



Salem
**CONVENTION
CENTER**

MARKETING BUDGET

July 1, 2024 - June 30, 2025

Salem Convention Center
Marketing Budget
July 1, 2024- June 30, 2025

REVENUE:

<u>Item</u>	<u>Budget</u> <u>'24-25</u> <u>Amount</u>
(Est 10% of TOT Collections for FYE 6/30/25)	\$524,590.00
'24-'25 Marketing Contribution	\$524,590.00

EXPENSES:

<u>Item</u>	<u>Budget</u> <u>'24-25</u> <u>Amount</u>
Staffing Expenses (Schedule 'A')	\$233,000.00
Direct Expenses (Schedule 'B')	\$291,590.00
Total '24-'25 Expenses	\$524,590.00

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Schedule 'A'
Staffing Expenses

<u>Job Position</u>	<u>Budget '24-25 Amount</u>
Director of Catering (50/50)	\$ 57,000.00
Director of Catering/Marketing (50/50)	\$ 39,500.00
Sales Manager	\$ 57,000.00
Sales Assistant (New)	\$ 40,000.00
Subtotal	\$193,500.00
Benefits and Taxes	<u>\$ 39,500.00</u>
Total	\$233,000.00

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Schedule 'B'
Direct Expenses

<u>Item</u>	<u>Budget '24-25 Amount</u>
Memberships	\$ 2,5000.00
Tradeshows	\$50,000.00
Special Events	\$15,000.00
Advertising/Publications	\$22,500.00
Intemet/Website Services	\$85,000.00
Promotional/Entertainment/Travel	\$75,000.00
Marketing Campaign - Creation	\$30,000.00
Strategic Marketing	\$ 5,000.00
Stationery/Supplies	<u>\$ 6,590.00</u>
Total	\$291,590.00

MARKETING PLAN

July 1, 2024 – June 30, 2025

SCC 2024-25 MARKETING ACTION PLAN

I. SALES STRATEGIES

Staff

This next fiscal year's activities and initiatives are rolled out with commencement of the '23-24 fiscal year, SCC has re-hired 5 of 6 former positions. It is expected that all marketing demands will continue to be fulfilled with the division of work between our sales staff and the general manager.

SCC's sales staff 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.

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 2024-25 fiscal year:

Tradeshow Participation

MPI (Meeting Professionals International) Cascadia Annual Tradeshow

MPI GMID Tradeshow

OSAM & CalSAE Conference and Tradeshow

Small Market Meeting

Connect Conferences x3

IMEX

CVENT Connect

Wedding MBA

Willamette Wedding Show – Keizer & Salem

CalSAE Conference

CalSAE Seasonal Spectacular

Smart Meetings Conferences x3

Northstar Meetings Conferences x2

Association Memberships

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

Salem Area Chamber of Commerce – Leadership Salem Participant

Travel Salem – Salem Area Sports Advisory Commission, Commissioner

SEDCOR

SGMP

Willamette Valley Wedding Professionals

International Association of Venue Managers (IAVM)

CalSAE (Formerly OSAM)

Social Media

Social media is ever evolving, and the SCC sales and marketing staff keep themselves educated in the latest platforms and developing solutions to fully improve the performance and production of these platforms.

All social media continues to be produced by our third-party administrator, Out of the Box, with assistance from our special events coordinator. They help us create and manage content and continue to write our blogs. Social media has been instrumental in keeping our messaging current and relevant. We have also gained a great deal of knowledge at conferences this year, regarding Artificial Intelligence. We will continue to utilize AI to make quick posts, blogs & visuals.

Facebook marketing continues to change. SCC marketing staff have found that the best way to promote and market the Convention Center, on Facebook, is through paid advertisements. This includes boosting a post for as little as \$10.00 to create an ad campaign that is listed as “sponsored content” which could run up to \$1500.00 per month. Pricing is based on the time of year, how many impressions, and the specific target market (clientele) of which is needed for the Convention Center.

