

# MARKETING PLAN

July 1, 2025 – June 30, 2026

# SCC 2025-26 MARKETING ACTION PLAN

## I. SALES STRATEGIES

### **Staff**

This next fiscal year's activities and initiatives are rolled out with the commencement of the '24-25 fiscal year, SCC has filled all sales positions which will divide the sales responsibilities, and the high-volume SCC is experiencing. All marketing demands will continue to be fulfilled with the division of work between The Director of Sales and the General Manager.

For FY 25-26, 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 2025-26 fiscal year:

### **Tradeshow Participation**

MPI (Meeting Professionals International) - Cascadia Annual Tradeshow

MPI - GMID Tradeshow

CalSAE Conference and Tradeshow

Small Market Meeting

Connect Conferences x3

IMEX

GBTA Education Day & Tradeshow

SWOON Wedding Show

CalSAE Seasonal Spectacular

Smart Meetings Conference

Northstar Meetings Conferences x3

### **Association Memberships**

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

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

SEDCOR

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SGMP

Willamette Valley Wedding Professionals

International Association of Venue Managers (IAVM)

CalSAE (Formerly OSAM)

Chemeketa Advisory Board

## **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. Blog posts are now an internal responsibility, with one due each month, while our third-party administrator primarily focuses on managing content. Social media has been instrumental in keeping our messaging current and relevant. We have also gained valuable insight at different conferences & education events throughout the year, not only regarding Artificial Intelligence but also on diversifying our content with engaging Reels/Tik Toks to maintain and grow engagement. Even with a reduced social media budget allocated for Out of the Box, we continue to drive strong engagement through creative, authentic content produced by our Special Events Coordinator.

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 \$500.00 per month. Pricing is based on the time of year, how many impressions, and the specific target market (clientele) 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 use of unique and location-specific hashtags has also influenced the growth of SCC's Instagram account followers. We continue to use Reels and Instagram stories with relatable, authentic footage to engage followers. Tagging vendor partners and clients has created organic growth. We have also expanded our content strategy by incorporating fun and interactive short-form videos, including comedic shorts using trending audios, behind-the-scenes event previews, "Meet the SCC Family" Full House Style introductions, and a "Hidden Gems in Salem" series highlighting unique aspects of our community. Additionally, we are strengthening our online presence by posting from industry events and tradeshow, sharing vendor collaborations, and featuring partners through Reels.

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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. This allows us 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 (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 target the corporate meeting planner who might be booking events and the social market—wedding couples and Quinceañera families. We are also implementing more fun and engaging content on TikTok, incorporating trending audios, behind-the-scenes clips, and interactive content to increase engagement and make our brand feel more approachable and authentic.

### **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 continue to focus on adding new, updated video & photo footage, this next fiscal year, to stay fresh and relevant.

During the fiscal year 2023-24, a total of 801 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. This includes HPN & HelmsBriscoe via CVENT.

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 87,830 visitors to their website.

### **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, mailers, 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. SCC has internally created a one-sheet including the Holman & Grand Hotel in Salem to market to meeting planners at national & local tradeshow.

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 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.

SCC will host a FAM tour with Travel Salem (June 2025) in this next fiscal year, as well as the MPI Cascadia conference (March 2025) & GBTA (September 2025). These conferences welcome meeting planners directly to SCC to showcase what they might experience if they book their next conference or event with us. The conference displays our catering services, excellent banquet staff, education, tradeshow and one-on-one appointments with meeting planners.

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. SCC has implemented a quarterly newsletter and monthly blogs to directly connect with our clients and keep them up to date on SCC happenings and updates.

## **Additional Note – Expansion of SCC as Unique Marketing Opportunity**

With the Holman Hotel fully open and new carriers working to bring additional 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, 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 2025-26 fiscal year.

### **Local, State and Regional Publications**

#### **Small Market Meetings Magazine and Digital Campaign/Key Card Sponsorship**

##### **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**

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- 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 conferences with 34% of the annual revenue generated. The sales team continues these relationships by remaining active in CalSAE, PCMA, GBTA & MPI.

### **Government Market**

The government market has come back slowly with a 2% increase over the fiscal year to 12% 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. Continue to monitor all government business cancellations and/or new bookings, due to local & federal cutbacks/grants.

### **Corporate Market**

Corporate makes up 28% of our annual revenue and is a year-round 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 Quinceañera, SCC is able to offer one stop event planning. This market segment is up 2% to 23% and will continue to grow. By participating in the various wedding shows, 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**

The Collegiate Athletic Market makes up 2% of our current revenue. With the University of Oregon and Oregon State University joining Mountain West and the Big 10 conference, we continue to solicit visiting teams to capture additional business. With the association market booking multi years in advance, SCC has limited availability for the 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.

## PERFORMANCE MEASURES & PROJECTIONS

	Actuals*	Projected
	'23-24 FY	'24-25 FY
# Events	525	473
# Attendees (Total Users)	103,760	92,080
# Guest Rooms	10,029	9451

\*'23-'24 Actual figures are for fiscal year 23-24 completed June 30, 2024. Actual figures for current fiscal year, '24-'25 is not yet available as we have not completed the year, so this is our projection for year end June 30, 2025.

### IV. COMPETITIVE SET ANALYSIS

#### **The Holman Hotel**

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 - \$29 per day  
EV charging  
Room Service  
Business Center  
Pet Friendly

#### **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

#### **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

#### **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  
18% Service Charge

#### **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 -\$34 – self; \$44 - valet  
Portland Airport just 20 minutes away

#### **Valley River Inn**

22% service charge  
15,000 sq. feet of meeting space  
259 guest rooms – pet friendly  
Riverview rooms – outdoor pool  
Onsite restaurant (Sweet Waters) open daily 2 pm  
Free WiFi  
Walk to nearby shopping mall  
Ample open air free parking

**Sunriver Resort**

25% service charge  
44,000 sq. feet meeting space (7 indoor spaces and 3 outdoor)  
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  
On-site retail shops  
Bike rentals and organized rides, canoe and kayak rentals  
Onsite Catering for Events  
26% Service Charge plus .57% Oregon State Subcharge  
Free Parking

**Doubletree by Hilton Portland**

25% service charge (\$100/per bar needed)  
45,000 sq. feet meeting space  
17,236 exhibit hall  
477 guest rooms (\$75 non-refundable pet fee)  
Oregon's first "Green Seal Certified"  
Convention hotel  
Hilton Honors Rewards Program  
On-site restaurant and lounge  
Parking - \$29, No valet or EV parking  
Portland Airport just 20 minutes away

**Hyatt Regency Portland**

25% service charge  
39,000 sq. feet dedicated event space  
600 guest rooms (pets welcome)  
Daily destination fee \$25 (wifi, \$15 f&b credit, 2 bottles water, Columbia Sportswear employee store pass)  
Host hotel to Oregon Convention Center  
Parking \$35-self; \$45-valet (block away)  
Rewards program  
24-Hour Fitness Center  
Rewards program lounge

**Holiday Inn Portland - Columbia Riverfront**

22% service charge  
41,000 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  
Onsite Catering

**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  
Limited AV  
Free Wifi  
Free Parking

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