

MARKETING PLAN

July 1, 2026 – June 30, 2027

SCC 2026-27 MARKETING ACTION PLAN

I. SALES STRATEGIES

Staff

This next fiscal year's activities and initiatives are rolled out with the commencement of the '25-26 fiscal year, SCC continues to operate with a full sales team, which divides the sales responsibilities, and the high-volume SCC continues to experience. All marketing demands will continue to be fulfilled with the division of work between The Director of Sales and the General Manager.

For FY 26-27, SCC's sales staff's mission is to maintain and grow existing clients and events, and search out, solicit, and book new business, all toward the goal of hosting the greatest number of events and generating the highest volume of revenue and guest rooms. Also, SCC Sales staff will focus heavily on our shoulder seasons and secure larger conferences further out, giving us the ability to maximize our revenues.

The SCC sales staff efforts, in furtherance of that mission, include prospecting calls, reverse trade shows, maintaining current client relationships, tradeshow participation, ad placement, social media marketing, association membership and committee/board service, and attendance or sponsorship of local business and networking events.

Listed below is a summary of tradeshow, associations, and sales blitzes to be participated in/within the 2026-27 fiscal year:

Tradeshow Participation

MPI (Meeting Professionals International) - Cascadia Annual Hosted Buyer

MPI – Global Meeting Industry Day Tradeshow

Associations West Conference and Tradeshow – Seasonal Spectacular

Small Market Meetings

Connect Conferences

IMEX Tradeshow

Global Business Travel Association Education Day & Tradeshow

SWOON Wedding Show

Love in Oregon Wedding Show

Smart Meetings Conference

Northstar Meetings Conferences

Association Memberships

Meeting Professionals International – Oregon Chapter (MPI) – Committee Member

Global Business Travel Association

Travel Salem – Salem Area Sports Advisory Commission, Commissioner + Board Member

March 16, 2026

SEDCOR

GO-SGMP – Board Member

Willamette Valley Wedding Professionals

International Association of Venue Managers (IAVM)

Associations West

Chemeketa Advisory Board

Digital Marketing

Social Media/Internet

Social media continues to evolve rapidly, and the SCC sales and marketing team remains committed to staying informed about emerging platforms and innovative strategies to maximize the effectiveness and productivity of these channels.

Our social media presence continues to be managed by our third-party partner, Out of the Box, with support from our Special Events Coordinator. Blog content creation has transitioned to an internal responsibility, with one blog post produced each month, while our third-party partner focuses primarily on content management and scheduling. Social media remains a key tool in ensuring our messaging stays timely, engaging, and relevant. Throughout the year, staff attend conferences and educational opportunities that provide valuable insights into industry trends, including the use of Artificial Intelligence and strategies for diversifying content through engaging formats such as Reels, TikToks, and Instagram Stories to sustain and increase audience engagement. Despite a reduced social media budget allocated to Out of the Box, we continue to achieve strong engagement through creative and authentic content developed by our Special Events Coordinator.

Facebook SCC marketing staff have found that the most effective way to promote the Convention Center on Facebook is through paid advertising. This includes boosting posts for as little as \$10 to create sponsored content campaigns, with monthly advertising investments reaching up to \$500. Costs vary depending on the season, the desired number of impressions, and the specific target audience the Convention Center is trying to reach. Our advertising efforts continue to focus primarily on the wedding and Quinceañera markets.

Instagram continues to be an important platform for the Salem Convention Center to showcase events, partnerships, and the energy of our facility. Our strategy focuses on visually engaging content, short-form video, and consistent use of location-based hashtags to help expand our reach and attract new followers. Over the past year we have placed greater emphasis on Reels and Stories that highlight behind-the-scenes moments, event transformations, and the people who help make events possible. Staff have become more involved in lighthearted, comedic content during slower seasons, helping introduce the faces behind SCC while creating relatable and entertaining posts. We have also increased participation from clients and community partners through interactive content such as trivia games, trending challenges, and collaborative posts that allow organizations hosting events in our facility to share content directly to both of our audiences. This collaborative approach has helped strengthen engagement while offering an

March 16, 2026

insider's perspective into the events we host. Additionally, SCC continues to use Instagram Stories to highlight local happenings, community gatherings, and partner organizations, helping foster stronger relationships with businesses and groups throughout the Salem area.

LinkedIn is another platform we utilize to increase visibility and grow our follower base through targeted paid campaigns and advertisements. The platform enables us to reach professionals by filtering audiences based on industry, job title, company size, and other demographic criteria. This targeted approach helps keep the Convention Center top of mind among individuals most likely to book corporate meetings, conferences, and networking events. Because LinkedIn is primarily used by business professionals, it provides an excellent opportunity to showcase our venue directly to decision-makers and industry influencers. Our advertisements are specifically designed to reach corporate meeting planners, business travelers, and association executives.

