Reviewed by,

*Signature on File*

*Signature on File*

Teresa Nix  
Recorder

Kate Porsche  
Economic Development & Urban Renewal Director

Albany Hotel  
Information for Ad Hoc  
Committee Meeting  
April 13, 2016

### **Reason for Concern:**

We are having trouble getting heads in beds! TRT overall might have looked successful to some. TRT seems healthy upon first glance. TRT looks like it is going up, but that is not the real picture. Our rates have had to increase in order to maintain. Really we are just holding our own, and in future months the forecast looks grim. Our costs continue to rise and hotel occupancy has been flat and slightly decreased at times in the past couple years. It's not a positive picture. Increasing rates cannot continue to keep TRT where it's at for long. Our guests are letting us know we are at the top of what they are willing to pay on a daily basis. New supply of guestrooms in area is also top concern. Over 2,000 guestrooms within the next 2 years in the Portland market are being added, hundreds in Eugene and Salem; as well as a new Corvallis hotel with 173 rooms in less than 2 years. We have already seen a hit due to new Best Western in Lebanon going in last June. A new supply of guestrooms without guarantee of new demand is a big concern.

### **Why is this Happening?**

Albany has many sources of overnight guests. They include: Traffic along I-5, overflow from other cities from compression, college and college related activities and general economic activity here in town. We have no control over these guests. Two areas we can influence are the sports teams using Parks and Rec facilities for tournaments and events at the Expo Center. It is a drop in Expo Center events that is driving the loss of group business. I am sure that the restaurants are seeing a similar weakness in sales. Albany is not a destination market.

### **Partnerships**

There are some great things happening with TRT funds. Some things are going right, but there are some things that we feel needed to get worked on. The local economy is not getting the maximum it could from tax funds being collected. Times have changed, marketing strategies have changed and we need to change to approach the new modern era.

### **What will it take?**

Currently tax funds receivers are not set up to solicit or generate group leads for the Expo Center or sport tournaments. We need help with fulfilling the potential at the Expo Center. We are looking for return back to the hotels and city on the 9% TRT that is collected. Ideas...

- Maintenance and upkeep on buildings at Expo Center must be complete
- Full time sales manager at the Expo Center
- Full time sales manager at AVA to generate leads for tournaments, groups and other events. The right kind of business is multiple night group business. We are looking for guests to come for Parks and Recreation or Expo Center Groups.
  - **Why this kind of business? TRICKLE DOWN...**
    - Hotels generate maximum revenue = TRT is generated
    - Restaurants make money (we don't have restaurants in our hotels)
    - Shops get visitors
    - Gas stations sell gas
    - Museums get attended
    - Historic Homes receive guests
    - Covered Bridges are explored
    - Expo Center/ Parks get rented
    - Compression from a large group filling up 1 hotel or more allows rates to go up at other hotels too due to demand. Occupancy is increased and rates are increased.

### **Shift in Focus**

We need to see city focus and recognize that bringing in Expo Center/ Parks and Rec group events will make us all successful. If they do **all** will benefit. If city continues to focus on selling covered bridges, natural features and group tours (which aren't an ideal group), we will continue to see big holes in our calendars. Although we all appreciate and **2** are proud of our city and outlying areas, this cannot be the focus.

### **Effecting local jobs**

Housekeeper, maintenance workers, front desk agents and other hotel workers are asked to stay home when hotels are slow. We have fewer hours of work for our own city residents that count on their minimum wage job to support their family. For example 1 hotel staffs an additional 4 – 5 people after certain occupancy percentages are hit.

As an example 70% occupancy or more at one hotel employees 5 additional staff members for 120 days = 600 days of work added at just 1 hotel.

### **Shared Responsibility:**

We would like to see a dedicated Director of Sales closely partnered with the Expo Center and other event facilities who have incentive to book events with guestroom nights attached. Hotels need to be responsible to be involved in AVA and educate AVA to what guests are looking for. Hotels agree to commit to regular collaboration, meetings, discussions and sales efforts with the AVA and Expo Center. It is the hotels responsibility too. Expo and hotels should generate leads back to the AVA , so that our restaurants, shops and museums are benefiting. It's a cycle.

### **City needs to market what is truly unique about Albany**

- 280,000 square feet of Unique Meeting Space/ Arenas, Softball Fields, Event Space.
- Affordable space, affordable guestrooms. Free parking.
- 700 guestrooms (2 hotels that are walking distance) within a 2 mile radius from Expo Center.
- Central on I-5, Easy Access off I-5. 1 Hour from Portland, Eugene. Etc.
- Lots of things to do, eat, play around area.

We need a dedicated sales person with the right focus and held accountable with monthly reporting on customer solicitations, leads generated and in turn room nights brought in.

- None of the Hotels pursue the tour market. There are good reasons for that. Albany does not have the location or attractions necessary to generate the demand. Tours have a low profit margin. A tour would impact one restaurant, only those that can seat 40 at one time, and rarely are they allowed time to shop. The amount of time, effort and money it takes to convince a tour could be spent on large groups. Large groups produce hundreds of room nights (ex. Portuguese Water Dogs at Expo Sept 2013 = 600 room nights at just 2 hotels, here over a week. Spent dollars all over town) versus a tour group here 1 night 20 - 30 rooms. Large dog shows like these keep telling us how amazing it is here in Albany for a show like theirs. The customers are making it clear we are truly unique for large shows like theirs. They can't find a location like this anywhere in the NW! Hotel sales teams can handle tour group requests on their own.

### **Revise Budget that Redistributes funds to Expo Center**

- Shift focus from selling (funding) group tours, restaurants, and natural resources (not working) to Expo Center and Parks and Rec. groups
- Review and revise marketing ads, website and sponsorships which city is representing us.

### **Expo Center Impact**

- 20% - 40% of Hotel revenue on average has been generated from Expo Center.
- Expo Center room nights dropped between 30% and 60% from 2010 to 2013 on average depending on specific hotels. We have had to make up this revenue in room rates. Parks and Recs addition of Softball fields and tournaments have helped pick up some of the difference. More TRT revenue should be shifted to Expo Center.
- From our research other neighboring county Fairgrounds receive big budget dollars. The long list of maintenance issues and future plan at Linn Benton Fair Grounds does concern us. At this point the Expo Center loses money on an annual basis. The hotels around the Expo Center are all getting renovated to bring them up to date, the Expo Center has their own issues maintaining the building and equipment.

### **We need help filling the funnel for new group sales!**

- Travel Salem, Visit Corvallis and Travel Portland all work in this same model. We need city to focus on group sales success. Success means filling the hotels with as many people as possible, staying longer stay patterns, paying good rates and that will generate TRT. Compression goes up, and rates go up... Example – Dog Show has 8 nights with 100 rooms per night. 800 room nights. 1 group tour 25 rooms. Although the tour is nice, we do not see compression and rates are low. Covered Bridge Bike Group – Cancelled for June 2014 due to lack of registration. Hotels want to focus more on Expo Center marketing and group sales, this will have bigger impact on heads in beds and more TRT will be generated. Hotels want to partner AVA and Expo Center to be successful.

### Revenue Trend Past 5 Years

Rate average gone up 30% from 2010 to 2015. Average of 6% average increase a year in rate.

Occupancy has gone up 10% from 2010 to 2015. Average of 1.5 - 2% average increase a month in rate.

This showing that rate is what in past has drove increase of TRT and revenue. There was not a large increase of demand or occupancy.

### Average Booking Window

30 - 35% of bookings come on day of arrival.

This makes it very hard to plan on staffing, budgeting and capital improvements

### Future Outlook

New builds coming to area without any definite knowledge to if demand will go up. More supply of hotel rooms, will mean less room nights in occupancy in Albany, especially due to the fact that we are an I-5 town, with a large percentage of bookings coming in overflow from the cities listed:

Super 8- Eugene 69 rooms

Even Hotels – Eugene – 110

HIE Eugene Adding 38 Rooms

Hyatt – Eugene 124

Hilton Eugene – 120

Corvallis Courtyard – 176

Springhill Inn – Marriott – in Springfield 120

Best Western Lebanon – Already lost many groups and corporate business to...

### Hotel Costs Rising:

Food, Breakfast, Minimum Wage, Payroll Tax, Supplies etc...

### Average Number of Nights Per Reservation

Standard Guest – 1.6 Nights

Group Guest – 2.8 Nights

Longer stay in Albany = More spending in area

### Competitive Set Star Report Analysis

2016 vs. 2015 shows slight increase in rate over last 12 months, decrease in rate over past 3 months (slower season paying less rate).

Slight increase of occupancy of 2% in past 12 months.

2015 vs. 2014 slow season is too slow to maintain healthy business. 54% occupancy over 3 months.

2014 vs. 2013 (April to April) Year to Date Occupancy was down over that time frame -13.7% month and -4.5% year to date.

### Reasons for Staying in Albany – Market Mix

46% Business and Group

54% Leisure

Group has been on a decline from 2010.

10 – 18% from 2014 to 2015.

We feel group is down because of less group bookings at the Expo Center, and heavy group solicitation in other markets, such as Salem, Eugene and other cities who have specific group sales managers at the visitor center. VSI for example represents a large city wide that was lost to Las Vegas. Such a large impact of loss created decrease in monthly numbers. Hotels counted on that. See attached for specific mix for more detail.

### TLT Budgeted Items – Generating Business From...

Linn County Expo Marketing Contractor – High Impact, No sales yet.

Albany DT Assoc – Could do some of the promo for DT that AVA currently does

AVA- No new group impact, unknown other impact

Collaborative Tourism Promo – Unknown impact

Vets Day-High Impact over that day

Art and Air- High impact over that specific weekend. Concern over high comp room night contribution from hotels. (150 – 200 or more comped?)

Trolley - Low impact. Not necessary. Hotels don't see it being used or needed

Airport - No impact. Further research would need to be made.

### Average % of Business Coming from Group Segments

18% - 30% - Expo Center (\$300,000 TLT)

9% - Non Albany Events

**2007 Recap from Hotel Group Letter**

In 2007 hotel group was not satisfied with current funding structure for AVA. That group asked for considerations which were granted by a \$90,000 increase to AVA budget for full time marketing director, marketing etc. (see document attached).

That position was not clarified to specifics and in turn there is no specific group sales manager with metrics for creating group revenue. The \$90,000 was given with no real measureable results.

**2014 Recap from Hotel Group Letter**

We asked for a change to take place again to help benefit room night consumption and generate spending in Albany. (see letter attached)

**TRT Moneys being collected from Other Counties going toward there Fairground Budget (see attached)**

Concerned those other counties we are competing with have much more updated facilities and a larger budget. A declining Expo Center with newer updated hotels in area are a concern.

**Expo Center**

Availability can be misleading when reports show there is no availability. It is heavily booked with day use groups and shoulder dates used for turn time between groups. There are no guarantees or motives for Expo Center to book groups associated with hotel guestroom blocks.

Hotels are hearing complaints about the condition and maintenance of the Expo Center.

**The Albany Lodging Group - 3/23/2016**

  
Holiday Inn Express

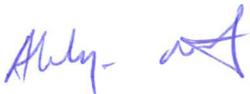
Super 8

  
Value Inn

  
Comfort Inn

  
Best Western

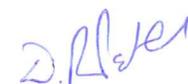
  
Motel6

  
Roadway Inn

  
Phoenix Inn

Blue Ox RV Park

  
La Quinta

  
Budget Inn

  
Knox Butte RV Park

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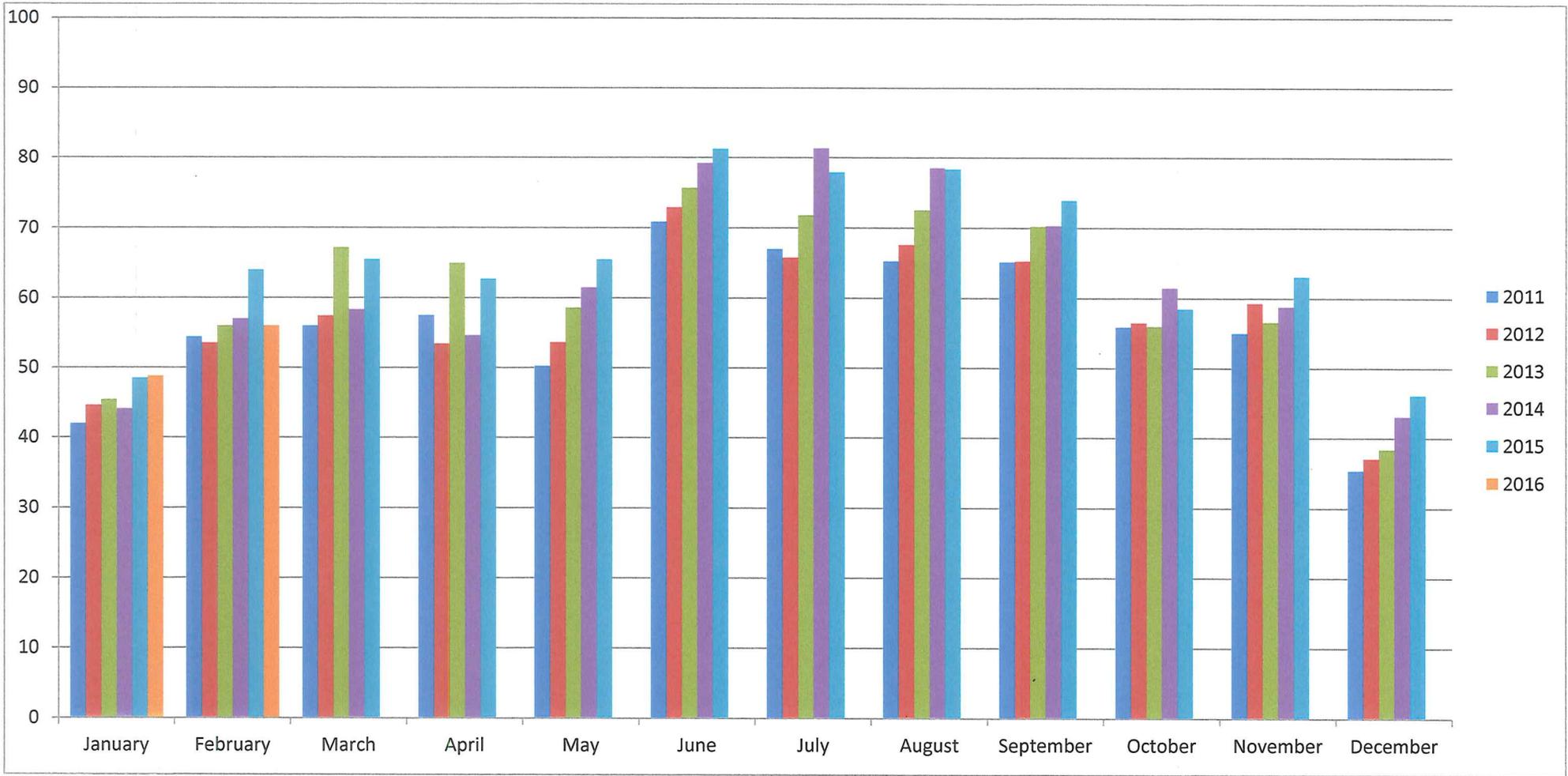
Blue Ox RV Park

La Quinta

Budget Inn

Knox Butte RV Park

**Introduction** – Graph data suggests the direct correlation between occupancy and group events taking place in Albany. When groups are present occupancy goes up, when groups do not return or are not present occupancy suffers. Occupancy gain is relatively small overall for non-event months. New supply of up to 3,000 guestrooms into the market surrounding Albany will absorb occupancy growth in the future and we are afraid of a reversal of occupancy when this happens.