Instagram is another social media platform that SCC uses. Utilizing clear and to-the-point images has been found successful in assisting with the growth of followers. The uses of unique and location-specific hashtags have also influenced the growth of SCC’s Instagram account followers. We have continued to use Reels and Instagram stories with relatable, authentic footage to engage followers as well. Tagging vendor partners and clients has created organic growth as well.

LinkedIn is another platform that we have utilized to focus on boosting visibility and followers through paid campaigns and ads. The LinkedIn platform allows us to target professionals based on their industry, job title, company size, and other demographic factors so we are able to stay top of mind with those most likely to book corporate events, conferences or networking functions. Since it is primarily used by professionals, LinkedIn is an ideal place to showcase our event venue to decision-makers and influencers within various industries.

TikTok and Twitter 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 target the corporate meeting planner who might be booking events and the social market - wedding couples & quinceanera families.

Website

A first impression is important to SCC. Therefore, there is a need to have a well-designed website. Just like social media, websites are ever evolving. SCC is re-vamping and updating our website constantly.

We will focus on adding new, updated video & photo footage, this next fiscal year, to stay fresh and relevant. We are also focusing our efforts on adding a FAQ page.

During the fiscal year 2023-24, a total of 719 Request for Proposals were received online through SCC's own website. SCC increases exposure to a broader audience by also partnering with third party websites, to capture more pieces of the pie.

SCC continues to have success with the chat feature on their website - this has increased RFPs and created easier access for meeting planners to check dates and ask quick questions.

During the 23-24 fiscal year, SCC had a total of 273,475 visitors to their website which is 6x greater than last year.

Print and Virtual Promotional Materials

SCC continues to use their three primary print promotional materials when visiting clients and prospective clients. Although these three pieces (Wedding Brochure, Rack Card, Corporate Brochure) were created in the 2018-19 fiscal year they are still a beautiful representation of the venue. The SCC sales and catering team use these for site visits, tradeshow, mailings, and outside sales calls. We plan to add new photos and an updated color scheme to the current corporate brochure design in the next fiscal year.

Travel Salem carries SCC rack cards in their Visitor Center for inbound visitors.

SCC uses Virtual Media for a 360 virtual tour of the Convention Center. This tour is found on SCC's website and is also downloaded on SCC's iPads that are used in tradeshow booths and client site visits. These are interactive and give the client a true visual of the meeting space. SCC offers a corporate specific virtual tour and a wedding/social event specific virtual tour. We have re-contracted with Virtual Media to update photos this upcoming year.

Strategic Marketing

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

SCC has attended approximately 10 "Reverse" Trade Shows 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, ie, those who are most likely to engage our facility.

Additional Note – Expansion of SCC as Unique Marketing Opportunity

With the Holman Hotel opening, and the addition of air to Salem, 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 lack of space available during peak months, the SCC sales team is unable to meet the requests for many meetings, multi-day conferences, 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.

Print & Digital Advertising Placement

The following are advertisement placements that will be made in the 2024-25 fiscal year.

Local, State and Regional Publications

Smart Meetings Magazine & Digital Campaign

Small Market Meetings Magazine and Digital Campaign

Cvent

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

Eventective

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

Weddingpro

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

thirdRiver Marketing

- Annual whirlLocal 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 conference with 37% of the annual revenue generated. The sales team continues these relationships by remaining active in CalSAE, PCMA & MPI

Government Market

The government market has come back slowly with a 2% increase over the fiscal year to 10% of our annual revenue. SCC continues to receive multiple leads from the larger government departments for multi-day conferences. 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.

Corporate Market

Although it is down 2%, corporate is a year around market that we continue to solicit. In-house campaigns as well as outside sales calls keep our name in the mix for these events. This market is great for short-term bookings and 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 Quinceanera, SCC is able to offer one stop event planning. This market segment is up 4% to 21%

and will continue to grow. By participating in the various wedding shows and attending Wedding MBA, SCC evolves with market demands.

Latino Market

Latino bookings remain sporadic. However, the parties, such as, Quinceaneras, weddings, baptisms, and communions, that have booked are larger in attendance and are slated to create greater revenue than past events. Like weddings, we built packages that our attendees love and have increased our revenue per event. We also translated our packages into Spanish, as well as the landing page for Quinceaneras on our website to appeal to more couples and families.