TikTok and Twitter (X) are two more social media platforms that we will continue to focus on growing engagement and impressions this next fiscal year. Our goal is to reach both corporate meeting planners who may be sourcing event venues and the social market, including wedding couples and Quinceañera families. On TikTok in particular, we will continue creating fun and engaging content by incorporating trending audio, behind-the-scenes moments, and interactive posts. This approach helps boost engagement while presenting our brand in a way that feels approachable, relatable, and authentic.

Website

First impressions are critical for SCC, making a well-designed, user-friendly website essential. Like social media, websites are constantly evolving, and SCC continually updates and enhances its website to remain current and relevant. In the coming fiscal year, we will focus on adding fresh video and photo content and introducing a "Meet the Staff" page to better engage both current and prospective clients.

During the fiscal year 2024-25, a total of 968 Request for Proposals were received online through SCC's own website – up from 801 the previous year. To broaden our reach, we also partner with third-party platforms such as HPN and HelmsBriscoe via CVENT, ensuring we capture additional opportunities. We purchased a new CVENT prospecting tool this fiscal year that has allowed us to research planners that are sourcing venues in our competitive set – allowing us to specifically target events & sleeping room blocks that would fit well in Salem and directly connect with the decision makers.

SCC will be implementing an AI-driven chatbot on the website to streamline the RFP submission process and provide meeting planners with easy access to date availability and quick answers. The chatbot will leverage website information to respond efficiently while notifying our sales team to follow up with potential clients.

In fiscal year 2024–25, SCC welcomed a total of 80,611 visitors to its website, reflecting strong interest and engagement.

Print and Virtual Promotional Materials

SCC continues to rely on three primary print promotional materials—the Wedding Brochure, Rack Card, and Corporate Brochure—when engaging with current and prospective clients. Although originally developed in the 2018–19 fiscal year, these pieces remain an attractive and effective representation of the venue. The SCC sales and catering team utilizes them during site tours, tradeshow, direct mail campaigns, and outside sales calls. In the upcoming fiscal year, we plan to refresh the Corporate Brochure

with updated photography and a modernized color scheme. Additionally, SCC continues to use an internal one-sheet highlighting both the Holman and Grand Hotel in Salem to better market to meeting planners at national and local tradeshows.

SCC also partners with Virtual Media to provide a 360° virtual tour of the Convention Center. This interactive tour is available on SCC's website and preloaded on SCC iPads used for tradeshows and client site visits, allowing clients to experience the space virtually. Separate tours are available for corporate events and weddings/social gatherings. SCC has renewed its contract with Virtual Media and updated our interactive photographs in 2025.

Strategic Marketing

“Strategic marketing” refers to SCC's abilities and opportunities to promote unique marketing opportunities, as they become available.

SCC attended approximately 15 “Reverse” Trade Shows last year, where we can have one-on-one appointments with meeting planners as opposed to the typical Trade Show format in which we would set up a booth and hope meeting planners would drop by. In this new format, we select and meet with the meeting planner we truly want to meet with, i.e., those who are most likely to engage our facility. Key talking points include the experience clients & guests receive when meeting at SCC, sustainability, complimentary parking, no sales tax and our low, 18% service charge. Most of these meeting planners are seeking venues that include both meeting space & sleeping rooms. With our goal of adding compression to Salem hotels, these appointments & potential events are essential.

SCC will host a Meeting Planner Roundtable for MPI and a Networking Social. We will also host one of GO-SGMP's monthly educational events. This will welcome meeting planners directly to SCC, showcase the experience, excellent service, catering quality, décor, etc.

SCC visits local clients to deliver coffee & treats monthly and sends out quarterly client appreciation initiatives. This allows us to continue to foster our relationships with clients – both new and long term. The booking window continues to shrink, so staying out in front of our current clients keeps us at the top of their list when the need for space to conduct last minute events, trainings, educational programs, etc. arise. SCC has implemented a bi-monthly newsletter and monthly blogs to directly connect with our clients and keep them up to date on SCC happenings. Topics include booking specials, subjects to boost our SEO, highlighting local partners/vendors & addressing new catering items & updates – such as our new partnership with Willamette Valley Vineyard wine, our new standard banquet bar wine.