Graph represents all Albany hotels occupancy for each month and year. Axis on the left represents occupancy, 100% being totally full.

January	7% increase in occ total in 5 years. Mid Winter Event at Fair grounds fills up city for 2.5 nights. Without 100% for these 2 nights in Albany, average would be 5% less for the month. Also Elijah List group at church city wide fills up city for 2 nights. All other nights are very slow. (5% less than average). 2014 down, 2015 and 2016 flat.
February	Occupancy down 8% from 2015 in 2016. VSI group at Fairgrounds fills up city normally for 2-3 nights. In 2016 VSI did not return after 6 years or more of hosting their 3 day event. Not sure if they will return. In 2015 there was a spike due to Oregon Armature Basketball group
March	In 2013 there was a spike due to Jesus Pursuit group at church. In 2014 occupancy down because of lack of group. 2015 received first time group Wood Turning at the Fairground really increased occ%.
April	2013 spike in occupancy because of large city wide at Expo Center, Shetland Sheepdog group (700 room nights at Fairground hotel alone, more at other hotels, and compression at other hotels), does not return 2014 and dips 9%.
May	Due to Jehovah Witness Convention in Salem, occupancy overflows into Albany. OSU Moms Weekend and Willamette Volleyball Weekend fill up every weekend in May. All of these events are from other cities overflowing into Albany.
June	Steady growth of occupancy from OSU and U of O Graduation, both overflow from other cities.
July	2014 World Junior Track and Field Championships Eugene increase occupancy almost 10%.
August	2012, 2014, 2016 Albany hosts SEIU at Fairgrounds. No growth from 2014 to 2015 when SEIU is not at Expo Center.
September	Portuguese Water Dog Show 700 room nights alone at 2 hotels increase occupancy 5% in 2013. Does not return and remains flat. This group wanted to come back to Albany in 2016, but we could not host it due to local Albany shows at Fairgrounds over requested dates blocking space.
October	Remains flat with the exception of 2014. In 2014 large dog show at the Fairgrounds Old English Sheep Dog. Does not return.
November	Lowes corporate guests and contractors for grand opening December 2015.
December	In 2015 Albany hosts a new group that moved to Albany from Hillsboro, The Duel Wrestling Match at the Fairgrounds and brings up occupancy in 2015.

**Conclusion** – Data suggests flat or decline in occupancy when group is not in Albany. And suggests despite lack of marketing efforts some months have had slight increase of occupancy due to general economy picking up in summer months especially. Average of 2% a year; 10% in 5 years total. For other months, there was decrease of occupancy due to groups not returning. When a group does not come back occupancy takes a big hit.

- With a new supply in market with in next 2- 5 years we can expect slow growth and even a reverse of a growth trend.
- Time to benefit – Today’s dollars are realized in 2 – 3 years. Today’s effort will materialize in 2018.
- We are afraid of a reversal of trend if nothing is done. 2- 4 year time lag to realization to current gain.
- Industry averages say a range of occupancy between 60- 80% to be viable as a business.
- Without Eugene, Corvallis and Salem and South overflow/ compression we would not see the spike and increases as we are currently.
- Without large Expo Center events, we would foresee dips in occupancy and flat growth.
- 3,000 guestroom added into the market surrounding Albany with in a few years

Future outlook

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**Perspective - April 2016 Edition**

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**From :** Elie Maalouf <c\_ihg1@emailopen.com>

Mon, Apr 04, 2016 08:01 AM

**Subject :** Perspective - April 2016 Edition**To :** patelbal@comcast.net

# *Perspective*

*Winning together through conversation*

April 2016

Dear Owners,

2016 is off to an exciting start. Together, we are executing the plans we designed and implemented in 2015 that will continue to strengthen our brands and create value for you.

IHG's solid performance demonstrates our strategy is working. Our 2015 full-year earnings show a year of consistent, strong results driven by a clear strategy and disciplined execution. This performance and the progress we have made in completing our asset-light strategy means that we can continue to invest back into the business and support future

## An Update on Americas Economic Conditions . . . and What it Means for You

By Isaac Collazo

Today, I'd like to share a little insight with you that may be beneficial for understanding the current economic environment, what analysts are saying and what it means for your business.

### **The Current Global Economic State**

The economy in the Americas and around the globe has weakened since mid-year 2015 due mainly to declines in global trade. Global trade, which had been strong up until the 2009 recession, has slowed considerably since then and turned negative at the end of 2015. The trade slowdown can be attributed to China. China is in the midst of an economic reformation as it moves from an investment-led economy to a consumer-led one.

### **How Conditions Impact the Americas Region**

This change in global trade has impacted parts of the Americas region, particularly Brazil, Chile and Argentina, where a large percentage of exports were destined to China. More recently, commodity prices fell on everything from copper to beef to oil, further impacting global trade. The U.S. dollar, in turn, has become a safe haven, increasing its demand and resulting in its strengthening at the expense of other currencies. All in all, the outlook remains murky and unpredictable as witnessed by the swings in the global stock markets at the beginning of this year. The outlook calls for more of the same, with economic growth for the region and the majority of its countries to be weaker this year than in 2015.

## What This Means for the Lodging Industry

For the most part, the lodging industry has weathered the weaker economic conditions rather well. 2015 saw a continuation of record-breaking demand in several key countries including the US, Mexico and Canada. Full year occupancy achieved a record-high in the U.S. and Mexico during 2015. Looking ahead, lodging industry analysts expect lower yet still positive RevPAR due to several factors, including the weaker economy and increased lodging supply.



In the U.S., Smith Travel Research, PWC and CBRE Hotels (formally PKF Hospitality Research) predict that room demand will continue to increase, but at a lower rate than last year. That's because demand has been at a record high and has less ability to grow. Additionally, supply, the number of hotels, is predicted to increase. All said, occupancy is expected to see limited gains in 2016 and may decline due to the demand/supply imbalance.

Analysts are somewhat uncertain on ADR gains for the year. STR predicts ADR growth similar to what was seen in 2015 (4%+), both PWC and CBRE Hotels are expecting stronger gains (at or above 5%) fueled in part by higher inflation. As a result, RevPAR gains in 2016 are predicted to be between 5% and 5.5%.

## What This Means for You and Your Hotels

Overall, the combination of increased economic uncertainty and greater competition will likely make 2016 a more challenging year for all hoteliers. It will be more important than ever to remain focused and use all the IHG® resources available to you, when appropriate.



\*IHG Rewards Club not applicable to Kimpton™ Hotels and Restaurants, to be included at a future date.

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Last updated: January 20, 2016

Anticipated hotel projects coming on board

Hotel	Location	Opening date	# of rooms
Porter by Hilton, Curio Collection by Hilton	218 SW Jefferson	Late 2016	299
Canopy by Hilton – Pearl District	425 NW Ninth Ave	Mid 2017	153
Cornelius Hotel (Cornelius & Woodlark buildings)	525 SW Park Avenue	2016	150
AC Hotel by Marriott	930 SW 3rd Ave	Fall 2016	204
Hi-Lo Autograph Collection by Marriott	320 SW Stark St.	June, 2016	110
Hampton Inn Pearl District	338 NW 9th Ave	TBD	243
The Harlow Hotel	722 NW Glisan	2016	24
Hyatt House	3570 SW River Parkway	Summer 2016	203
Hyatt OCC	OCC	2018	600
OHSU Residence Inn	0749 SW Whitaker Street	TBD	200
Rodeway (Jantzen Beach)	Jantzen Beach	June 2016	126
<b>Total room nights</b>			<b>2012</b>

Other anticipated developments

Development/Project (P.R.)	Location	Opening date	# of rooms
Grove Hotel	NW 4 <sup>th</sup> and Burnside	TBD	52
BPM Real Estate Group Project	710 SW Columbia St	Spring 2018	170
Washington Center	419 SW Washington	TBD	246
William Kaven Architecture Project	Old Town/Chinatown	Summer 2018	250
Ankrom Moisan Architects Project	930 SW 3rd Ave	TBD	TBD
Mortenson Development	619 SW 11th Ave	TBD	221
Works Partnership	910 E Burnside St	TBD	TBD
Beam Development	509 SE Grand Ave	TBD	TBD
Portland Marriott City Center Expansion Project	620 SW Washington	TBD	127

[http://www.gazettetimes.com/news/local/downtown-hotel-starts-taking-shape/article\\_1f93aa08-2ae4-55f6-9c01-7dab934e23b7.html](http://www.gazettetimes.com/news/local/downtown-hotel-starts-taking-shape/article_1f93aa08-2ae4-55f6-9c01-7dab934e23b7.html)

TOP STORY

## Downtown hotel starts taking shape

BENNETT HALL **Corvallis** Gazette-Times Mar 24, 2016



Godofredo Vasquez, Gazette-Times

Construction has begun on a new hotel at Southwest First Street and Washington Avenue.

Slowly but surely, a new seven-story hotel is beginning to take shape on the Corvallis

riverfront.

Construction crews broke ground in January for the \$24 million project, a 176-room Courtyard by Marriott that will occupy the west side of Southwest First Street between Washington and Adams avenues. Now, after the completion of initial site clearing and public utility work, the bones of the building are beginning to rise up from the ground.

On Wednesday morning, the 0.71-acre site was swarming with construction workers in hard hats, some of them banging together forms around tall bundles of rebar for the concrete pillars that will support the building's first few floors.

Forklifts, front-loaders, dump trucks, cherry pickers, power shovels and pickups crawled around the construction zone, and a massive crane towered over the scene, standing ready to do some very heavy lifting as the project moves ahead.

A neighboring lot at Southwest Second Street and Adams Avenue is being used as a staging area for the project, providing storage for building materials and a place to park the job foreman's mobile office. (See accompanying story on Page A7.)

When it's all done, about a year and a half from now, the hotel will have a lobby, restaurant and meeting spaces on the ground floor, with a 136-space parking garage for hotel guests on the second and third stories and guest rooms on the upper levels. The hotel will front on First Street, with portions of the top four floors set back to break up the façade and make room for two terraces overlooking the Willamette River.

Corvallis River Run LLC, the project's developer, purchased the property for \$2 million last year from another investment group that had planned to build a hotel on the site. That plan fell apart when the City Council declined to approve \$4.2 million in public financing for the hotel's parking garage after receiving objections from a number of sources, including the principals of Corvallis River Run LLC.

Partners Vern McDonald and Bill Lawson also have an interest in several other local hotel properties, including the Hilton Garden Inn, the Holiday Inn Express and a Fairfield Inn and Suites planned for Northwest Ninth Street.

The developers are taking a phased approach to the project and are currently operating under building permits issued for phase one, which primarily covers concrete work for the first three floors of the building, and the Corvallis Building Services Division appears to be close to approving the permits for phase two.

"We're waiting for a couple of issues to be addressed," said Jared Voice, a senior planner with the city.

Voice said those issues are relatively minor and that he's expecting the developers' response to the city's concerns any day now.

"Within two weeks of their application, we should be ready to go," he said.

A&A Construction and Development, Lawson's Spokane-based construction firm, is the general contractor on the project. The hotel is scheduled to open by late summer 2017.

Reporter Bennett Hall can be reached at 541-758-9529 or [bennett.hall@lee.net](mailto:bennett.hall@lee.net). Follow him on Twitter at [@bennethallgt](https://twitter.com/bennethallgt).



Museum project still ways off

AUGUST 6, 2015

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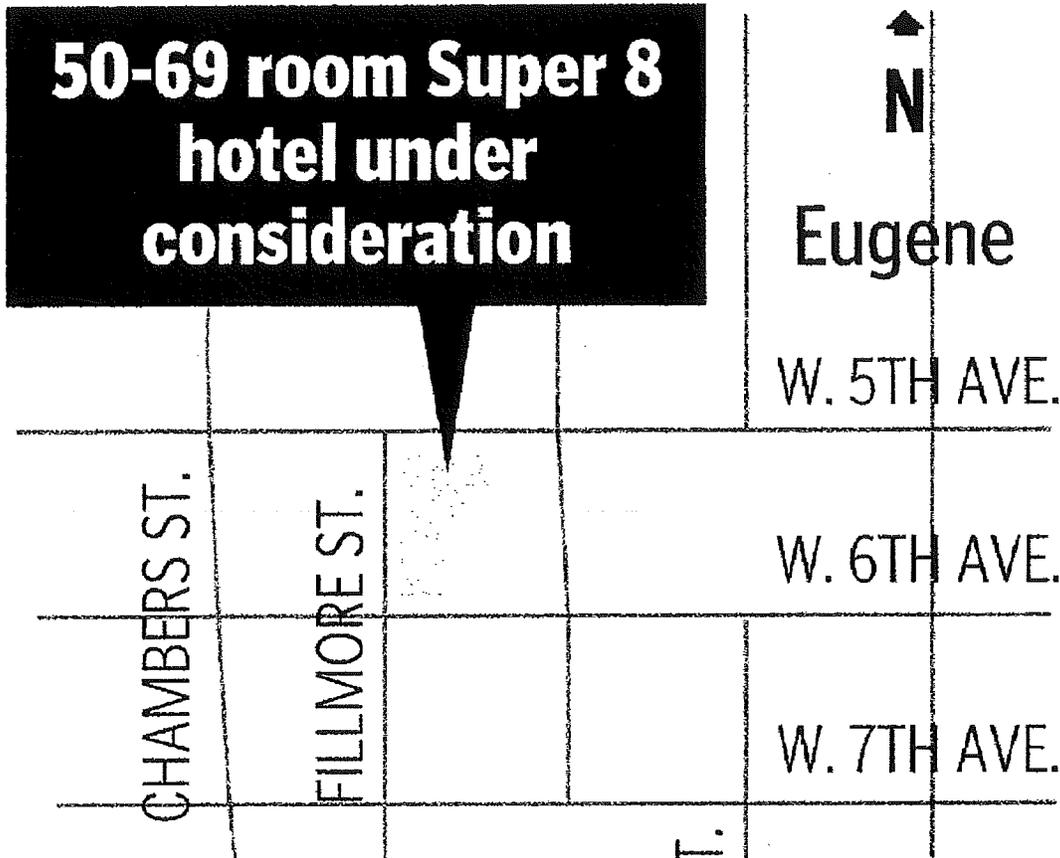
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NEWS LOCAL

BUSINESS

## West Eugene site eyed for hotel

A developer has submitted plans for a three- or four-story Super 8 hotel on West Sixth Avenue





Tom Penix/The Register-Guard

BY ELON GLUCKLICH

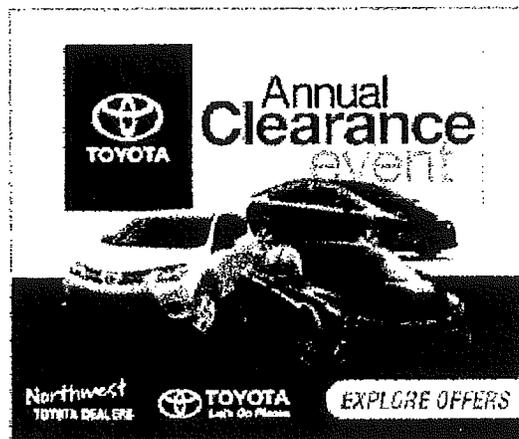
The Register-Guard

MAY 27, 2015

20 6 11  
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A west Eugene property that houses scrap lumber could become the site of a Super 8 hotel.

