

TOURISM COUNCILORS

Eric Strahl, Chair
Craterian Theater

Bruce Hoevet, Vice Chair
Rogue Regency Inn

Gina Bianco
Rogue Valley Vintners

Gloria Thomas
Lady Geneva Bed & Breakfast

JoJo Howard
Compass Hotel Margaritaville

Lindsey Rice
RV Zipline Adventure

Marissa Ruf
Merete Hotel Management

Rachel Koning
Common Block Brewing

Sarah Strickler
Grown Rogue/Downtown Medford
Association Liaison

Vince Domenzain
Stone Ridge Golf Club

Wendy Baker
HGI & Homewood Suites

Jeff Kapple
Chamber of Medford & Jackson County
Liaison

Kevin Stine
Medford City Council Liaison

TRAVEL MEDFORD STAFF

T.J. Holmes
Senior Vice President

Amanda Coscette
Marketing & Communications Coordinator

Angela Wood
Director of Sales & Sports Development

Ashley Cates
Chief Marketing Officer

Celeste Moreno
Graphic Designer & Creative Coordinator

Maclayne De Mello
Community Partnership Coordinator



Travel Medford Tourism Council
April 26, 2023 | 3:30 p.m.
Craterian Theater

AGENDA

OPTIONAL Tour of Craterian Theater begins around 3:05 p.m.

- I. Meeting Call to Order – *Strahl*
- II. Approval of March 22, 2023 minutes *page 2*
- III. Financial Report – *Holmes* *page 7*
- IV. Meeting Introductions
- V. Travel Medford Report – *Holmes*
- VI. Marketing Update – *Cates & Coscette*
- VII. Sports Update – *Wood*
- VIII. Community Partnership Update – *De Mello* *page 13*
- IX. TMTC & Guest Updates – *Hoteliers, Airport, etc.*
- X. TMTC Appointments – *Holmes*

NEXT MEETING: May 31, 2023 at The Chamber

Important Travel Medford standing meeting dates & events:

SOSC Golf Tournament	May 6	Stone Ridge
National Travel & Tourism Week	May 7-13	Various locations
Chamber Forum on Tourism	May 8	RV Country Club
SOU Sustainable Tourism	June 1-2	TBD
Professional Training		
Rogue Music Fest	June 16-17	The Expo

****Travel Medford Mission****

Increase hotel occupancy and enhance the visitor experience by promoting Medford and the Rogue Valley as a premier travel destination, thereby strengthening the local economy.

****Travel Medford Tourism Council Purpose****

Offer travel & hospitality expertise, support counsel and direction to Travel Medford.

Meeting Minutes

For the Meeting on March 22, 2023

Present: Eric Strahl, Bruce Hoevet, Jeff Kapple, Gloria Thomas, Vince Domenzain, Sarah Strickler, Lindsey Rice, JoJo Howard

Absent: Gina Bianco, Marissa Ruf, Rachel Koning, Kevin Stine, Wendy Baker

Staff: T.J. Holmes, Maclayne De Mello, Amanda Coscette, Ashley Cates, Angela Wood, Celeste Moreno

Guests: Chris Miller (Compass Hotel), Mallory Webb (Merete), Mandi Powell (Merete)

Minutes: Minutes from the February 22, 2023 meeting were reviewed. A motion to accept was made by Lindsay. Gloria seconded. Motion approved by the group.

Financial Report (T.J.)

- The balance sheet and profit & loss statement were reviewed.
- Tourism trends for the month were reviewed, TLT for February was the best on record, 3% above monthly projection.
- Line 812.5 is over budget due to an increase in visitor guide requests.
- Line 840.1, Visitor Services, is under budget due to the construction of Rogue X Visitor Information Center, 50% of the down payment has been made, with a final payment upcoming in May.
- A motion to accept the financial report as presented was made by Bruce. Vince seconded. Motion approved by the group.

Travel Medford Update (T.J.)

- Travel Medford's inaugural, Heart of the Rogue Festival, proudly accepted Oregon Festival and Events Association's "Ovation! Award" for Festival of the Year (Budget under \$150,000).
- Travel Medford will not hire a replacement for our Content and Projects Manager. The Travel Medford staff structure is being reconfigured with the work being dispersed among current staff. Angela Wood is heading towards retirement and will transition to four days a week as our new Director of Sales & Visitor Services beginning next fiscal year. A new employment position, Director of Sports Development, has been posted and applications are coming in.
- Zoram Dean, Sports Marketing & Event Coordinator, ends his contract with Travel Medford in June and will be moving out of state.
- Celeste Moreno began her employment as the Graphic Designer & Creative Manager.