Additional Note – Expansion of SCC as Unique Marketing Opportunity

With the Holman Hotel downtown and new carriers working to bring flights to/from Salem Municipal Airport, the expansion of SCC facilities is a unique marketing opportunity. The Holman has given us the ability to offer over 300 guest rooms in downtown Salem to qualified clients. However, the limited availability of event space provided by the current configuration of the Salem Convention Center, restricts SCC's ability to take advantage of that potential. Staff again endorses an expansion of the SCC facility. Due to the lack of space available during peak months, the SCC sales team is unable to meet the requests for many meetings, multi-day conferences, local non-profit & corporate events, wedding ceremony and reception inquiries. An expansion of event space at the Convention Center will allow us to host larger multi-day

conferences which will drive more TOT dollars. The Salem Area Sports Commission has also released their Master Facility Plan offering a similar strategy to increase available space for sports teams. An expansion at SCC could contribute greatly to many tournaments that have a hunger to be in Salem – a central location. SCC would be available to dance, cheer, karate, etc. competitions.

Print & Digital Advertising Placement

The following are advertisement placements that will be made in the 2026-27 fiscal year.

Local, State and Regional Publications

Small Market Meetings Magazine and Sponsorship

Cvent

- 2 Diamond Annual enhanced listing on their website and online lead referral program
- Planner prospecting tool – direct contact to Cvent planner database

Eventective

- Annual enhanced listing on their website and online lead referral program

thirdRiver Marketing

- Annual Local Reputation Marketing package

Press Play Salem

- Front cover, inside, full color, full page ads

II. MARKET SEGMENT ANALYSIS

Association Market

Statewide associations continue to provide SCC with many multiple-day conferences with 36% of the annual revenue generated. These conferences provide compression at Salem hotels which increases lodging/TOT dollars. The sales team continues these relationships by remaining active in Associations West, PCMA, GBTA & MPI.

Government Market

The government market has come back slowly with a 1% increase over the fiscal year to 13% of our annual revenue. SCC continues to receive multiple leads from the larger government departments for multi-day conferences, however, we are at the mercy of government budget cuts & regulations. Per diem is still a challenge but with the new hotel across the street, we should be able to capture the events that need guestrooms. We continue to monitor all government business cancellations and/or new bookings, due to local & federal cutbacks/grants. In the last few months, we have noticed an uptick in government group inquiries and return conferences - grants/funding are recovering.

Corporate Market

Corporate makes up 27% of our annual revenue and is a year-round market that we continue to solicit. In-house campaigns, as well as outside sales calls & seasonal booking specials keep our name in the mix for these events. This market is great for short-term bookings and they fill in nicely.

SMERF Market – Sports, Military, Education, Religious, Fraternal

This market has been a strong source of revenue for SCC. With creative packaging for social, wedding and Quinceañeras, SCC is able to offer one stop event planning. We have seen an uptick in fraternal & religious groups, as well. We continue to host many yellow ribbon events for the local National guard and educational tradeshows & trainings for both local schools in the Salem-Keizer area & statewide. This market segment is 23% and will continue to grow. By participating in the various wedding shows, SCC evolves with market demands.

Latino Market

Latino bookings remain sporadic, but strong. Our Quinceanera bookings & weddings book in large attendance producing great revenue for each event. Like weddings, we continue to offer package pricing that our families love and increase our revenue per event. The packages are still translated into Spanish and we have a landing page on the website that is translated, as well, to appeal to more couples, families & sponsors of the events.

Collegiate Athletic Market

The Collegiate Athletic Market makes up 1% of our current revenue. With the association market booking multi years in advance, SCC has limited availability for football teams, but as patterns are established with the association market, we will be able to book more collegiate athletic business in available booking windows. We continue to solicit visiting teams to capture additional business from Oregon State University, University of Oregon and Willamette University.

PERFORMANCE MEASURES & PROJECTIONS

	Actuals*	Projected	Budgeted
	'24-25 FY	'25-26 FY	'26 - '27
# Events	523	538	515
# Attendees (Total Users)	97,511	94,621	93,500
# Guest Rooms	9,414	9,940	9,500

*'24-'25 Actual figures are for fiscal year 24-25 completed June 30, 2025. Actual figures for current fiscal year, '25-'26 is not yet available as we have not completed the year, so this is our projection for year end June 30, 2026. Last column is what has been budgeted for the '26-'27 fiscal year.

IV. COMPETITIVE SET ANALYSIS

The Graduate Eugene

- 24% service charge
- 35,000 sq. feet meeting space
- 275 guest rooms
- 100% non-smoking
- Top Golf Simulator on-site
- Adjoining Hult Center for Performing Arts
- Parking - \$19-22; \$31-valet
- Close to Eugene Airport – Free Shuttle

The Holman Hotel

- 20% gratuity
- 3262 sq. feet meeting space
- 7 total smaller meeting rooms
- 127 Guestrooms (\$25 pet fee)
- Free Wi-Fi, Digital Key Access
- On-site restaurant
- Limited valet parking - \$32 per day
- EV charging
- Room Service
- Business Center
- Pet Friendly