Steve Kayser wants to build the hotel on a 1.2-acre commercial lot at West Sixth Avenue and Fillmore Street his family has owned for at least two decades, planning documents filed with the city of Eugene last week show.



The documents show plans for either a three-story, 50-unit hotel or a four-story, 69-unit hotel on the site. A site plan lists Super 8 as the hotel's brand.

Kayser and Allen Ruggles, a local real estate broker representing Kayser on the hotel project, didn't return messages seeking comment Tuesday.

The site plan shows 53 parking spaces surrounding the hotel. Those documents were included in a request to meet with Eugene Planning and Development Department officials to discuss the project. The meeting is scheduled for Thursday.

In an email Tuesday, a spokeswoman with Wyndham Hotel Group, which owns the Super 8 brand, said, "At this time, we do not have an executed agreement for a Super 8 hotel in Eugene at the location described."

It's not uncommon for a developer to request a meeting with the city at the very start of a project, before a tenant or business is formally lined up.

Kayser's plan comes amid a hotel boom around Eugene, with a number of projects entering the planning stages in recent months.

A New York hotel development firm wants to start building a four-story, 120-room Hilton hotel on Olive Street and 11th Avenue this summer.

A major expansion at Oakway Center off Coburg Road includes a 124-room Hyatt hotel that could open as soon as next year.

The owners of the Holiday Inn Express on Franklin Boulevard want to add 38 rooms to their 80-room hotel this year.

WHAT'S THE #1 HOTEL  
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And a Beaverton boutique hotel firm has proposed a 100-to-110-bed hotel off of Centennial Loop, next to the Slocum Center for Orthopedics & Sports Medicine.

Eugene's hotel room count would increase by 461 units, if each of the projects is fully built.

AUGUST 6, 2015

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NEWS LOCAL

## BUSINESS

# Hotel proposed by Beaverton and U.K. developers near Autzen Stadium in Eugene would cater to business travelers

BY ELON GLUCKLICH

*The Register-Guard*

JULY 31, 2015

9 8 7  
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A four-story hotel with as many as 110 rooms could replace a drug and alcohol treatment center on Centennial Loop near Autzen Stadium, if it can gain approval from the city of Eugene.

The project is branded "Eugene EVEN Hotels," according to recently filed documents with the city's Planning and Development Department.



Beaverton-based VIP Hospitality Group in February briefly outlined its plan to build a hotel with 100 to 110 rooms on the site.

The new documents show the planned hotel is a partnership between VIP and England-based InterContinental Hotels Group, which built the **87-room Candlewood Suites hotel in the Glenwood area last year.**

**EVEN Hotels is an InterContinental brand** catered to "wellness-minded guests," according to the company's website, offering healthy eating and fitness opportunities to frequent business travelers.

The plan by VIP and InterContinental would apparently demolish a 10,000-square-foot building on the site constructed in 1979, and long used as a clinic by the substance abuse recovery nonprofit Serenity Lane Health Services. Serenity Lane is set to move into a new Coburg campus next year.

Many details of the hotel plan are unclear, including the timeline for demolition and construction, and the exact number of rooms. VIP and Intercontinental officials didn't return phone calls and emails seeking comment Wednesday. No demolition or building permits have been filed for at the site.

VIP Managing Director John Lee said in February it was uncertain if the project would go forward. Documents filed at the time listed it as a 100- to 110-room hotel.

But the plan seems to have advanced somewhat since then.

In March, Serenity Lane sold the property to Tae Hyung Kwon for \$1.4 million, according to a deed filed with Lane County. Kwon listed VIP Hospitality's Beaverton address as his own on the deed. He then transferred the property to a business entity called Stadium Hotel LLC, formed by Lee and two others using the same Beaverton address, in exchange for shares in the LLC.

The new documents include proposed changes to VIP's original site plan. They mostly seek to address concerns from city planning staff about walking paths and entrances to the hotel, which would sit at the corner of Centennial Loop and Centennial Plaza. The site is behind Lithia Chrysler Jeep Dodge of Eugene, and next to the Slocum Center for Orthopedics & Sports Medicine.



The plan comes in the midst of a hotel boom around Eugene. Construction should start soon on a four-story, 120-room Hilton hotel at 11th Avenue and Olive Street downtown, while work will begin on a 124-room Hyatt hotel at Oakway Center later this year. A Super 8 hotel is being considered on West Sixth Avenue and Fillmore Street.

InterContinental Hotels Group has developed 4,700 hotels in nearly 100 countries, its website says.

The EVEN brand appears to be new for Intercontinental. The company lists just two hotels under operation, one in Maryland and one in Connecticut.

Additional EVEN hotels are slated to open in New York City this fall, according to the company's website.



Hot weather means long fire season for Willamette Valley Police missing pieces to Hakes puzzle Ad Home News Opinion Editorial

# Editorial: Hotel proposal is good news for Corvallis

January 08 2015 9:00 am

(7) Comments

A development group has filed permit applications with the city to build a seven-story hotel along the riverfront in downtown Corvallis, and that's welcome news.

For years, we've believed that an upscale hotel in downtown Corvallis would be a terrific addition to the city. So we were disappointed last year when an earlier plan unraveled in the midst of controversy over a proposal for \$4.2 million in public financing for the parking garage component of the project.

The group of developers involved in that earlier proposal wound up selling the property on First Street (the site of a lumberyard that shut down in 2005) to another group, Corvallis River Run LLC. Recently, Corvallis River Run filed its applications with the city, and some details of the project came into focus.

The proposal calls for a 176-room Courtyard by Marriott hotel, with a restaurant and lounge on the ground floor, a 139-space parking garage on the second and third floors, and guest rooms on the upper stories. The top four floors would be set back from First Street to provide space for a fourth-floor terrace overlooking the Willamette River.

The proposal does not call for any public investment to help fund parking.

The principal players in the project are veterans of the mid-valley's lodging industry: Vern McDonald and Bill Lawson are partners in several other local hotel properties, including the Hilton Garden Inn, the Holiday Inn Express and a planned Fairfield Inn and Suites off Northwest Ninth Street. (Considering the public battle over the Hilton Garden Inn, they also know something about Corvallis and controversy.)

The riverfront project will receive a public hearing before the Corvallis Planning Commission to determine whether it's compatible with the neighborhood. Depending on what happens at the Planning Commission, the project could wind up before the City Council.

We don't think there's much question about the need for the downtown hotel — just try to book a room in Corvallis during the weekend of a Beavers football game or Moms' Weekend at OSU. Much of the public opposition to the previous proposal was because of the public financing idea — and it didn't help that the City Council kept the proposal bottled up for months in executive sessions that members of the public could not attend.

So our first take is that this proposal should be relatively free of controversy, although you never can be sure with Corvallis. And we firmly believe the hotel, when constructed, will be a vital piece of the downtown's continued revitalization.

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**Tags** Editorial, Corvallis, Downtown Hotel, Hotel, Corvallis River Run Llc, Courtyard By Marriott, Willamette River, Vern McDonald, Bill Lawson, Corvallis Planning Commission, Corvallis City Council

[http://lebanon-express.com/news/local/sneak-peek-inside-boulder-falls-inn/article\\_9ddfa262-4152-5f5f-aa44-cd25a8eede8c.html](http://lebanon-express.com/news/local/sneak-peek-inside-boulder-falls-inn/article_9ddfa262-4152-5f5f-aa44-cd25a8eede8c.html)

## Sneak peek inside Boulder Falls Inn

Sarah Brown LEBANON EXPRESS May 2, 2015



Sarah Brown, Lebanon Express

Boulder Falls Inn, pictured here and located on the Samaritan Campus across from the Samaritan Lebanon Commu expected to open in June.

Now that May is here, staff and work crews at Best Western Premiere Boulder Falls Inn are putting finishing touches to the hotel in order to be ready for a June opening.

"We call this hotel 'the pocket of awesome,'" said Robert Mullins, director of campus property development.

Boulder Falls Inn, 505 Mullins Dr., is three stories high, and has 75 standard rooms and six suites. The rates for rooms start at \$129.

The hotel is the first Best Western Premiere in the state of Oregon, said Nia Ridley, general manager of the hotel. The hotel chain currently has 25 premieres in the United States, and Lebanon's will be the 26th.

"It's their newest kind of boutique line," she said.

Being a premiere brand for Best Western brings it up to a four-star level hotel, Mullins noted.

"And the restaurant's not going to alienate people," he added. "If people want to find a good steak or sandwich here, they'll find the right price."

The standard rooms have either one king or two queen beds, and the suites include a sofa, sliding glass door, and multiple massage shower heads in the bathroom.

"All the rooms have live edge mirrors," Mullins said.

Live edge furniture exhibits the natural shape and design of the wood itself, and might be gnarly or knotted.

"It's very natural and comfortable, but yet it's very upscale," Ridley added.

The bedroom furniture, mirrors and restaurant bar were handmade by Wood Castle Furniture in Corvallis, using Oregon maple wood, Ridley said. Wood Castle will be donating a "signature piece" for the lobby, which will be a 60-inch round walnut table.

The artwork in each room also features a variety of Oregon artists.

The restaurant on the first floor includes a bar, breakfast buffet bar, and an outdoor

eating area next to the healing garden designed by Hoichi Kurisu.

From the restaurant patio, people can walk up a set of stairs to the second floor's bar lounge.

"We're gonna do a lot of local beer, and of course you gotta have your standard Bud and Coors, but we're gonna have a full bar," Mullins said.

The first floor also includes a business center and board room, and a stone fireplace for the restaurant and lobby. The third floor has a private reception space with a view of the garden.

"You can rent it out for cocktail parties or even guests, if it's available," Ridley said.

A big part of the Boulder Falls Inn sales focus will be conventions and conferences, she said.

"There are only so many facilities in the state of Oregon where you can hold a large conference," Ridley noted.

The hotel already has more than 300 individual reservations for the first few months, and conventions are booked into 2017.

And almost every Saturday this summer is booked for a wedding, Ridley added.

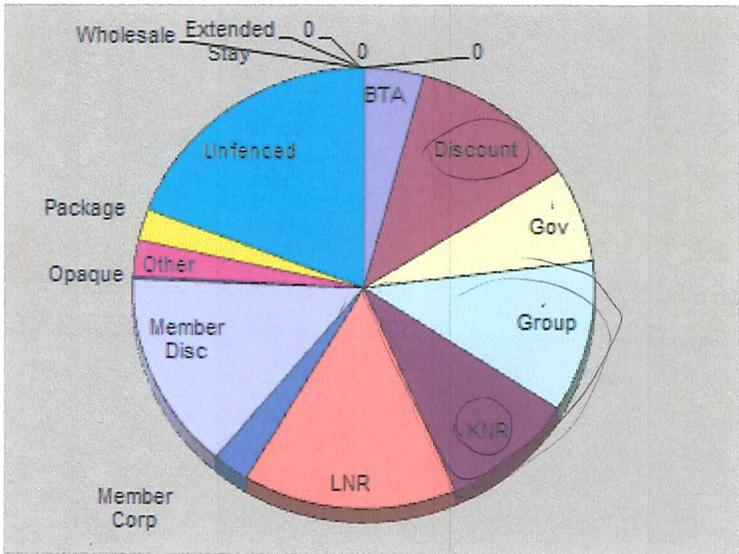
Staff that had been hired at the job fair on March 11 have already started work and training, she said. About three-quarters of the 125 hired staff are from Lebanon.

"We're happy to see a lot of local people employed here," Mullins added.

He looks forward to the locals embracing the new hotel.

"This is all Dr. (Larry) Mullins' vision, and everyone is so excited to see it how well it turned out," Ridley said.

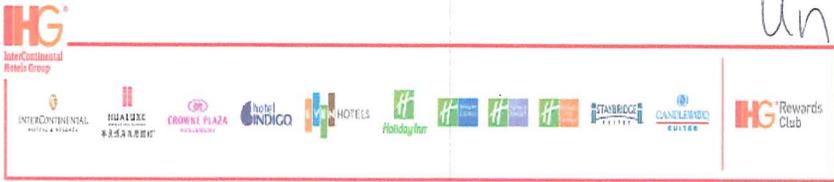
# Market Mix - 1 Hotel - 1 month - example



- BTA = Business Travel - 259
- Discount - website - advance purchase - 736
- Government - 433
- Group - Expo Center/Parks - 696
- KNR - National corp. Accounts - 580
- LNR - Local Corp. Accounts - 933
- Member Corp - Friends + family - Employee Rate - 158
- Member Discount - AAA, senior, AARP - 906
- Opaque - Travelocity type - Name own rate - 14
- other - "walk in" deals - special - 163
- Package - Bonus Point package - 147
- Unfenced - online website - 1,194

Thank you,

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• Business / Group - 2,901  
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Leisure - 3,318  


---

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# Hotel as example

## Segmentation Breakdown over the past 6 Years: (2010-2015)

2010

Segment	01-Jan-10 to 31-Dec-10					01-Jan-09 to 31-Dec-09					VARIANCE (Current Month vs. Prior)			
	Rooms	Avg. Rate	Revenue	Mix	LOS	Rooms	Avg. Rate	Revenue	Mix	LOS	Rooms	Avg. Rate	Revenue	LOS
BTA	[REDACTED]	[REDACTED]	[REDACTED]	5%	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	5%	2.2	(75)	\$8.50	[REDACTED]	(0.3)
Discount	316	[REDACTED]	\$12,958	7%	[REDACTED]	[REDACTED]	[REDACTED]	\$ [REDACTED]	21%	2.0	315	\$5.89	[REDACTED]	(0.3)
Gov	7	[REDACTED]	[REDACTED]	2%	[REDACTED]	98	[REDACTED]	[REDACTED]	9%	1.6	439	\$1.20	[REDACTED]	0.2
Group	6	[REDACTED]	[REDACTED]	0%	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	6%	2.3	570	\$16.38	[REDACTED]	0.2
KNR	4	[REDACTED]	[REDACTED]	1%	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	1%	2.1	[REDACTED]	\$5.78	[REDACTED]	0.2
LNR	1	[REDACTED]	[REDACTED]	5%	[REDACTED]	1	[REDACTED]	\$2, [REDACTED]	9%	2.1	1,172	\$4.55	[REDACTED]	0.3
Member Corp	[REDACTED]	[REDACTED]	\$16,757	1%	[REDACTED]	42	[REDACTED]	\$2, [REDACTED]	0%	1.3	126	\$0.89	[REDACTED]	(0.0)
Member Disc	1	[REDACTED]	[REDACTED]	5%	[REDACTED]	2,76	\$ [REDACTED]	\$2, [REDACTED]	21%	1.4	(255)	\$8.55	[REDACTED]	(0.0)
Opaque	[REDACTED]	[REDACTED]	[REDACTED]	1%	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	0%	2.8	(12)	(\$2.85)	[REDACTED]	(0.5)
Other	[REDACTED]	[REDACTED]	[REDACTED]	9%	[REDACTED]	58	\$ [REDACTED]	[REDACTED]	2%	5.4	(175)	\$14.85	[REDACTED]	(3.3)
Package	[REDACTED]	[REDACTED]	\$76,006	8%	[REDACTED]	54	\$1, [REDACTED]	[REDACTED]	4%	1.6	108	\$6.86	[REDACTED]	(0.1)
Unfenced	2	[REDACTED]	[REDACTED]	3%	[REDACTED]	3,63	\$ [REDACTED]	\$3, [REDACTED]	26%	1.6	(616)	\$7.71	[REDACTED]	(0.1)
Wholesale	[REDACTED]	\$0.00	\$0	0%	[REDACTED]	[REDACTED]	\$0.00	\$0	0%	0.0	0	\$0.00	\$0	0.0
Extended Stay	[REDACTED]	\$0.00	\$0	0%	[REDACTED]	[REDACTED]	\$0.00	\$0	0%	0.0	0	\$0.00	\$0	0.0
[REDACTED]	[REDACTED]	\$0.00	\$0	0%	[REDACTED]	[REDACTED]	\$0.00	\$0	0%	0.0	0	\$0.00	\$0	0.0
[REDACTED]	[REDACTED]	\$0.00	\$0	0.0%	[REDACTED]	[REDACTED]	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
[REDACTED]	[REDACTED]	\$0.00	\$0	0.0%	[REDACTED]	[REDACTED]	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
<b>TOTAL</b>	<b>16,411</b>	<b>\$ [REDACTED]</b>	<b>\$ [REDACTED]</b>	<b>100%</b>	<b>1.8</b>	<b>[REDACTED]</b>	<b>\$ [REDACTED]</b>	<b>\$ [REDACTED]</b>	<b>[REDACTED]</b>	<b>1.8</b>				