- Rogue Valley International-Medford Airport has filled its Business Development Manager position with employment beginning April 10.
- A contract with PR firm, 5W, was secured through June 2026.
- T.J. met with the city, city councilors and Downtown Medford Association for a study session on providing support on funding for local events. City Council has admired our community partnership grant approval process and our success with events.
- The Chamber has partnered with the Oregon Legislature and the Oregon Department of Administrative Services to provide limited business grants to respond to the COVID-19 public health emergency and its economic impacts. The Southern Oregon Strong Business Success Grant Program is designed to provide direct payments to eligible businesses in Oregon House District #4 who have or are currently experiencing losses due to the impact of COVID-19.
- There will be a solar eclipse on Oct. 14, the Saturday of Heart of the Rogue Festival. Crater Lake is expecting an influx of travelers and we're anticipating a high increase in lodging reservations in the Rogue Valley.
- April's TMTC meeting will be held at The Craterian Theater with an optional tour beginning at 3:05 pm.

Marketing Update (Cates)

- Travel Medford website has had an increase in users and engagement is up 40% this shoulder season.
- Social Media platforms are performing well and up 75% with paid reach hitting 94%. We are above benchmark and are ranking higher than any other local DMO.
- There are several upcoming advertisements including placements in SO Magazine, AAA/Via, Travel Awaits, a full-page in NW Travel & Life, Bend Magazine.
- Retargeting campaign with Travel Oregon is currently live and running.
- Expedia push launched on Feb. 15 is exceeding expectations with return on advertising spend (ROAS) at \$21-to-1, 879 bookings in the last 30 days, grossing \$25,000.
- Oregon Wine Month Campaign is live and will run for the next two months. This is a sweepstake style, lead generation campaign that benefits our local wineries including a Medford hotel booking of the winner's choice.

Sports Update (Wood)

- SOSOC Golf Tournament will be held May 6 at Stone Ridge, sponsorships are available.
- Know Your Role secured its sixth partner with the Ute Football Conference in Utah.
- New videos for Your Sportground are in the final stages of production.
- The Medford Rogues are having the second annual Know Your Role night on Saturday, June 3, with a country concert.
- Angela is in the process of taking over "Taste of the Rogue" at the airport and will be facilitating the event next month with Cliff Creek Cellars.

Community Partnership Update (DeMello)

- Maclayne reviewed the Event Promotion/Community Partnership Fund Tracker.
- Heart of the Rogue Festival planning is underway with a committee meeting this month. Currently updating the Rogue Marathon route with plans to notify downtown businesses of street closures by June.
- A partnership with Rogue Music Festival has been finalized. Southern Oregon's newest two-day festival will be held at The Expo on June 16-17 with nearly 18,000 expected attendees.
- Travel Medford will have a booth at the Pear Blossom Festival on April 7-8 and upcoming events including the Rogue Valley Grower's Market and Medford Open Streets.
- Maclayne is collaborating with Celeste to develop new brandwear items.
- A wholesale project is underway, promoting awareness and gaining new leads.

Policies and Procedures (T.J.)

- T.J. proposed new changes to TMTC Policies and Procedures to reflect our new contract with the City beginning in July. (See below for updated policies and procedure changes highlighted in yellow).
- A motion to accept the PPM proposal as presented was made by Bruce. Lindsay seconded. Motion approved by the group.



Travel Medford Tourism Council Policies & Procedures Proposed Changes March 22, 2023

TRAVEL MEDFORD TOURISM COUNCIL POLICIES AND PROCEDURES

PURPOSE AND MISSION

The purpose of the Travel Medford Tourism Council ("Council") is to offer travel & hospitality expertise, support, council and direction to Travel Medford, and the Board of Directors of The Chamber (the "Board"). The mission of the Council is to increase hotel **lodging** occupancy and enhance the overall visitor experience by promoting

Medford and the Rogue Valley as a premier travel destination, thereby strengthening the local economy.