Seaside Civic and Convention Center

18% service charge
 32,000 sq. feet of meeting space
 Northern Oregon coast location
 Many local tourist attractions
 No adjoining hotel
 Free parking
 Free basic sound system & AV equipment
 Free fiber and wireless internet
 Catering Services Through Oregon Fine Foods

Hilton Portland Downtown

24% service charge
 37,000 sq. feet meeting space
 455 Guest Rooms
 Sister property (Duniway) is across the street and has an additional 3,000 sq ft and 327 Guest Rooms
 On-Site Catering
 On-Site Restaurant, Coffee Shop & Market
 Wifi Charge
 Parking - \$49 overnight; \$33 self park overnight
 Concierge

Hyatt Regency Portland

25% service charge
 39,000 sq. feet dedicated event space
 600 guest rooms (pets welcome - \$50 fee)
 Onsite Catering
 Daily destination fee \$25 (wifi, \$15 f&b credit, 2 bottles water, Tri-Met passes, Columbia Sportswear employee store pass, disc at tour company)
 Host hotel to Oregon Convention Center
 Parking \$35-self; \$45-valet (block away)
 Rewards program & lounge
 Offsite Spa
 2 Onsite Restaurants
 Concierge
 24-Hour Fitness Center
 Preferred hotel for OCC

Holiday Inn – Salem

20% service charge
 10,000 sq. feet meeting space
 150 Guest Rooms
 On-Site Catering
 On-Site Restaurant (Kids eat free)
 Room Service – 15% fee
 Limited AV
 Free Wifi
 Free Parking
 Indoor Pool
 IHG One Rewards

Sunriver Resort

26% service charge
 44,000 sq. feet meeting space (7 indoor spaces and 3 outdoor)
 Onsite Catering for Events
 245 guest rooms (15% of rate is charged as resort fee)
 300 vacation rentals
 Resort – central Oregon location
 4 Award-winning golf courses
 State-of-the-art athletic club and premier spa
 4 Restaurants
 3 swimming pools, indoor lap pool, 5 Outdoor spas and 26 tennis courts
 On-site retail shops
 Bike rentals and organized rides, canoe and kayak rentals
 .57% Oregon State Subcharge
 Free Parking

Doubletree by Hilton Portland

25% service charge (\$100/per bar needed)
 44,500 sq. feet meeting space
 17,236 exhibit hall
 Onsite Catering – Outside Catering for \$36pp fee
 477 guest rooms (\$75 non-refundable pet fee)
 Oregon’s first “Green Seal Certified”
 Convention hotel
 On Max Line
 Hilton Honors Rewards Program
 2 On-site restaurants
 Outdoor Seasonal Pool
 Free Parking, No valet or EV parking
 Portland Airport just 20 minutes away

Embassy Suites – Washington Square

24% service charge
 23,900 sq. feet meeting space – largest space 700 at rounds
 356 Guestrooms
 Free made-to-order breakfast
 Complimentary Evening Reception
 Onsite Catering
 Onsite Restaurant with Room Service
 Free Parking
 Hilton Honors Points
 Indoor Pool
 Concierge

Hilton Vancouver / Convention Center

24% service charge (extra charges for bartender, butler passed food and chef/food attendants)
30,000 sq. feet meeting space
Yoga/Instructor-led breaks with food offered
226 guest rooms, 4-Star Hilton Hotel (pets welcome)
LEED Certified & Green Seal (first in world)
Onsite restaurant (Gray's)
Across the street from park
160 parking spaces – not extended to conference guests
Parking -\$37 – self; \$44 - valet
Portland Airport just 20 minutes away

Holiday Inn – Salem

20% service charge
10,000 sq. feet meeting space
150 Guest Rooms
On-Site Catering
On-Site Restaurant (Kids eat free)
Room Service – 15% fee
Limited AV
Free Wifi
Free Parking
Indoor Pool
IHG One Rewards

Riverhouse on the Deschutes

24% service charge
41,000 sq. feet meeting space
223 guest rooms (some w/private fire pits)
LEED Certified Silver
Very popular Central Oregon location
Restaurant on property (Currents)
Bike rentals onsite, Pets welcome
Discounted Mt. Bachelor lift tickets & golf disc.
Stuffed otter opportunity supporting High Desert Museum
Free parking
Indoor/Outdoor pool
Local shuttle upon request
Walking distance to 13 restaurants

Holiday Inn Portland - Columbia Riverfront

24% service charge
41,000 sq. feet meeting space
18,000 sq. feet Grand Ballroom – up to 2500 people
320 Guestrooms - Pet Friendly
Close to Portland airport & shopping
Free high-speed internet access
Free parking – EV Charging
On-site restaurant/lounge/café – Kids Eat Free
Outdoor Pool, Tennis & Pickleball Courts
Onsite Catering
River Views

March 16, 2026