2011

Segment	01-Jan-11 to 31-Dec-11					01-Jan-10 to 31-Dec-10					VARIANCE (Current Month vs. Prior)			
	Rooms	Avg. Rate	Revenue	Mix	LOS	Rooms	Avg. Rate	Revenue	Mix	LOS	Rooms	Avg. Rate	Revenue	LOS
BTA	[REDACTED]	\$4.91	\$0,437	[REDACTED]	2.1	[REDACTED]	\$ [REDACTED]	\$5,675	3.4%	1.9	89	\$4.84	[REDACTED]	0.2
Discount	2	[REDACTED]	[REDACTED]	1%	2.0	[REDACTED]	[REDACTED]	\$9,779	18%	1.7	(650)	\$11.08	[REDACTED]	0.2
Gov	7	[REDACTED]	[REDACTED]	9%	1.9	[REDACTED]	[REDACTED]	[REDACTED]	6%	1.7	[REDACTED]	\$7.47	[REDACTED]	0.2
Group	2	[REDACTED]	[REDACTED]	8%	2.7	[REDACTED]	[REDACTED]	[REDACTED]	10%	2.5	(224)	\$8.87	[REDACTED]	0.2
KNR	6	[REDACTED]	[REDACTED]	7%	2.4	[REDACTED]	[REDACTED]	[REDACTED]	9%	2.3	[REDACTED]	\$1.30	[REDACTED]	0.1
LNR	0	[REDACTED]	[REDACTED]	7%	2.6	[REDACTED]	[REDACTED]	[REDACTED]	7%	2.4	1,241	\$0.57	[REDACTED]	0.3
Member Corp	1	[REDACTED]	[REDACTED]	1%	1.4	[REDACTED]	[REDACTED]	[REDACTED]	1%	1.3	65	\$5.43	[REDACTED]	0.1
Member Disc	6	[REDACTED]	[REDACTED]	1%	1.4	[REDACTED]	[REDACTED]	[REDACTED]	1%	1.4	151	\$6.97	[REDACTED]	(0.0)
Opaque	4	[REDACTED]	[REDACTED]	1%	2.2	[REDACTED]	[REDACTED]	[REDACTED]	1%	2.3	17	\$9.83	[REDACTED]	(0.0)
Other	25	[REDACTED]	[REDACTED]	1%	2.2	[REDACTED]	[REDACTED]	[REDACTED]	1%	2.0	128	\$7.96	[REDACTED]	0.2
Package	23	\$1, [REDACTED]	[REDACTED]	1%	1.5	[REDACTED]	\$1, [REDACTED]	[REDACTED]	1%	1.6	36	\$5.61	[REDACTED]	(0.1)
Unfenced	008	\$11, [REDACTED]	[REDACTED]	1%	1.6	[REDACTED]	\$11, [REDACTED]	[REDACTED]	2%	1.6	(5)	\$11.12	[REDACTED]	0.0
Wholesale	0	\$0.00	\$0	0%	0.0	[REDACTED]	\$0.00	\$0	0%	0.0	0	\$0.00	\$0	0.0
[REDACTED]	[REDACTED]	\$0.00	\$0	0%	0.0	[REDACTED]	\$0.00	\$0	0%	0.0	0	\$0.00	\$0	0.0
[REDACTED]	[REDACTED]	\$0.00	\$0	0%	0.0	[REDACTED]	\$0.00	\$0	0%	0.0	0	\$0.00	\$0	0.0
[REDACTED]	[REDACTED]	\$0.00	\$0	0%	0.0	[REDACTED]	\$0.00	\$0	0%	0.0	0	\$0.00	\$0	0.0
[REDACTED]	[REDACTED]	\$0.00	\$0	0%	0.0	[REDACTED]	\$0.00	\$0	0%	0.0	0	\$0.00	\$0	0.0
<b>TOTAL</b>	<b>[REDACTED]</b>	<b>\$ [REDACTED]</b>	<b>\$ [REDACTED]</b>	<b>[REDACTED]</b>	<b>[REDACTED]</b>	<b>[REDACTED]</b>	<b>\$ [REDACTED]</b>	<b>\$ [REDACTED]</b>	<b>[REDACTED]</b>	<b>[REDACTED]</b>				

# 1 Hotel As Example

2014

Segment	01-Jan-14 to 31-Dec-14					01-Jan-13 to 31-Dec-13					VARIANCE (Current Month vs. Prior)			
	Rooms	Avg. Rate	Revenue	Mix	LOS	Rooms	Avg. Rate	Revenue	Mix	LOS	Rooms	Avg. Rate	Revenue	LOS
BTA	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	2.4	[REDACTED]	[REDACTED]	[REDACTED]	3.4%	2.0	225	\$5.87	[REDACTED]	0.4
Discount	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	1.8	[REDACTED]	[REDACTED]	[REDACTED]	12.3%	1.7	(138)	\$8.14	[REDACTED]	0.0
Gov	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	1.7	[REDACTED]	[REDACTED]	[REDACTED]	5.5%	1.7	(150)	\$5.98	[REDACTED]	0.0
Group	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	2.8	[REDACTED]	[REDACTED]	[REDACTED]	13.8%	2.9	(440)	(\$6.83)	(\$66,249)	(0.1)
KNR	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	2.5	[REDACTED]	[REDACTED]	[REDACTED]	8.0%	2.3	577	\$9.18	[REDACTED]	0.2
LNR	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	2.3	[REDACTED]	[REDACTED]	[REDACTED]	14.7%	2.6	(693)	\$6.16	[REDACTED]	(0.3)
Member Corp	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	1.4	[REDACTED]	[REDACTED]	[REDACTED]	0.8%	1.3	94	\$25.22	[REDACTED]	0.0
Member Disc	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	1.4	[REDACTED]	[REDACTED]	[REDACTED]	15.0%	1.3	319	\$8.16	[REDACTED]	0.1
Opaque	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	2.5	[REDACTED]	[REDACTED]	[REDACTED]	0.2%	2.0	37	\$16.26	[REDACTED]	0.5
Other	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	1.5	[REDACTED]	[REDACTED]	[REDACTED]	1.3%	2.6	(3)	\$2.09	[REDACTED]	(1.0)
Package	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	1.6	[REDACTED]	[REDACTED]	[REDACTED]	2.6%	1.5	85	\$6.42	[REDACTED]	0.2
Unfenced	[REDACTED]	\$13,865	\$6,008	[REDACTED]	1.6	[REDACTED]	[REDACTED]	[REDACTED]	7.4%	1.5	1,090	\$5.65	[REDACTED]	0.1
Wholesale	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
Extended Stay	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
					1.8									0.0

2015

Segment	01-Jan-15 to 31-Dec-15					01-Jan-14 to 31-Dec-14					VARIANCE (Current Month vs. Prior)			
	Rooms	Avg. Rate	Revenue	Mix	LOS	Rooms	Avg. Rate	Revenue	Mix	LOS	Rooms	Avg. Rate	Revenue	LOS
BTA	[REDACTED]	\$11,05	\$4,453	[REDACTED]	2.7	[REDACTED]	\$7,70	[REDACTED]	4.5%	2.4	71	\$4.35	[REDACTED]	0.3
Discount	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	1.9	[REDACTED]	[REDACTED]	[REDACTED]	11.0%	1.7	156	\$9.34	[REDACTED]	0.2
Gov	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	1.8	[REDACTED]	[REDACTED]	[REDACTED]	4.6%	1.7	243	\$1.50	[REDACTED]	0.1
Group	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	2.2	[REDACTED]	[REDACTED]	[REDACTED]	9.3%	2.8	(563)	(\$2.34)	(\$68,563)	(0.6)
KNR	[REDACTED]	\$11,65	[REDACTED]	[REDACTED]	2.1	[REDACTED]	[REDACTED]	[REDACTED]	9.5%	2.5	(27)	\$4.10	[REDACTED]	(0.3)
LNR	[REDACTED]	\$12,99	[REDACTED]	[REDACTED]	2.2	[REDACTED]	[REDACTED]	[REDACTED]	10.6%	2.3	(37)	\$8.14	[REDACTED]	(0.0)
Member Corp	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	1.3	[REDACTED]	[REDACTED]	[REDACTED]	1.5%	1.4	143	\$10.86	[REDACTED]	(0.0)
Member Disc	[REDACTED]	\$1,99	[REDACTED]	[REDACTED]	1.5	[REDACTED]	[REDACTED]	[REDACTED]	16.3%	1.4	3	\$7.82	[REDACTED]	0.1
Opaque	[REDACTED]	\$2,26	[REDACTED]	[REDACTED]	2.2	[REDACTED]	[REDACTED]	[REDACTED]	0.3%	2.5	(13)	(\$1.50)	[REDACTED]	(0.3)
Other	[REDACTED]	\$11,94	[REDACTED]	[REDACTED]	1.1	[REDACTED]	[REDACTED]	[REDACTED]	1.2%	1.5	238	\$14.62	[REDACTED]	(0.4)
Package	[REDACTED]	\$19,00	[REDACTED]	[REDACTED]	1.4	[REDACTED]	[REDACTED]	[REDACTED]	3.1%	1.6	(46)	\$4.20	[REDACTED]	(0.2)
Unfenced	[REDACTED]	\$14,68	\$6,803	28.7%	1.7	4,074	\$1,97	\$8,402	28.0%	1.5	216	\$5.41	[REDACTED]	0.1
Wholesale	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
Extended Stay	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0%	0.0	0	\$0.00	\$0	0.0
					1.8									0.0

LOST OSU FB team

2014-  
2015  
STAR  
COMP  
SET  
Analysis

## Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Comfort Suites Linn County Fairground & Expo 100 Opal Ct NE Albany, OR 97322-7077 Phone: (541) 928-2053

STR # 40356 ChainID: OR100 MgtCo: None Owner: None

For the Month of: January 2015 Date Created: February 16, 2015 Monthly Competitive Set Data Excludes Subject Property

### January 2015

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	41.8	52.9	79.0	92.70	97.30	95.3	38.77	51.49	75.3
Year To Date	41.8	52.9	79.0	92.70	97.30	95.3	38.77	51.49	75.3
Running 3 Month	45.6	54.3	84.0	98.72	108.68	90.8	45.04	59.05	76.3
Running 12 Month	58.8	67.7	86.9	102.88	108.47	94.8	60.50	73.39	82.4

### January 2015 vs. 2014 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	37.1	11.0	23.6	-0.6	1.6	-2.1	36.4	12.7	21.0
Year To Date	37.1	11.0	23.6	-0.6	1.6	-2.1	36.4	12.7	21.0
Running 3 Month	25.1	10.5	13.2	3.4	5.7	-2.2	29.3	16.8	10.6
Running 12 Month	5.3	7.6	-2.1	5.5	4.0	1.4	11.1	11.9	-0.7

This report shows Jan 2015 and comp set running slow season (running 3 months) at 54.3% occ. This is not enough to employee staff + stay busy. Slow season is too slow to make profit.

STR, Inc.

# Latest Star Report

## Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Holiday Inn Express & Suites Albany 105 Opal Ct Albany, OR 97322-7077 Phone: (541) 928-8820

STR # 42460 ChainID: 5223 MgtCo: None Owner: None

For the Month of: February 2016 Date Created: March 16, 2016 Monthly Competitive Set Data Excludes Subject Property

### February 2016

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	69.5	56.2	123.7	96.96	83.95	115.5	67.44	47.22	142.8
Year To Date	63.6	52.3	121.5	114.42	83.41	137.2	72.79	43.66	166.7
Running 3 Month	59.3	50.2	118.1	113.46	82.77	137.1	67.24	41.55	161.8
Running 12 Month	73.7	64.6	114.2	124.29	92.08	135.0	91.63	59.47	154.1

### February 2016 vs. 2015 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	-9.9	-11.4	1.8	-15.8	-3.5	-12.7	-24.1	-14.6	-11.2
Year To Date	-3.2	-7.0	4.1	4.6	0.0	4.6	1.2	-7.1	8.9
Running 3 Month	-0.2	-2.3	2.1	4.7	1.4	3.2	4.5	-0.9	5.4
Running 12 Month	1.2	5.1	-3.7	4.3	2.9	1.4	5.5	8.1	-2.4

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## Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Holiday Inn Express & Suites Albany 105 Opal Ct Albany, OR 97322-7077 Phone: (541) 928-8820

STR # 42460 ChainID: 5223 MgtCo: None Owner: None

For the Month of: April 2014 Date Created: May 16, 2014 Monthly Competitive Set Data Excludes Subject Property

### April 2014

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	74.5	54.6	136.5	103.93	88.98	116.8	77.43	48.58	159.4
Year To Date	65.7	53.4	123.1	106.86	89.10	119.9	70.24	47.58	147.6
Running 3 Month	70.9	56.6	125.2	107.76	90.23	119.4	76.42	51.11	149.5
Running 12 Month	69.6	58.1	119.7	111.59	93.20	119.7	77.62	54.17	143.3

### April 2014 vs. 2013 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	-1.9	-13.7	13.7	-4.4	-0.1	-4.2	-6.2	-13.8	8.9
Year To Date	0.6	-4.5	5.3	1.1	3.1	-1.9	1.7	-1.5	3.3
Running 3 Month	-0.2	-5.9	6.0	0.4	3.2	-2.6	0.2	-2.9	3.2
Running 12 Month	5.2	2.8	2.3	1.3	3.8	-2.5	6.6	6.8	-0.2

not so bad 1 year ago...  
 It's getting worse  
 2014 Bad year for OCC%

SMITH TRAVEL RESEARCH, Inc

2015 -  
2016 35  
STAR  
COMP  
SET  
Analysis

## Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Comfort Suites Linn County Fairground & Expo 100 Opal Ct NE Albany, OR 97322-7077 Phone: (541) 928-2053

