



Community Partnership Grant

2026-2027 Guidelines & FAQ



Community Partnership Guidelines

OVERVIEW

Travel Medford is proud to offer its Community Partnership Grant, available to organizations holding events in the community. This grant seeks to provide support for the events that align with Travel Medford's mission of increasing overnight visitation and enhancing the area as a premier tourist destination. Any organization holding an event that drives or enhances the mission is welcome to apply.

The grant provides awards up to \$5,000 pending approval from the Travel Medford Tourism Council. These awards can be used for expenses such as: marketing & promotions, rental fees, and non-monetary awards. For a list of more eligible and ineligible expenses, see the [FAQ page](#).

The application will be open for two cycles during our 2026-2027 fiscal year: **April 1st through April 30th** and **October 1st through October 31st**. Events taking place between July 1, 2026, and December 31, 2026, must apply in the first cycle. Events taking place after December 31, 2026, are strongly encouraged to apply in the first cycle, but will be eligible to apply in October for the second cycle. Funds may only be awarded to events within the same fiscal year and will not be awarded more than six months prior to the event. Award decisions will be issued following the closure of each cycle.

The application will take approximately 20 minutes to complete. There will be an opportunity to submit any supporting documents you may have to strengthen your application. This could include: letters of support, board of directors approval, proposed budget, marketing material, etc. If your event is awarded, you will be asked to sign an MOU outlining the requirements for receiving the grant, as well as provide a W-9 and an invoice. More details will be provided.

For any other questions, check out our [FAQ page](#) or contact Katelyn Hanson at katelynh@travelmedford.org.

KEY DATES

CYCLE 1:

- **April 1** - Cycle 1 application OPENS
- **April 30** - Cycle 1 application CLOSES
- **June 1** - Cycle 1 award letters sent
- **July 1** - Start of 2026-2027 fiscal year

CYCLE 2:

- **October 1** - Cycle 2 application OPENS
- **October 31** - Cycle 2 application CLOSES
- **December 1** - Cycle 2 award letters sent
- **June 30** - End of 2026-2027 fiscal year

GUIDING PRINCIPLES & PRIORITIES

- **Driving the Mission**

This grant primarily looks to award events that support Travel Medford's mission of driving overnight visitation to Medford. It also awards events that support this mission by making Medford a premier destination for tourists.

- **Enhancing Medford**

Events that enhance Medford and the Rogue Valley as a tourist destination, particularly in lower demand visitation times, are encouraged to apply. These events are key to highlighting Medford as an exciting, year-round destination with activities and events for everyone.

- **Clear Objectives & Community Support**

The purpose of this grant is not to be the sole funding source for an event. It is important that events show evidence of support from other sources within the community. Having clear objectives, marketing plans, budgets, etc. help to prove this support and legitimize your event.

- **Downtown Medford**

A portion of the grant is set aside for events taking place in downtown Medford. A thriving downtown is something that is attractive to both visitors and residents alike. These are the events that enhance Medford as a destination by highlighting the vibrant community.

- **Prioritized Areas of Development**

Travel Medford has three prioritized areas of development: Arts & Culture; Food, Wine, & Agrotourism; and Sports & Recreation. These three areas are some of Medford's strongest assets. The grant seeks to fund events that support these pillars.

- **Growth Potential & Retention**

This year's grant will be prioritizing events that have shown growth or a strong potential to grow into a thriving, annual event. The Travel Medford Tourism Council is looking to fund events that will become a staple in Medford and will utilize the grant to enhance and grow. Any information you can provide to show this growth can strengthen your application.

- **Data Tracking & Reporting**

Following your event, you will need to submit a post-event report. This report allows Travel Medford to collect important data such as event attendance, hotel room nights generated, sales, etc. per the city contract. Events that capture these key data points not only for reporting, but to improve and grow in the future, will likely be highly competitive.

FREQUENTLY ASKED QUESTIONS

Does my event qualify?

Any event classified as a tourism driver or tourism enhancer is welcome to apply. Funds will be awarded based on availability and number of applicants. Not sure if your events would qualify? Reach out to katelynh@travelmedford.org with any questions.

What are tourism drivers and enhancers?

Tourism drivers are events that see a significant amount of overnight travelers in Medford hotels and short term rentals. These travelers also support the local economy by spending money at restaurants, attractions, etc. These events directly support Travel Medford's mission.

Tourism enhancers are events that may not bring in much overnight visitation, but would enhance the experience for travelers and the local community. We want to show Medford as an enticing destination that hosts a variety of events. While these events may not directly increase lodging occupancy, they enhance the community and continue to make Medford a desirable destination.

What do I need for my application?

We recommend you preview the application before filling it out to ensure you have all of the necessary information. You will need to provide basic information about your event (type of event, attendance, dates, location, etc.), previous years data if applicable, specific information about your request, and contact information. Be as detailed as possible to have the best chance at being awarded funds. Additionally, there is an option to upload any supporting documents you believe will enhance your application. This could include: a marketing plan, sponsor benefits, budgets, etc.

When can I apply?

You can apply in either cycle as long as the final award date is before your event. Events that take place from July to December must apply in the first cycle. Events that take place from January to June can apply in either cycle. We strongly encourage you to apply in the first cycle to have the best chance at being awarded. Funds for approved events will only be awarded up to 6 months prior to the event date.

How many applications can I submit per cycle?

You can submit one application per event per cycle. An organization holding multiple events could apply once for each different event. If you are not granted funds in the first cycle, you may apply again but an award is not guaranteed. A specific event may only be awarded once per fiscal year, while an organization could receive multiple awards for different events.

Is there a maximum/minimum amount of support I can apply for?

The maximum amount of funds that will be awarded is \$5,000. There is no minimum. You can be awarded any amount up to the maximum requested as determined by the Travel Medford Tourism Council.

FREQUENTLY ASKED QUESTIONS (CONT.)

Does Travel Medford require recognition for awarded funds?

The Travel Medford logo will be provided to you upon receiving the award letter to be used in any marketing or promotional materials. Other details regarding recognition will be provided for approved events.

What events have been supported in the past?

Here are some examples of the events we have supported in the past:

Arts & Culture

- Folk Collective Summer Series
- Medford Multicultural Fair
- Rogue Comic Con

Food, Wine, & Agrotourism

- Forks and Friends: Downtown Medford Restaurant Week
- Rogue Valley Farm Tour
- Savor Southern Oregon Signature Wine Event

Sports & Recreation

- Cascade Collegiate Conference Soccer Championships
- Challenge of Champions Bull Riding Tour Finale
- Medford Summer Classic Pickleball Tournament

How do I calculate the number of room nights?

The number of room nights is the total number of rooms that will be occupied in Medford as a direct result of your event's attendees.

$(\# \text{ of out of town attendees staying in hotels or short term rentals} / \# \text{ of people per room}) \times \# \text{ of nights} = \text{total \# of room nights}$

For example, if your event had 300 out of town attendees that were staying two people per room for three nights, your total number of room nights would be 450.

$(300/2) \times 3 = 450$

What can the funds be used for?

Appropriate uses of funds:

- Marketing and promotion (social media campaigns, radio, print ads, commercials, etc.)
- Rental fees (facilities, equipment, infrastructure, etc.)
- Non-monetary awards (trophies, prizes, etc.)

Inappropriate uses of funds:

- Cash prizes
- Tangible personal property
- Capital expenses
- Administrative costs (salaries, travel, etc.)