CHAIR AND VICE CHAIR

The Chair and Vice Chair, shall be elected by the Council. In the absence of the Chair, the Vice Chair shall serve in his or her place. The term of office will be July 1 through June 30 and the Chair and Vice Chair may be re-elected for additional terms of office not to exceed three (3) consecutive years.

MEMBERSHIP

Council members will nominate, and elect individuals for membership on the council. The membership of the Council shall be recommended by the Chair of the Board and ratified by the Board. The Council shall consist of thirteen (13) members and shall include members representing the lodging industry and other tourism industries, with no single industry having a majority membership. Membership on the Council automatically expires with the conclusion of the fiscal year on June 30.

Ex-officio members of the Council that bring special expertise to the travel, tourism and convention business may be appointed by the Chair and will serve without vote. In addition, ~~one member of the Medford City Council~~ **the City of Medford will provide a liaison to attend monthly meetings and report back to City Council**, and one member of the Board shall serve as non-voting ex-officio members of the Council.

DUTIES

The Council will meet monthly or more often as needed, to review and monitor the Travel Medford monthly financial reports, to accept other reports from the director of Travel Medford and review and monitor the progress of the promotional programs of Travel Medford. The Council will review and recommend the annual Travel Medford budget to the Board. One of the meetings in the fall of each year shall be a long-term planning session. **The Tourism Council will review and approve the allocation of carryover funds at the meeting.**

The Council is to review bids for purchasing and contracting requirements exceeding \$25,000 for the purchase of goods, materials and services, but excludes the purchase of direct marketing and advertising used to promote Medford as a destination for tourists and visitors.

It will be the Chair's responsibility to work with the Travel Medford director to schedule the meetings, plan the agenda, chair and conduct the meetings and represent the Council before the Board, the Medford City Council and other public agencies as may be required to carry out the purpose and mission of Travel Medford

and the Council. The Chair is encouraged to attend the monthly Board meetings and shall have the opportunity to make a bi-monthly report to the Board. The Council will be consulted prior to the hiring of any new Travel Medford staff.

ATTENDANCE

If any Council member is absent of more than six (6) regular meetings during the fiscal year, or is absent for more than three (3) consecutive meetings, the seat of that Council member shall be declared vacant.

COMMUNITY PARTNERSHIP FUND

Travel Medford is required to spend 5% of TLT funds on event promotion, which is done through the Community Partnership fund. The Tourism Council will monitor the Fund at monthly meetings. If a request of a minimum of \$4,000 is submitted for sponsorship, a three-person TMTTC Executive Committee is formed consisting of the Chair, Vice Chair and Past Chair, to determine funding approval. The Past Chair is identified as the most recent past chair who is not currently serving as the Chair or Vice Chair.

Balance Sheet

As of March 2023

3:38 PM
04/04/23
Accrual Basis

Travel Medford
Balance Sheet
As of March 31, 2023

	<u>Mar 31, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	323,334.43
107 - US Bank - Money Market	<u>203,043.82</u>
Total Checking/Savings	526,378.25
Accounts Receivable	
122 - Accounts Receivable	<u>96,559.04</u>
Total Accounts Receivable	<u>96,559.04</u>
Total Current Assets	622,937.29
Fixed Assets	
150 - Equipment	11,538.26
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	<u>-3,110.31</u>
Total Fixed Assets	<u>85,787.19</u>
TOTAL ASSETS	<u><u>708,724.48</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	<u>2,070.20</u>
Total Other Current Liabilities	<u>2,070.20</u>
Total Current Liabilities	<u>2,070.20</u>
Total Liabilities	2,070.20
Equity	
302 - Retained Earnings	403,196.96
Net Income	<u>303,457.32</u>
Total Equity	<u>706,654.28</u>
TOTAL LIABILITIES & EQUITY	<u><u>708,724.48</u></u>