STR # 40356 ChainID: OR100 MgtCo: None Owner: None

For the Month of: January 2016 Date Created: February 19, 2016 Monthly Competitive Set Data Excludes Subject Property

### January 2016

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	49.6	52.9	93.7	100.43	104.05	96.5	49.80	55.06	90.5
Year To Date	49.6	52.9	93.7	100.43	104.05	96.5	49.80	55.06	90.5
Running 3 Month	52.1	56.5	92.2	103.97	107.88	96.4	54.16	60.95	88.9
Running 12 Month	64.2	69.0	93.0	107.22	112.44	95.4	68.85	77.61	88.7

### January 2016 vs. 2015 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	18.6	0.0	18.6	8.3	6.9	1.3	28.5	6.9	20.1
Year To Date	18.6	0.0	18.6	8.3	6.9	1.3	28.5	6.9	20.1
Running 3 Month	14.2	4.0	9.8	5.3	-0.7	6.1	20.3	3.2	16.5
Running 12 Month	9.2	2.0 ↓	7.0	4.2	3.7 ↑	0.5	13.8	5.7	7.6

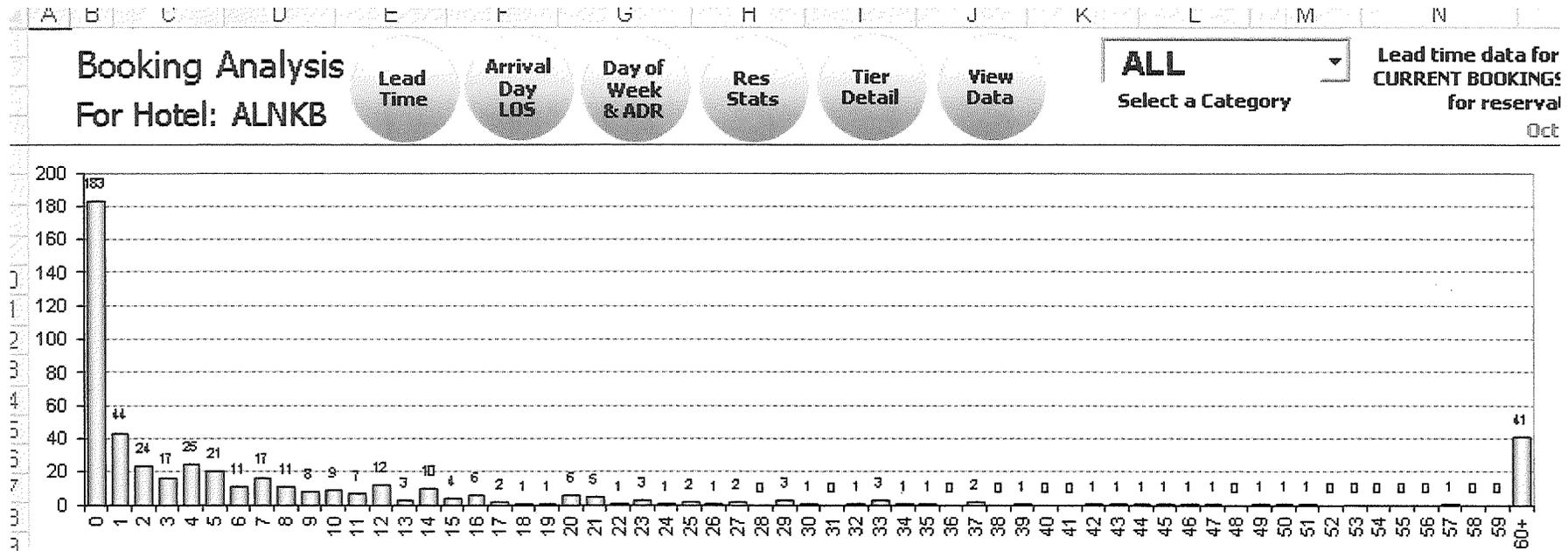
New hotels going up in area, with no correlation that supply will go up. This report shows flat growth over last year for Jan. Slight increase in rate + decrease in rate over 3 months. Slight increase in occ of 2% over 12 months.

STR, Inc.

# Booking Window

Leigha Thomas

From:  
 Sent:  
 To: ALNKB Leigha Thomas  
 Subject: Arrival Lead Time



Thank you,

*30-35% Reservations made day of Arrival.*

Teresa LeGate | Portfolio Revenue Manager, RMH  
 IHG® | Three Ravinia Drive, Suite 100, Atlanta, GA 30346  
 Tel: 509-473-9448

IHG® | [Book IHG](#) | [Join IHG](#) | [LinkedIn](#) | [Facebook](#) | [Twitter](#)

## Leigha Thomas

---

**From:** jbrackney@snowcrest.net  
**Sent:** Wednesday, May 14, 2014 10:00 AM  
**To:** leighathomas@comcast.net  
**Subject:** Albany Fairgrounds

Hi Leigha

I just want you to know how happy I am with the venue in Albany. The combination of the hotels adjacent to the fairgrounds is an added plus.

I have traveled all over the country for our yearly Flat-coated Retriever national specialty. This is by far the best venue of any I have attended in the past 20 years.

What makes this venue special is the newness and size of the Willamette building at the fairgrounds. This building is large enough for everything we need to do. We can have a grooming area, conformation area and an obedience/rally area. We are also using the horse arena for our agility trial. The meeting rooms can be opened up and we can have a large area for meetings and dinners.

We had a previous national specialty in 2008 at this venue. What people keep talking about is the wonderful food Affair Catering prepares.

To have everything in one building and to have two lovely hotels next door is just not available in other cities. People do not have to drive if they stay at the Holiday Inn Express and Comfort Inn. The Willamette Event Center is literally out the Hotel doors. There are also many other hotels in the area. Being right off the freeway makes things very convenient.

In other national specialties, the event has to be outside and it always seems to rain. The food is in some other location and it is not good at all. The hotels are not close and many are very expensive.

I would think this kind of set up would work for many different events, not just dog shows.

Please feel free to contact me.

Joyce Brackney  
2014 National specialty Co-chair  
Flat-coated Retriever Society of America [jbrackney@snowcrest.net](mailto:jbrackney@snowcrest.net)  
530-598-7509

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This message was sent using SnowCrest WebMail.  
<http://www.snowcrest.net>

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No virus found in this message.

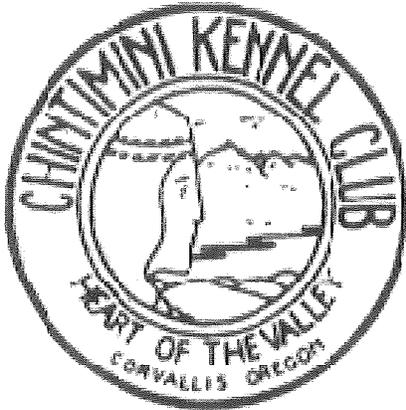
Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 2013.0.3469 / Virus Database: 3722/7492 - Release Date: 05/14/14

Comfort  
430 Rooms @ ~~109~~ x 99 =  
= 42,570

330 x 109 HIE = 35,970

\$78,540  
total



*Chintimini Kennel Club, Inc.*

*P.O. Box 19*

*Corvallis OR 97339*

<http://www.chintiminikennelclub.com>

April 21, 2009

Dear Commissioner Tucker,

Following is a report of the economic impact of a weekend of dog shows in Albany.

#### 2009 CHINTIMINI KENNEL CLUB DOG SHOW EXHIBITOR FEEDBACK

Dog Shows have a significant impact upon the local economy. March 28&29, 2009 Chintimini Kennel Club had their 50<sup>th</sup> annual dog show, obedience and rally trials at the Linn County Fair and Expo. CKC has had their shows there since 2002. Previous to that shows had been held at the Benton County Fairgrounds.

The shows drew 1950 entries each day and an additional 300+ daily for the Columbia River Agility Club trials.

Exhibitors came from all parts of the country including:

55% Oregon

32% Washington

7% from 14 states including New York, Hawaii and Alaska

2% each from California, Idaho, Canada and other countries

CKC had cards printed that exhibitors could fill out giving their name, hometown and the amount of money they spent in the city of Albany. Seventeen percent of the exhibitors returned cards. Here is a sample of the cards:

Dear Mayor Konopa, Albany City Council and Linn County Commissioners:

"I wish to thank the city of Albany, Oregon and Linn County for hosting the Chintimini Kennel Club dog show at the Linn County Fair and Expo. The Fair and Expo provide an ideal setting for enjoying family oriented sports during the show weekend: conformation, junior showmanship, obedience and agility. The local dog community along with the surrounding hotels, restaurants and shops have given us a gracious welcome. In return, we have spent \$\_\_\_\_\_ within the community.

We look forward to returning next year.

Sincerely, \_\_\_\_\_ City/State \_\_\_\_\_"

388 cards returned with spending from \$50 to \$800 (one person purchased a \$25,000 trailer)

Mean spending for exhibitors \$300-\$500

Projected spending by exhibitors	= \$767,200
Judge expenses-hotel, restaurants & snacks	= \$ 3,900
Linn County Fair & Expo	= \$ 34,000
Albany Lions Club/parking	= \$ 1,000
Linn County Sheriff's Posse(security)	= \$ 868
Jacopetti's catering	= \$ 550
<b>TOTAL SPENDING IN ALBANY</b>	<b>= \$807,518 from Dog Show</b>

Total includes all spending done within the City of Albany for exhibitors and those traveling with them for the dog show weekend. The benefit to the City of Albany can be expanded further for wages earned by employees of local businesses eg hotels, restaurants, stores, gas stations, etc.

Our club has a good working relationship with LCFE and exhibitors give high praise to the facility, proximity to interstate 5, nearby hotels, restaurants and other businesses and shopping and additional restaurants all within 15 minutes. Exhibitors especially appreciate all hotels being dog friendly. Word is out in the dog world that LCFE is a wonderful place to have an event whether large or small.

We thought you would find this information useful.

Best Regards,

Sue Pias  
 Chintimini Kennel Club Show Chair  
[npias@comcast.net](mailto:npias@comcast.net)

cc Albany City Council, Albany Mayor, Linn County Fair & Expo Advisory Committee





## Leigha Thomas

---

**From:** Karen Kuykendall <karen@bicycleadventures.com>  
**Sent:** Wednesday, May 07, 2014 4:38 PM  
**To:** Jessica; Trevorrow, Matthew; leighathomas; Amber Spain; Susan Bailey  
**Cc:** Karen Kuykendall  
**Subject:** RE: 1st update to our Oregon Covered Bridger tour July 6th - 11th, 2014 (#14052)  
**Attachments:** 14052 OCB Jul 6 Itin 1.pdf; 14052 OCB Jul 6 RL 1.pdf

Good afternoon,

This is our first update to our Oregon Covered Bridger tour July 6th - 11th, 2014 (#14052), please see attachments for details. Currently, we have 0 guests on this tour. This tour may be canceled, we will stay in touch and let you know as soon as a decision has been made. In the meantime, we have reduced our room block, please contact me if you have any questions.

My best,  
Karen Kuykendall | Bicycle Adventures, Inc. | [www.bicycleadventures.com](http://www.bicycleadventures.com)  
toll-free: 800.443.6060 | direct: 425.250.5548 | fax:425.222.3766

[29700 SE High Point Way | Issaquah, WA | 98027](#)

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No virus found in this message.  
Checked by AVG - [www.avg.com](http://www.avg.com)  
Version: 2013.0.3469 / Virus Database: 3722/7459 - Release Date: 05/08/14

150 x 99 =  
\$15,000

\$1,400 TRT

3,000 TRT

### Group Sales Agreement

11/10/2014

Account:	Mother Earth News	Hotel Name:	[REDACTED]
Event Name:	Mother Earth News Job Fair - Staff and Speakers	Hotel Address:	[REDACTED]
Name:	James Duft	Hotel City, State, Zip:	Albany, OR 97322
Address:		Hotel Phone:	[REDACTED]
City, State, Zip:		Hotel Fax:	[REDACTED]
Phone Number:	785-274-4439	Sales Person:	[REDACTED]
Fax:		Sales Person Direct Line:	[REDACTED]
E-mail:	jduft@ogdenpubs.com	Sales Person Email:	[REDACTED]

#### Group Room Reservation Arrangements

We appreciate your interest in the [REDACTED] and look forward to working with Mother Earth News Job Fair - Staff and Speakers in 2015. Our preferred rates and services are outlined below:

ROOM TYPE	RATE	06/05/2015 Friday	06/06/2015 Saturday	06/07/2015 Sunday
Double Queen	\$99.00	25	25	25
King	\$99.00	25	25	25
<b>Total Rooms/Nights</b>		50	50	50

Rates are net, non-commissionable, and subject to current taxes at time of stay (currently 10%). We are pleased to offer the group rate two days prior and two days after group block based on availability. Room Rates are for up to 2 adults per room. There is a \$10.00 per person charge after the first two guests per room. 18 and under stay free.

#### CONTRACT TERMS

##### RESERVATIONS

Reservations must be received by: 05/22/2015

Reservation Method: A rooming list will be provided to the hotel no later than the designated release/cut-off date stated in the agreement.

Payment Method: Direct Bill

Reservation Cancellation: If an individual needs to cancel a reservation please give as much notice as possible. Bookings cancelled with less than 2 weeks notice will be liable to a 1 night room and tax charge. Bookings cancelled with less than 1 weeks notice, or during stay, will be liable for the full cost of the accommodation booked.

After the cut off date, you agree that we may offer unused rooms held in your block to other customers to reduce our losses and your obligations under the performance clause. Reservations requested by your attendees after this date will be accepted based upon availability and at the prevailing rate.

17,000 Total  
1,600 TRT

**Group Sales Agreement**

11/10/2014

Account:	Mother Earth News	Hotel Name:	[REDACTED]
Event Name:	Mother Earth News Job Fair Vendor Rooms	Hotel Address:	[REDACTED]
Name:	James Duff	Hotel City, State, Zip:	[REDACTED]
Address:		Hotel Phone:	[REDACTED]
City, State, Zip:		Hotel Fax:	[REDACTED]
Phone Number:	785-274-4439	Sales Person:	[REDACTED]
Fax:		Sales Person Direct Line:	[REDACTED]
E-mail:	jduff@ogdanpubs.com	Sales Person Email:	[REDACTED]

ROOM TYPE	RATE	06/05/2015	06/06/2015	06/07/2015
		Friday	Saturday	Sunday
Double Queen	\$109.00	25	25	25
King	\$119.00	25	25	25
<b>Total Rooms/Nights</b>		50	50	50

**Group Room Reservation Arrangements**

Rates are net, non-commissionable, and subject to current taxes at time of stay (currently 10%). We are pleased to offer the group rate two days prior and two days after group block based on availability. Room Rates are for up to 2 adults per room. There is a \$10.00 per person charge after the first two guests per room. 18 and under stay free.