Collegiate Athletic Market

With the association market booking multi years in advance, SCC has limited availability for the football teams. With the PAC12 no longer in the mix, we have switched our strategies to market to the smaller athletic teams, like basketball, soccer and volleyball.

As noted under Strategic Marketing, the current effort is to return commercial air service to the City of Salem Airport. If successful, staff expect significant opportunities to not just get college football teams from Mountain West or Big 10 Conference, but also all matters of other sports teams from all regional colleges.

PERFORMANCE MEASURES & PROJECTIONS

	Actuals*	Projected
	'22-23 FY	'23-24 FY
# Events	481	514
# Attendees (Total Users)	65,868	64,572
# Guest Rooms	8,418	9,224

*'22-'23 Actual figures are for fiscal year 22-23 completed June 30, 2023. Actual figures for current fiscal year, '23-'24 is not yet available as we have not completed the year, so this is our projection for year end June 30, 2024.

IV. COMPETITIVE SET ANALYSIS

The Holman Hotel

3262 sq. feet meeting space
 7 total smaller meeting rooms
 127 Guestrooms
 Free Wi-Fi, Digital Key Access
 On-site restaurant
 Limited parking
 Room Service
 Business Center

The Graduate Eugene

30,000 sq. feet meeting space
 11,620 sq. feet exhibit space
 275 guest rooms
 100% non-smoking
 Top Golf Simulator on-site
 Adjoining Hult Center for Performing Arts
 Free Parking
 Close to Eugene Airport – Free Shuttle

Riverhouse on the Deschutes

41,000 sq. feet meeting space
 220 guest rooms
 LEED Certified Silver
 Very popular Central Oregon location
 Restaurant on property (Currents)
 Spa on-site, Pets welcome
 Free parking
 Walking distance to 13 restaurants

Seaside Civic and Convention Center

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

Hilton Vancouver / Convention Center

30,000 sq. feet meeting space
226 guest rooms, 4-Star Hilton Hotel
LEED Certified & Green Sealed
160 parking spaces – not extended to conference guests
Parking @ \$29.00 - valet @ \$39.00
Free parking for hybrids
Portland Airport just 20 minutes away
On-site renovated restaurant and lounge

Valley River Inn

15,000 sq. feet of meeting space
257 guest rooms
Riverview rooms
Concierge floor with hosted evening cocktails and hors d'oeuvres
Walk to nearby shopping mall
Ample open air free parking

Sunriver Resort

44,000 sq. feet meeting space
238 guest rooms
400 vacation rentals
Resort – central Oregon location
Award-winning golf courses
State-of-the-art athletic club and premier spa
2 Restaurants
Three swimming pools, indoor lap pool,
Five Outdoor spas and 26 tennis courts
Biking and hiking paths
On-site retail shops
Bike rentals and organized rides, canoe and kayak rentals

Doubletree by Hilton Portland

46,500 sq. feet meeting space
477 guest rooms
Oregon's first "Green Seal Certified"
Convention hotel
Hilton Honors Rewards Program
On-site restaurant and lounge
Parking @ \$27.00, No valet
Portland Airport just 20 minutes away

Hyatt Regency Portland

39,000 sq. feet dedicated event space
600 guest rooms
Host hotel to Oregon Convention Center
Rewards program
24-Hour Fitness Center
Rewards program lounge
Three on-site restaurants
Complimentary Wi-Fi

Holiday Inn Portland - Columbia Riverfront

36,000 sq. feet meeting space
18,000 sq. feet Grand Ballroom
Pet Friendly
320 Guestrooms
Close to Portland airport & shopping
Free high-speed internet access
Free parking
On-site restaurant/lounge/café

The Graduate Eugene

30,000 sq. feet meeting space
11,620 sq. feet exhibit space
275 guest rooms
100% non-smoking
Top Golf Simulator on-site
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On-site renovated restaurant and lounge now with outdoor seating