



Community Partnership Grant Fund

Guidelines & FAQ



Community Partnership Guidelines

OVERVIEW

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

The grant awards funds up to \$5,000 pending approval from the Travel Medford Tourism Council to provide financial support for expenses including marketing & promotions, rental fees, and non-monetary awards. For a full list of eligible and ineligible expenses, [see our FAQ page](#).

The 2025-2026 application will be open for two cycles: **April 15th to May 31st** and **October 15th to November 21st**. Events may apply in either cycle, but each event may only receive funds once per fiscal year (July 1, 2025 - June 30, 2026). Funds will be awarded to events taking place within the same fiscal year and will be awarded no earlier than six months prior to the event date. Applications will be reviewed and funds will be awarded following the closure of the cycle.

Fill out the application and you will be notified if you have been chosen to receive funds. For any other questions, check out our FAQ page or contact Katelyn Hanson at katelynh@travelmedford.org.

GUIDELINES

Projects funded by the Community Partnership Grant typically align with the following:

- Drives overnight visitation to Medford lodging accommodations (hotels, short term rentals, etc.)
- Creates or improves a tourism facing business or activity
- Supports off-season/lower demand visitation times
- Utilizes support from other sources
- Has clear objectives, marketing plans, etc.
- Provides evidence of support from others in the community
- Enhances Medford and the Rogue Valley as a tourist destination
- Falls into one of the three prioritized area of development
- Expands existing events through promotion and/or attracts new events
- Events located in downtown Medford

PRIORITIZED AREAS OF DEVELOPMENT

Sports & Recreation

- Medford is Your Sportground. The abundance of world-class natural and traditional venues in our backyard combined with being centrally located on the West Coast offers visitors access to all forms of play, all-year long. From organized, competitive sports like soccer and volleyball to recreational activities like golf and pickleball, Southern Oregon is the place for your event. Travel Medford invites sporting events to come and see why Medford is a sports and recreation destination worth visiting.

Arts & Culture

- Medford plays host to a diverse arts scene. From live music to theater to fairs and festivals, there is always an opportunity to explore one's creative side. The city reflects a dynamic spirit that celebrates local talent and broader artistic expressions. Travel Medford supports the growth and diversification of art and culture in the community.

Food, Wine, & Agrotourism

- The Rogue Valley is home to over 85 wineries and is the southernmost wine region in the state. Its geographic location aligns its latitude with France, Spain, and Italy, making the temperature and soil ideal for growing items from grapes to potatoes. Medford also boasts a growing food scene with restaurants, breweries, and food trucks thriving in the area. Travel Medford aims to explore events that highlight these attributes of the region.

APPLICATION TIMELINE

CYCLE 1:

- **April 15th - May 31st:** Application open for events taking place in 2025-2026 fiscal year (July 1, 2025 - Jun 30, 2026)
- **June 20th:** Award decisions sent out
- **July 1st:** Beginning of fiscal year

CYCLE 2:

- **October 15th - November 21st:** Application open for remaining events in 2025-2026 fiscal year (through June 30th)
- **December 17th:** Award decisions sent out
- **June 30th:** End of fiscal year

FREQUENTLY ASKED QUESTIONS

How do I know if my event qualifies?

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.

Is my event a tourism enhancer or driver?

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 top destination.

What do I need for the 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 should I apply?

Events can apply in either cycle for events taking place in that fiscal year (July 1 - June 30). We 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. An event may only be awarded once per fiscal year.

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.

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:

Sports & Recreation

- Cascade Collegiate Conference Soccer Championships
- Medford Summer Classic Pickleball Tournament
- Rogue Reining Horse Association Ranch and Reining Show Series

Arts & Culture

- Folk Collective Summer Series
- Pear Blossom Festival
- Rogue Comic Con

Food, Wine, & Agrotourism

- Rogue Valley Farm Tour
- Savor Southern Oregon Signature Wine Event
- Southern Oregon Classic & Culinary Feast

How do I calculate 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.)