The sleeping rooms listed above will be considered definite commitments upon signing of this agreement by both parties, and will be subject to all terms and conditions listed below. The persons signing below agree that they are authorized representatives of the above indicated group and Hotel who have authority to enter this contract. This agreement and the terms and conditions on the reverse side may not be changed or amended unless done so in writing and signed by both parties. All scheduled events are considered definite upon receipt of the client signature. If event details such as set up, size of group, scheduled time of food requirements change, please contact the sales department as soon as possible. The revisions will be considered and a new contract may be issued.

**CONTRACT TERMS**

**RESERVATIONS**

Reservations must be received by: 05/5/2015

Reservation Method: Individuals will call the hotel direct or toll free reservations number. Please use the group code provided when making all reservations.

Payment Method: Individuals to pay own room, tax and incidentals

Reservation Cancellation: If an individual needs to cancel a reservation please give as much notice as possible. Bookings cancelled with less than 2 weeks notice will be liable to a 1 night room and tax charge. Bookings cancelled with less than 1 weeks notice, or during stay, will be liable for the full cost of the accommodation booked.

## Group Sales Agreement

06/27/2014

<b>Account:</b>	Skyline Tours	<b>Hotel Name:</b>	[REDACTED]
<b>Event Name:</b>	Skyline Tours	<b>Hotel Address:</b>	[REDACTED]
<b>Name:</b>	Sebastian Wayne	<b>Hotel City, State, Zip:</b>	[REDACTED]
<b>Address:</b>	525 Seymour Street Unit #1	<b>Hotel Phone:</b>	[REDACTED]
<b>City, State, Zip:</b>	Vancouver, British Columbia V6B3K4	<b>Hotel Fax:</b>	[REDACTED]
<b>Phone Number:</b>	604-931-4112	<b>Sales Person:</b>	[REDACTED]
<b>Fax:</b>		<b>Sales Person Direct Line:</b>	[REDACTED]
<b>E-mail:</b>	alpenglow7@hotmail.com	<b>Sales Person Email:</b>	[REDACTED]

ROOM TYPE	RATE	7/8/2014
		Monday
Double Queen	\$89.00	10
<b>Total Rooms/Nights</b>		10

### Group Room Reservation Arrangements

*Rates are net, non-commissionable, and subject to current taxes at time of stay (currently 10%). We are pleased to offer the group rate two days prior and two days after group block based on availability. Room Rates are for up to 2 adults per room. There is a \$10.00 per person charge after the first two guests per room. 18 and under stay free.*

The sleeping rooms listed above will be considered definite commitments upon signing of this agreement by both parties, and will be subject to all terms and conditions listed below. The persons signing below agree that they are authorized representatives of the above indicated group and Hotel who have authority to enter this contract. This agreement and the terms and conditions on the reverse side may not be changed or amended unless done so in writing and signed by both parties. All scheduled events are considered definite upon receipt of the client signature. If event details such as set up, size of group, scheduled time of food requirements change, please contact the sales department as soon as possible. The revisions will be considered and a new contract may be issued.

### CONTRACT TERMS

#### RESERVATIONS

Reservations must be received by: June 28, 2014

Reservation Method: A rooming list will be provided to the hotel no later than the designated release/cut-off date stated in the agreement.

Payment Method: Credit Card for Guarantee – Cash at check in

Reservation Cancellation: If an individual needs to cancel a reservation please give as much notice as possible. Bookings cancelled with less than 2 weeks notice will be liable to a 1 night room and tax charge. Bookings cancelled with less than 1 weeks notice, or during stay, will be liable for the full cost of the accommodation booked.

510 RN's  
 114 Rate - Av.  
 \$ 58,140 total Rev.  
 \$ 5,300 TRT.

10k  
 total  
 TRT

### Group Sales Agreement

04/24/2014

Account:	Australian Shepherd Club	Hotel Name:	[REDACTED]
Event Name:	Australian Shepherd Club of American National Specialty	Hotel Address:	[REDACTED]
Name:	Rhonda Rainwater Silveira	Hotel City, State, Zip:	[REDACTED]
Address:	2225 Pacific Blvd SE	Hotel Phone:	[REDACTED]
City, State, Zip:	Albany, OR 97321	Hotel Fax:	[REDACTED]
Phone Number:	503-428-2021	Sales Person:	[REDACTED]
Fax:		Sales Person Direct Line:	[REDACTED]
E-mail:	rhonda@oswaldinsurance.com	Sales Person Email:	[REDACTED]

ROOM TYPE	RATE	09/08/2016	09/09/2016	09/10/2016	09/11/2016	09/12/2016	09/13/2016
		Thursday	Friday	Saturday	Sunday	Monday	Tuesday
Double Queen	\$109.00	15	30	30	30	30	30
King	\$119.00	15	30	30	30	30	30
<b>Total Rooms/Nights</b>		30	60	60	60	60	60

ROOM TYPE	RATE	9/14/2016	9/15/2016	9/16/2016	9/17/2016
Double Queen	\$109.00	15	30	30	15
King	\$119.00	15	30	30	15
<b>Total Rooms/Nights</b>		30	60	60	30

### Group Room Reservation Arrangements

Rates are net, non-commissionable, and subject to current taxes at time of stay (currently 10%). We are pleased to offer the group rate two days prior and two days after group block based on availability. Room Rates are for up to 2 adults per room. There is a \$10.00 per person charge after the first two guests per room. 18 and under stay free.

The sleeping rooms listed above will be considered definite commitments upon signing of this agreement by both parties, and will be subject to all terms and conditions listed below. The persons signing below agree that they are authorized representatives of the above indicated group and Hotel who have authority to enter this contract. This agreement and the terms and conditions on the reverse side may not be changed or amended unless done so in writing and signed by both parties. All scheduled events are considered definite upon receipt of the client signature. If event details such as set up, size of group, scheduled time of food requirements change, please contact the sales department as soon as possible. The revisions will be considered and a new contract may be issued.

- Compression happens - smaller hotels fill up
- Gas, shops, Restaurants.

440  
RNs  
RATE Average  
124  
\$54,560 total  
\$5,000 TRT  
Re.

**Group Sales Agreement**

04/25/2014

<b>Account:</b>	Australian Shepherd Club of America National Specialty	<b>Hotel Name:</b>	[REDACTED]
<b>Event Name:</b>	Australian Shepherd Club of American National Specialty	<b>Hotel Address:</b>	[REDACTED]
<b>Name:</b>	Rhonda Rainwater Silveira	<b>Hotel City, State, Zip:</b>	[REDACTED]
<b>Address:</b>	2225 Pacific Blvd SE	<b>Hotel Phone:</b>	[REDACTED]
<b>City, State, Zip:</b>	Albany OR 97321	<b>Hotel Fax:</b>	[REDACTED]
<b>Phone Number:</b>	503-428-2021	<b>Sales Person:</b>	[REDACTED]
<b>Fax:</b>		<b>Sales Person Direct Line:</b>	[REDACTED]
<b>E-mail:</b>	rhonda@oswaldinsurance.com	<b>Sales Person Email:</b>	[REDACTED]

**Group Room Reservation Arrangements**

We appreciate your interest in the [REDACTED] and look forward to working with Australian Shepherd Club of American National Specialty in 2016. Our preferred rates and services are outlined below:

ROOM TYPE	RATE	09/08/2016	09/09/2016	09/10/2016	09/11/2016	09/12/2016	09/13/2016
		Thursday	Friday	Saturday	Sunday	Monday	Tuesday
Double Queen	\$119.00	10	25	25	25	25	25
King	\$129.00	10	25	25	25	25	25
<b>Total Rooms/Nights</b>		20	50	50	50	50	50

ROOM TYPE	RATE	9/14/2016	9/15/2016	9/16/2016	9/17/2016
		Wednesday	Thursday	Friday	Saturday
Double Queen	\$119.00	10	25	25	10
King	\$129.00	10	25	25	10
<b>Total Rooms/Nights</b>		20	50	50	20

Rates are net, non-commissionable, and subject to current taxes at time of stay (currently 10%). We are pleased to offer the group rate two days prior and two days after group block based on availability. Room Rates are for up to 2 adults per room. There is a \$10.00 per person charge after the first two guests per room. 18 and under stay free.

**RESERVATIONS**

Reservations must be received by: 7/25/2016 – No changes or cancellations of any room nights in a reservation after 6/25/2016. If cancellation of room night after 6/25/2016, there will be no refunds.

Reservation Method: Individuals will call the hotel direct or toll free reservations number. Some Rooming List for Board and Judges.

Payment Method: Individuals to pay own room and tax.

Lost  
2016

## Group Sales Agreement

[REDACTED]

Account:	Portuguese Water Dogs	Hotel Name:	[REDACTED]
Event Name:	PWDCA National Specialty [REDACTED]	Hotel Address:	[REDACTED]
Name:	Kathy Esslinger	Hotel City, State, Zip:	[REDACTED]
Address:	611 Forest St.	Hotel Phone:	[REDACTED]
City, State, Zip:	Ashland, OR 97520	Hotel Fax:	[REDACTED]
Phone Number:	541-488-5999	Sales Person:	[REDACTED]
Fax:		Sales Person Direct Line:	[REDACTED]
E-mail:	kathy.esslinger@stanfordalumni.org	Sales Person Email:	[REDACTED]

ROOM TYPE	RATE	9/6/2013	9/7/2013	9/8/2013	9/9/2013	9/10/2013	9/11/2013
		Friday	Saturday	Sunday	Monday	Tuesday	Wednesday
Double Queen	\$105.00	22	27	33	33	33	33
King	\$105.00	23	28	32	32	32	32
<b>Total Rooms/Nights</b>		45	55	65	65	65	65

Total Room Nights - 360

We are pleased to offer 1 complimentary room per 50 booked.  
\$20 non-refundable pet fee per night for up to 4 dogs per room for the first 2 nights will be applied.

### Group Room Reservation Arrangements

*Rates are net, non-commissionable, and subject to current taxes at time of stay (currently 10%). We are pleased to offer the group rate two days prior and two days after group block based on availability.*

The sleeping rooms listed above will be considered definite commitments upon signing of this agreement by both parties, and will be subject to all terms and conditions listed below. The persons signing below agree that they are authorized representatives of the above indicated group and Hotel who have authority to enter this contract. This agreement and the terms and conditions on the reverse side may not be changed or amended unless done so in writing and signed by both parties. All scheduled events are considered definite upon receipt of the client signature. If event details such as set up, size of group, scheduled time of food requirements change, please contact the sales department as soon as possible. The revisions will be considered and a new contract may be issued.

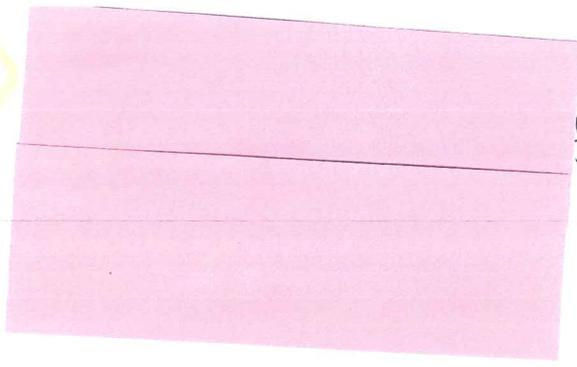
### CONTRACT TERMS

#### RESERVATIONS

Reservations must be received by: **7/5/2013**

July 5, 2013 is the official cut-off date and it is at that time our total room reservations need to meet or exceed 80% of the rooms blocked to satisfy the terms of the contracts. Total room nights in the two contracts equal 710 room nights and 80% of that number is 568. By that date, all room nights reserved will have been charged to the individuals making the reservations, except for the small block of rooms that our Committee will assign to judges, photographers, etc. that will be paid by direct billing at the end of the event

Last 2016



\$6,700 TRT

\$ 75,000 total

### Group Sales Agreement

06/21/2011

Account:	Portuguese Water Dogs	Hotel Name:	[REDACTED]
Event Name:	PWDCA National Specialty	Hotel Address:	[REDACTED]
Name:	Kathy Esslinger	Hotel City, State, Zip:	[REDACTED]
Address:	611 Forest St.	Hotel Phone:	[REDACTED]
City, State, Zip:	Ashland, OR 97520	Hotel Fax:	[REDACTED]
Phone Number:	541-488-5999	Sales Person:	[REDACTED]
Fax:		Sales Person Direct Line:	[REDACTED]
E-mail:	kathy.esslinger@stanfordalumni.org	Sales Person Email:	[REDACTED]

ROOM TYPE	RATE	09/06/2013	09/07/2013	09/08/2013	09/09/2013	09/10/2013	09/11/2013
		Friday	Saturday	Sunday	Monday	Tuesday	Wednesday
Double Queen	\$95.00	22	27	33	33	33	27
King	\$95.00	23	28	32	32	32	28
<b>Total Rooms/Nights</b>		45	55	65	65	65	55

Total Room Nights = 350

We are pleased to offer 1 complimentary room per 50 booked.

\$20 non-refundable pet fee per night for up to 4 dogs per room for the first 2 nights will be applied.

#### Group Room Reservation Arrangements

Rates are net, non-commissionable, and subject to current taxes at time of stay (currently 10%). We are pleased to offer the group rate two days prior and two days after group block based on availability.

The sleeping rooms listed above will be considered definite commitments upon signing of this agreement by both parties, and will be subject to all terms and conditions listed below. The persons signing below agree that they are authorized representatives of the above indicated group and Hotel who have authority to enter this contract. This agreement and the terms and conditions on the reverse side may not be changed or amended unless done so in writing and signed by both parties. All scheduled events are considered definite upon receipt of the client signature. If event details such as set up, size of group, scheduled time of food requirements change, please contact the sales department as soon as possible. The revisions will be considered and a new contract may be issued.

#### CONTRACT TERMS

##### RESERVATIONS

Reservations must be received by: **07/05/2013**

July 5, 2013 is the official cut-off date and it is at that time our total room reservations need to meet or exceed 80% of the rooms blocked to satisfy the terms of the contracts. Total room nights in the two contracts equal 710 room nights and 80% of that number is 568. By that date, all room nights reserved will have been charged to the individuals making the reservations, except for the small block of rooms that our Committee will assign to judges, photographers, etc. that will be paid by direct billing at the end of the event

## Other Factors that Contribute to Increased Revenues

- AKC registers nearly 1 million dogs per year and is a not-for-profit corporation.
- 44 million American households own dogs, which translates to 74 million dogs owned in the US.
- AKC sanctions and licenses more than 16,000 events annually.
- More and more AKC dog shows are being televised every year, adding to increased attendance and spending in host communities.
- Money spent by exhibitors' traveling companions – 74% of dog show participants travel with at least one companion.
- Over the past 12 years, dog owners have increased their dog show spending by 138% and spend an average of \$320 over a dog show weekend.
- Dog owners who travel the farthest to a dog show spend the most money. The average amount spent by someone who traveled more than 100 miles for a weekend dog show is \$337.

**CONCLUSION: A weekend dog show could inject as much as \$1,075,000 into your local community.**

## ADDITIONAL SOURCES OF COMMUNITY REVENUE

- FACILITY RENTAL AND RELATED FEES
- TROPHIES
- TENT RENTAL
- LOCAL AMBULANCE/ EMT/VETERINARIAN
- CATERED MEALS
- LOCAL VENDORS AND CONCESSIONS
- FLOWERS
- LOCAL ADVERTISING

## American Kennel Club® Mission Statement

The American Kennel Club is dedicated to upholding the integrity of its Registry, promoting the sport of purebred dogs and breeding for type and function. Founded in 1884, the AKC and its affiliated organizations advocate for the purebred dog as a family companion, advance canine health and well-being, work to protect the rights of all dog owners and promote responsible dog ownership.



AMERICAN  
KENNEL CLUB®

If you would like more information,  
please contact:

American Kennel Club  
8051 Arco Corporate Drive  
Suite 100  
Raleigh, NC 27617

Customer Service  
M-F 8:30am-5:00pm (EST)  
(919) 233-9767  
info@akc.org

Visit us online at [www.akc.org](http://www.akc.org)



# The Economic Benefits of AKC<sup>50</sup> Dog Shows



A Look at the  
Benefits Dog Shows  
Bring to the Local  
Community



AMERICAN  
KENNEL CLUB®

## Goals of the Study

A research project was undertaken by the American Kennel Club to assess the economic impact of dog shows on local communities. The goal was to determine how much money dog show participants spend locally while they are at a show. This document illustrates the positive relationship between an AKC dog event and the host community.

## How Data Was Obtained

Questionnaires were sent to participants in dog shows in different regions of the country. Some of the questions included:

- How far participants traveled
- How long they stayed
- Where they stayed
- How much they spent on room/board
- How much they spent on gas, meals and other travel expenses



## Overall Results

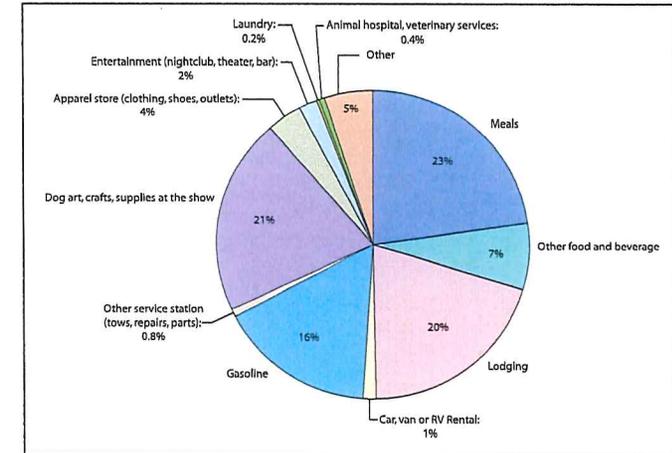
- AKC dog shows made a major economic contribution to each host community.
- 1,866 respondents who attended the shows surveyed spent an average of \$320 per respondent.
- Purebred dog fanciers spend over \$330 million per year at AKC dog shows nationwide.

**CONCLUSION: A dog show will provide a significant positive economic benefit to the host community.**

## Analysis of Spending

### Participant Spending Distribution

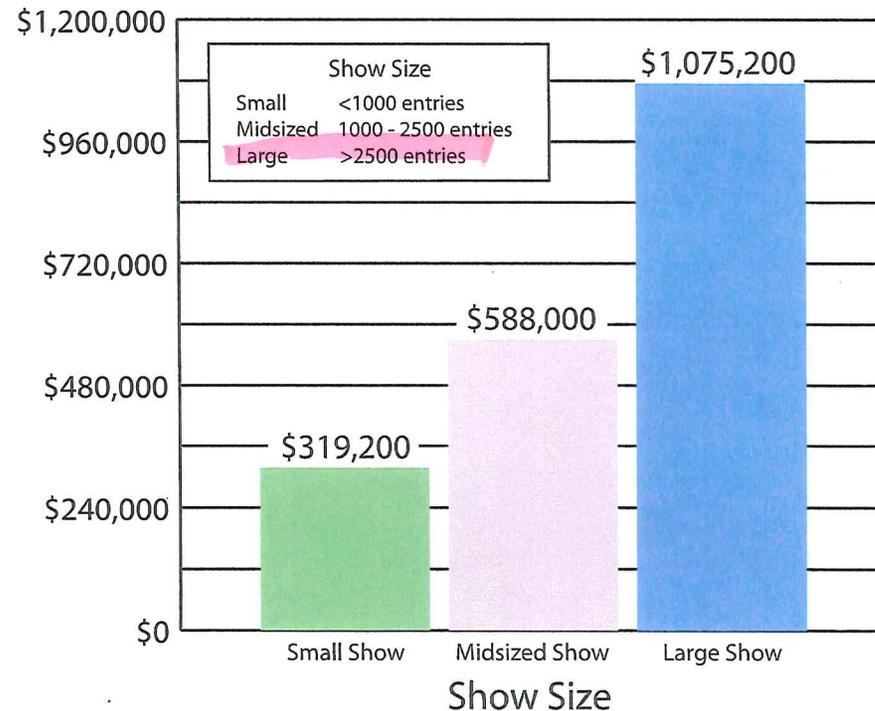
(Combined expenditures)



## Show Contributions to the Community

### Economic Impact of Dog Shows on Host Communities

(Estimated total revenue – based on three-day clusters of shows)



**CONCLUSION: Dog shows are annual, dependable sources of revenue for communities.**



AMERICAN  
KENNEL CLUB®

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# TRT Monies

*going to Fairgrounds*

Washington County	\$	841,416.79
Deschutes County	\$	108,000.00
Clackamas County	\$	413,565.00
Jackson County		
Douglas County	\$	-
Umatilla County	\$	-
Lane County		
<i>20</i> 05	\$	915,000.00
06	\$	1,300,000.00
07	\$	953,000.00
08	\$	859,000.00
09	\$	952,000.00
10	\$	584,000.00
11	\$	716,000.00
<i>20</i> 12	\$	692,000.00

*Klamath Co.*

*500,000*

---

# Linn County Fair & Expo

## Maintenance Needs & Upgrades

Fire panels *	\$ 41,000.00
Bleacher heaters in Calapooia	\$ 15,000.00
Air walls in Conference Center	\$ 34,000.00
Lighting control panels *	\$ 47,000.00
Expo Hall dividers	\$ 21,000.00
Ceiling mount projectors	\$ 6,000.00
Conference Center door hardware - worn out and disruptive	\$ 8,000.00
Restrooms repaired for appearance and sanitation - Counters and tile	\$ 18,000.00
Chain link gate at front of property	\$ 32,000.00
Repair or replace podiums	\$ 2,000.00
	<b>\$ 224,000.00</b>

Paint interior and exterior  
Repair drinking fountains  
Hydrant repairs on RV row  
Gravel for lot  
Barn and livestock wall cleaning  
Pressure wash buildings  
Replace roll up doors in livestock building  
Diming capability for Conference Center lighting  
Additional chairs and tables  
New Lighting for Arena  
Horse stall repairs or replacement \* 250,000

Covered Walk Between Expo and Holiday Inn  
Riding dual Scrubber and shampooer  
Air for Santiam  
Big fans in arena and livestock  
Temp Power For RV  
Add additional power for Livestock  
Enclosed sawdust shed

Dear Councilors and Budget Committee Members,

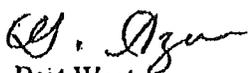
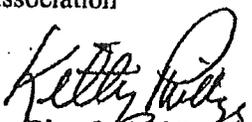
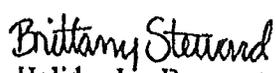
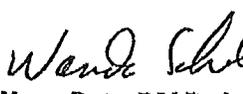
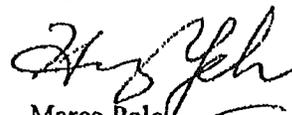
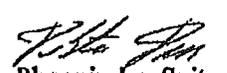
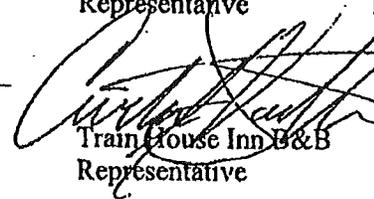
We, as the Albany Lodging Association, are writing to express our dissatisfaction with the current funding structure for the Albany Visitors Association. We feel the present funding levels do not allow for adequate marketing exposure for the city of Albany. Additionally, we are frustrated with the budget having little to no increase year after year whereas the transient room tax is substantially rising. As a group that is directly impacted by marketing efforts it is imperative we make improvements to ensure our future success. Currently, the limited marketing efforts are affecting not only the success of the lodging community but more importantly the economic vitality of the community. Therefore we feel it is necessary to put in place a renewed and stronger marketing effort using the following suggestions:

- Full Time Marketing Director
- Increased Travel Budget for Conventions, Conferences and Association Meetings
- Enhanced Advertising Campaigns
- Increased Grant Funds for smaller local tourism events
- Cross Tie Promotions with the Coast, Eastern Oregon, Southern Oregon and Portland.
- Niche Marketing: Outdoor Recreation, Culinary, Agricultural, Cultural, Conventions, Groups, Meetings, Sports and Tournaments.

With the current funding structure the Albany Visitors Association cannot carry out any of the above suggestions in their entirety due to budget constraints. Therefore, the Albany Lodging Association has unanimously decided to request that the City of Albany give an additional \$100,000 to the Albany Visitors Association to implement the above marketing efforts to better attract visitors to Albany.

Sincerely,

The Albany Lodging Association

 Best Western Representative	 Blue Ox RV Park Representative	 Budget Inn Representative	 Comfort Suites Representative
 Econo Lodge Representative	 Holiday Inn Express Representative	 Knox Butte RV Park Representative	 KOA Campgrounds Representative
 LaQunita Inn & Suites Representative	 Marco Polo Representative	 Motel 6 Representative	 Phoenix Inn Suites Representative
 Quality Inn Representative	 Train House Inn B&B Representative	 Valu Inn Representative	

## PROPOSED BUDGET FOR ADDITIONAL FUNDING

\$38,500.00 ~ Marketing Team Salary

\$19,750.00 ~ Increased Travel Budget so the Marketing Team can attend Association Meetings, Conferences and Conventions to sell Albany as a destination to these groups on a more personalized and direct level.

\$3,250.00 ~ Additional Memberships with related Associations to increase visibility

- Bravo Meetings
- Oregon Society of Association Management
- Travel Industry of America
- Meeting Professionals International
- Society of Government Meeting Planners
- International Society of Meeting Planners
- Greater Oregon Society of Government Meeting Professionals
- International Culinary Tourism Association
- Oregon Festivals & Events Association
- Oregon Tour & Travel Alliance

\$18,500.00 ~ Enhanced Advertising Campaigns

\$7,500.00 ~ Cross Tie Promotions with the Coast, Eastern Oregon, Southern Oregon, and Portland

\$12,500.00 ~ Niche Marketing

- Outdoor Recreation: Hiking, Biking, Birding, Walking, Running, Fishing, Boating, Backpacking and Golfing.
- Culinary: Unique dining experiences, wineries, breweries, specialty food stores, farmers markets, organic produce, etc.
- Cultural: Historic Homes, Museums, Landmarks, Art, Theater, Music, and Historical Heritage.
- Conventions, Groups and Meetings: Dog Shows, Horse Shows, Regional Meetings, Association Meetings, Corporate Seminars, etc.
- Sports and Tournaments : Baseball, Basketball, Football, Volleyball, Soccer, Track, Cross Country, Tennis, Swimming, Softball, Rugby, etc.

\$100,000.00

TOTAL

CITY OF ALBANY  
BUDGET COMMITTEE MEETING  
Council Chambers  
Monday, May 15, 2007

MINUTES

PRESENT: Mayor Doug Killin and Councilors Jeff Christman, Dan Bedore, Sharon Konopa, Dick Olsen, Bessie Johnson, and Ralph Reid Jr., and Budget Committee Members Wolf Dwyer, Susan Folden, Wendy Kirby, Colleen Keller, Steve Terjeson, Bill Coburn, and Doug Moore.

ABSENT: None.

CALL TO ORDER

Chair Folden called the meeting to order at 7:15 p.m.

BUSINESS FROM THE PUBLIC

Brittany Steward, 1162 SW Morse Lane is the General Manager for the Holiday Inn Express. Tonight she is representing the Albany Lodging Association (ALA) as their Chair. She distributed five documents: "Proposed Budget for Additional Funding", a letter to the Councilors and Budget Committee Members, a graph, "Linn County Travel Impacts, 1991-2005", and "Why put Albany, Oregon on the map? Why not?"

Steward said the ALA is requesting that the Albany Visitors Association (AVA) receive \$100,000 of the transient room tax revenue that exceeded revenue projections for Fiscal Year (FY) 2006-07. The revenue forecast for FY 06-07 was \$560,000 and by the end of March, actual revenues collected were already \$580,000. ALA's forecast is that by the end of June, revenues will be close to \$700,000. They are asking the City to move the excess revenue directly to the AVA. Steward said it would not be taken from any other Department since it has not yet been allocated.

Member Dwyer asked, what day was the letter to the Councilors and Budget Committee Members signed? Steward said it was May 11, 2007. Dwyer asked, why isn't the AVA bringing this request forward instead of the ALA? Steward said the decision to make this request came after the AVA already submitted their grant request. The ALA met and decided to pursue it on AVA's behalf.

Mayor Killin asked Steward to explain the "Proposed Budget for Additional Funding" document. Steward said the ALA discussed how \$100,000 could be best utilized. They feel Albany is seriously under-marketed and is not getting its potential in advertising, so the first item on their proposed budget is a full-time marketing position in the AVA. Currently an AVA employee only spends one quarter of their time on marketing due to budget constraints.

Secondly, Steward explained, the travel budget needs to be increased so the team can attend association meetings, conferences, and conventions to sell Albany as a destination to these groups on a more personal and direct level. Currently the AVA has no funding to attend the functions or to even put up a booth showcasing Albany. Consequently, meeting professionals and event coordinators do not know Albany has ample space to host large events.

Folden asked, how many are there in a year and how many do we attend? Steward said there are thousands; currently none are attended, but if this request is approved AVA staff could attend 20-40 events. They would select the events based on what would best fit Albany's demographics and target audience. They would not want to overshoot by recruiting for events that aren't possible for Albany to host, so they would do research first to see what would be the best possibility and the best fit.

Thirdly, Steward said, the proposed budget would be used to pay for additional memberships with travel industry groups. Being on membership lists increases Albany's visibility.

Budget Committee Meeting  
May 15, 2007

The fourth area funds would be used is to enhance advertising campaigns. Advertising costs have risen substantially. We need to put Albany on the map.

Cross-tie promotions with the Coast, Eastern and Southern Oregon, and Portland is the fifth area; Albany is centrally located and we are missing opportunities to partner with others to get tourists to stop in Albany on their way to other events. Albany has good hotel prices.

Steward said the final area is for niche marketing. Albany can become known for its outdoors, culinary experience, cultural, conventions, and sport tournaments.

Member Terjeson asked, if \$100,000 is used to get people to visit Albany, what do you think the return will be? Steward said that according to Travel Oregon, every \$1.31 spent in advertising generates a new trip to Oregon. With these monies, we could bring an additional 29,000 visitors into Albany. The average visitor spends \$159 a day, which totals \$4,611,000 of new money in Albany. Thus, the original \$100,000 would conservatively yield a return of more than \$4.6 million.

Terjeson asked, has the AVA projected what the return will be for Albany specifically or are they using the state's guidelines? Steward said they do not have the funds to study Albany's return on the investment, so they use the Travel Oregon numbers. She pointed out that they could see a return on the investment of City funds with just one large event.

Folden asked, of the \$159 spent per day (according to travel Oregon), is about one third for lodging? Steward said yes. Folden calculated that at the nine percent transient room tax rate, the revenues could reach the levels projected by the state.

Councilor Christman asked, how did you come up with the amount of \$100,000? Steward said she is referring to FY 06-07 revenue projections, not FY 07-08. The ALA is asking for \$100,000 of the \$120,000 excess revenue based on actuals as of March 31 versus the annual projected revenues.

Christman asked, how are we to take \$100,000 from the proposed budget without impacting future budgets? If we deduct \$100,000 from FY 06-07, we must also subtract it from FY 07-08. Steward said Finance Manager John Stahl told her the excess revenue will be allocated to the Economic Development budget by percentage. Discussion followed on options for removing \$100,000 from the proposed budget and still presenting a balanced budget package.

Christman asked, has the ALA worked with the Linn County Fair & Expo Center (Expo)? Steward said no; they have talked to Randy Porter about cooperating on marketing efforts such as sharing the cost of booths, but nothing has been confirmed. She has not talked to the Expo specifically about this \$100,000 request.

Member Coburn asked, is this going to be a one-time request or will you be asking for any additional revenues in the spring of 2008 also? Steward this is a one-time request, but she is also requesting that the AVA budget be increased. The graph she submitted shows that the transient room tax has increased substantially, yet the AVA budget has been flat with no increases. The AVA may request that their grant increase be in ratio with the amount of transient room tax revenue increase. The feeling of the ALA is that the AVA is under funded.

Councilor Johnson said she was appointed to be the Council liaison for the AVA and has learned a lot from them. They have good ideas, but they are strapped for funding. Johnson said the employees get paid little. The AVA wants to market Albany, including our wine country, and has been featured once in *Sunset* magazine. The City is not marketing Albany, so this is a way to get our name out there. She feels the AVA needs a director position to do it right. They have done well with what they have, but it could be done better. She feels that transient room tax revenue should be spent on advertising Albany.

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Member Moore asked, how many funds does the transient room tax revenue feed? How is it allocated? Where does it show in the Budget document? City Manager Wes Hare said the Economic Development Fund supports the AVA, the Albany Downtown Association (ADA), the Albany Millersburg Economic Development Corporation (AMEDC), the debt service payment for the Expo, and City staff salaries. The Economic Development Fund is on page 75 in the Budget document and page 107 in the line-items. The debt service payment shows on page 136 of the Budget document.

Dyner asked Steward, do you think it is fair to assume that the hotel owner signatures listed on the letter you submitted represent people that are paying Albany property taxes? Steward is not sure, but she assumes that would be a fair assumption.

Steward stated that while it is the ALA that is making the request, this action will impact more than just hotel owners when events come to town. They will be spending money not only at hotels but also restaurants, shopping, entertainment, etc. It will have an economic impact on the entire community.

Johnson clarified that even just one large event could recoup the \$100,000.

Olsen asked, do have income other than the transient room tax to support the Economic Development Fund? Finance Director Stewart Taylor said it also receives transfers from other funds.

Gregg Mindt, President and CEO of the Oregon Lodging Association (OLA), wished to speak. The OLA is stationed in Wilsonville and is a statewide organization for the hotel industry. The OLA represents hotels, motels, RV space rentals, and bed & breakfast establishments. He is encouraged by the ALA's participation and said it is great to see local lodging come together and unite. He would like to see the City increase spending for tourism-related purposes. He said that tourism promotion is the purpose of the transient room tax; jurisdictions throughout the state pay transient room tax and the tax originated with hotels that wanted to tax themselves so they could also market themselves. Over the years, the use of the revenues has eroded. The amount being collected is not used for tourism even though the tax is being collected on the backs of the hotel industry.

Mindt said that tourism is one of the leading industries in Oregon. Albany needs to jump on board. The AVA needs to be able to participate nationally, carve out a niche, and figure out a way to market Albany. They are part of the economic fabric of Albany. He thinks the City should consider tourism as an economic engine. It is reasonable to have the AVA be accountable for how they spend, to raise the bar for performance, require measurable results, and review long-term plans. Good marketing looks at the long-term. He asked the Committee to see this as a long-term investment and embrace what the AVA is about.

Councilor Olsen asked, how many towns in Oregon with freeway access also have a railroad with Amtrak service and an Airport as nice as ours? We also have historic districts and a carousel coming soon. He thinks we need to advertise and get folks to Albany. He agrees we need to advertise more.

Mindt is on the Transient Room Tax Task Force with the Governor. They discuss airports; small airports like Albany's provide a good opportunity. He said Olsen's point is well taken.

Joray Perkins is a long time Board Member for the AVA and also owns a business in town. Her husband is also a business owner. She said that when the bond for the Expo was approved in 1995, the transient room tax revenues were \$320,000. The City stepped up and helped Linn County get the ballot measure passed by taking money from the AVA. It worked, and we saw hotels and tourism grow in Albany; but now the AVA funding has flat lined. The AVA comes to the Budget Committee each year begging for more money. This is an opportunity to have a huge impact and free up resources and help the AVA do an even better job. They cannot stretch anymore with their current budget. They are doing all they can, yet expenses are increasing. She asked the Committee to please consider this request; this is extra money that is earmarked for nothing. She noted that a lot of small businesses would also be positively impacted by increased tourism.

ADOPTION OF MINUTES (May 8, 2007, Budget Committee Meeting)

MOTION: Terjeson moved to adopt the May 8, 2007, Budget Committee Meeting minutes. Dynner seconded the motion and it passed 14-0.

CONTINUE BUDGET REVIEW

City Manager Wes Hare Christman asked if the Committee can review the Economic Development Fund first.

Hare thanked the ALA for the presentation. Hare believes in rewarding success. There has been success with this revenue stream overtime. It is also critical to consider all the factors to what makes up that increase. Credit goes to the ALA and AVA for increased tourism, but it also goes to the City for providing things to do (Northwest Art & Air, River Rhythms, historic districts, etc) as well as the City's commitment to creating a good economy. Also, transient revenues are used by the City to support more than one area, not just tourism.

Taylor said this issue should be put into the context of the role of the Budget Committee. The first step would be to look at what revenues have been received and what the trends show, and secondly the Committee should look to their policies for revenues that exceed projections. This should provide the framework for discussions.

Taylor said that revenue forecasts are made about 18 months prior. Last year's projections were low, as it is the policy of the City to underestimate revenues. In the previous FY 2004-05, the actual revenues were down. There has been rapid revenue growth, but only for the last two years. The current policy of the Committee is for extra revenue to carryover in the Beginning Balance for the new FY. If the Committee grants this request, the Beginning Balance would be increased by \$100,000 in the proposed budget. Proposed budgets are a "best guess" from several months ago.

Taylor said the policy framework staff works under is to underestimate revenues and overestimate expenditures. It is much better to have revenues exceed projections than to start cutting back services in order to stay within the budget. This is a sound budget policy that has been adopted by the Council. Taylor pointed out that these are one-time dollars; once these are spent, they will not be available next year unless revenues exceed projections again. Usually the City uses funds in a case like this for a one-time capital expense, rather than to support new personnel or other types of ongoing costs.

Taylor noted that the Expo debt service will be paid off in 2010-11. The City has one years' payment in reserve, so actually the last year we will need to draw from tax revenue will be 2009-10. Taylor suggested the Committee discuss allocating the monies when they would be available on an ongoing basis, as opposed to the one-time dollars that are available now.

Terjeson asked, what is the difference in the projected versus the actual as of March 31? Taylor said it is \$97,000. Discussion followed.

Councilor Konopa asked what other programs the revenues support in the Economic Development Fund. Hare said 86 percent of it supports the ADA, AVA, and AMEDC (\$561,000). The remaining balance, \$117,000, pays for other items such as personnel.

Hare said it is the policy of the Council to maintain a positive balance at year end in the General Fund of 5-20 percent of the total budget. Currently the City has about 20 percent, which is wise given the volatility and unpredictability of government revenue sources. There is not a formal policy for excess revenues for the Economic Development Fund, although they should maintain some reserves. There have been declines in transient room tax revenues in the past, particularly when the price of gas increases because people travel less.

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Moore recalled that a few years ago the Budget Committee formed a subcommittee to devise a process for grants requests from non-profit groups. The process is in now in place and the AVA used it to request funds already for FY 2007-08. He suggested that the AVA use that same process to make this request. They could do projections and gather more information and return to the Committee next week. He said since we have a process in place, let's use it. Hare said that Economic Development Director Dick Ebbert acted on the application received from AVA based on their request and his projections. For FY 2007-08 the AVA requested \$263,000 and the City granted \$250,000. For FY 2006-07 and FY 2005-06 they requested \$235,000 and were granted that for both years.

Folden asked, was the AVA the agency that asked for an additional \$10,000 for a part-time marketing position to pursue the German Shepard Dog Show event? Hare said yes, and that request was granted.

Johnson asked, when the transient room taxing began in 1992, was there a percentage that was to be given to the AVA? Perkins said it was 100 percent. Folden said that a change in property tax caused a shift. Hare confirmed that when Measure 50, the tax limitation legislature, passed in 1996-97 the gap between transient revenues and AVA support widened. Reid noted that 1996 is also when the City started to make payments on the Expo debt service.

Taylor explained that state law directs that at least 70 percent of transient room tax revenue be used for the promotion of tourism and the other 30 percent for any government activity. This can include public safety services such as police and fire, which promote a safe city and healthy economy.

Dyner would like to see a graph that shows who the other recipients of the transient room tax are.

Councilor Reid said that each year we guess at revenues, and at year end it is different. He wants to know what the difference is between what was actually received versus what was budgeted. Taylor said the budget number is a best guess, so we should rely on the actual numbers. Reid wants to make sure that those monies actually went to the balance forward.

Stahl said that page 75 of the line-item budget shows the 2004-05 Beginning Balance at \$248,605 and 2005-06 at \$89,682. The drop is because the Airport was separated from Economic Development after a fund analysis was done. The balance shift shows in the Beginning Balance on page 77.

Christman asked, why wouldn't we adjust the next year transient room tax revenues to show an increase similar to this year? Taylor is not comfortable estimating higher based only on two years history rather than long-term historical information. But staff can do what the Committee directs. Taylor suggested the Committee could also use the Supplemental Budget process to incorporate changes during the budget year.

Christman asked if the Expo debt service payment comes from the 70 percent of revenues used for tourism. Taylor said yes. Hare noted that the 70 percent can be used for other areas that attract tourists, not just strictly for "tourism".

Johnson wonders if there was an agreement that AVA support would be in ratio with revenue growth. Perhaps there should be.

Killin said that transient room tax revenue in Oregon is spent many ways. For example, on the weekends Lincoln City swells to 40,000 people so some of their revenues are spent on police service. There is a wide variety of uses for this tax. He thinks the money is available to grant the ALA's request, but his hesitation is that if we do it this year, then next year or the year after if there is not extra revenue, the AVA would perceive that their budget was slashed by \$100,000. We have the money now, but there is absolutely no guarantee for any year after this year. Johnson feels strongly that we need to market Albany.

Folden is hesitant to make a decision since Ebbert is not at the meeting to explain what he considered and evaluated in response to the AVA grant application. There may have been other grants that he did not approve but would have, if he knew there would be extra money. Hare said in addition to the AVA, Ebbert authorized grants to the ADA (\$25,000 requested and granted) and AMEDC (\$45,000 requested and granted).

**MOTION:** Terjeson moved to have staff budget \$97,000, in the Beginning Balance of the Economic Development proposed budget; to have staff suggest its best utilization; to reevaluate monies budgeted for the Albany Visitors Association for FY 2007-08; and encourage the Albany Visitors Association to follow the grant process established by the Budget Committee in the future. Bedore seconded the motion and it passed 13-1, with Killin voting no.

#### Answers to Previous Questions

Hare said the number of parking spaces at the Park & Ride cannot be definitively determined yet because all that has been done so far is a preliminary sketch of the concept by Transportation Systems Analyst Ron Irish. The sketch shows 25 parking places, but we will not know what the requirements will be that come out of the environmental work that is being done.

Dyner said that in the January 18, 2007, minutes, the following discussion took place: "Coburn noted that sewer and water revenues received are both above 50 percent. Does this mean we are making more than anticipated since this only represents five months? Finance Director John Stahl said that water revenue is dependent on the season. He is not sure why sewer is over 50 percent but speculated that it could be from a beginning balance. He can find out." Dyner is frustrated that the Committee did not get an answer yet.

Dyner said that another unanswered question is about what happened to the Police Officer patrolling the skate park.

#### Start with General Fund

##### Library (page 24-Budget, page 16-Line items)

Library Director Ed Gallagher said a major initiative is to begin construction on the new Library building and get as much done during the next fiscal year as possible. The goal is to have Library construction begin in late September. The operational costs are not in this proposed budget. Another goal is to decide what to do with the Linn Library League proposal. There are minor budget increases throughout the rest of the budget. A Materials & Services increase is for facilities maintenance costs for the new Library. There is also a part-time Library aide going to full-time.

Johnson asked, what is the \$25,000 increase in Contractual Services for? Gallagher said it is for fundraising and increased custodial costs.

Konopa noted that page 16 is missing a Total.

Johnson said that 100-45-1701-60030, Building Maintenance Charges, shows no funds. How will the new Library be maintained? Gallagher said that in an effort to accurately charge the different facilities the true cost to maintain them, those charges show in Central Services for all three libraries. The charge is based on square footage and includes overhead, staff cost, contract work, and management. That budget is managed by Parks & Facilities Maintenance Manager Craig Carnagey.

Folden noticed that page 25 shows a drop in attendance of children's programs. She asked why. Gallagher said that number does ebb and flow. There are fewer programs due to budget constraints and the availability of finding people to come in.

December 15, 2014

In the year 2007 the attached group of hoteliers petitioned to have additional funds taken from the TRT budget, (which totaled over \$90,000) to be given to the AVA for the purpose of marketing and outside sales to support all of the hotels and TRT generating entities. This money was to be used to capture Expo Center group related business and better market the area in general for purpose of room night creation. (see attached for specifics)

During that time in 2007 the Albany Lodging Association (ALA) felt like the AVA was not giving focus to the Expo Center and wanted better marketing efforts to be made in general.

The additional funding was granted at that time.

Now 7 years later we have had minimal impact on hotel room nights generated from business booked from the AVA. We do not see any substantial outcome from the additional funds that were given at that time. There have been very minimal proven sales from the AVA and group bookings are not a focus. We know that group booking have better impact the local economy. We haven't received any benefits from the additional money given at that time. And now hotels etc. are still suffering a lack of return from our TRT investment.

We would like to see a change take place within the AVA to benefit hotels by marketing and focusing on group business. We feel like it is time that the TRT budget get revisited and reallocated based on the return on investment for all who receive TRT.

Holiday Inn Express

*Riight Thomas*

Comfort Suites

*[Signature]*

Brian Pech  
Econo Lodge

*Jed Savi*

La Quinta

*[Signature]*

Motel 6

Super 8

*Dilly Sig*

Best Western

*[Signature]*

Phoenix Inn

*Dave Poppo - GM*

Budget Inn

*Mike [Signature]*

Valu Inn

*[Signature]*

Knox Butte RV Park

*Vanda Schela*

Blue Ox

*[Signature]*