Profit & Loss

March 2023

3:41 PM
04/04/23
Accrual Basis

Travel Medford Profit & Loss Budget Performance July 2022 through March 2023

		YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense				
Income				
	430 - Interest Income	89		
	440 - Occupancy Tax Income	1,218,363	1,106,188	1,541,864
	451 - Airport Ad Income	4,904	3,600	4,800
	452 - Brand Merchandise	7,396	15,750	21,000
	454 - Event Revenue	17,592		
	456 - Misc Revenue	45,000		
	Total Income	1,293,344	1,125,538	1,567,664
Expense				
540 - Administration				
	540.1 - Rent and Operations	31,984	31,984	42,646
	540.2 - Shared Salaries	47,155	47,177	62,902
	540.3 - Salaries	66,938	66,938	89,250
	540.4 - Benefits	14,037	14,340	19,568
	Total 540 - Administration	160,114	160,438	214,366
Office Expense				
	602 - Telephone	2,540	2,790	3,720
	604 - Postage	466	1,500	2,000
	606 - Supplies	2,598	900	1,200
	608 - Legal & Accounting	34,665	29,250	39,000
	Total Office Expense	40,269	34,440	45,920
Promotion Expense				
812 - Advertising				
	812.1 - Advertising Support	14,000	31,500	42,000
	812.2 - Salaries	166,257	175,875	234,500
	812.3 - Benefits	34,233	39,912	55,308
	812.4 - Giveaways	3,358	11,250	15,000
	812.5 - BrochDist/Fullfillment	13,178	5,790	7,719
	812.6 - Community Partnerships	74,954	57,825	77,100
	812.7 - Sust. Mkt. Traditional	57,380	51,750	69,000
	812.9 - DigitalSocialMedCampaign	134,009	207,000	276,000
	Total 812 - Advertising	497,368	580,902	776,628
813 - Sports Tourism				
	813.1 - SOSC	4,499	3,750	5,000
	813.2 - Sports Tourism	42,842	47,923	63,897
	Total 813 - Sports Tourism	47,342	51,673	68,897
	814 - Brochures & Printing	10,833	16,744	22,325
	816 - Art, Design Services	16,766	36,000	48,000

Tourism Trends

Tourism Trends

FEBRUARY 2023

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	51.6%	-18%	49.8%	-16%	52.6%	-5%
Average Daily Rate	\$102.59	-4%	\$111.03	-1%	\$147.29	7%
Rev. Per Available Room	\$52.96	-21%	\$55.29	-17%	\$77.41	2%

YEAR-TO-DATE

July-February

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	63.3%	-14%	61.7%	-12%	60.1%	-1%
Average Daily Rate	\$117.33	-1%	\$129.51	2%	\$169.56	10%
Rev. Per Available Room	\$74.31	-15%	\$79.88	-10%	\$101.97	9%
Room Demand	423,867	-7%	719,301	-6%	12.8 M	3%
Room Supply	669,279	8%	1,166,265	7%	21.3 M	4%
Room Revenue	\$49.7 M	-8%	\$93.1 M	-4%	\$2.1 B	13%

Sources: STR & AirDNA

Transient Lodging Tax: Actual vs. Prediction
2022 - 2023

	Actual	Prediction	Difference	Collected from Intermediaries	Collected After the Last Day of the Month
JUL	\$ 164,911.10	\$ 172,446.62	\$ (7,535.52)	\$ 31,890.89	\$ -
AUG	\$ 198,725.77	\$ 154,003.41	\$ 44,722.36	\$ 33,393.34	\$ 17,672.56
SEP	\$ 177,384.56	\$ 137,368.67	\$ 40,015.89	\$ 28,015.19	\$ -
OCT	\$ 146,234.93	\$ 142,805.62	\$ 3,429.31	\$ 24,009.08	\$ 200.00
NOV	\$ 137,722.70	\$ 115,558.80	\$ 22,163.90	\$ 21,674.12	\$ 3,542.00
DEC	\$ 105,447.26	\$ 96,297.73	\$ 9,149.53	\$ 18,426.26	\$ -
JAN	\$ 101,023.42	\$ 87,384.70	\$ 13,638.72	\$ 17,268.96	\$ -
FEB	\$ 90,354.40	\$ 88,005.11	\$ 2,349.29	\$ 13,170.35	\$ -
MAR	\$ 96,559.04	\$ 112,317.44	\$ (15,758.40)	\$ 19,701.47	\$ -
APR					
MAY					
JUN					
TOTAL	\$1,218,363.18	\$1,106,188.10	\$ 112,175.08	\$ 207,549.66	

Year-Over-Year Comparison
2022 - 2023

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2021 - 2022	TLT 2022 - 2023	Difference	Lodging Occ.% 2021 - 2022	Lodging Occ.% 2022 - 2023	Lodging ADR 2021 - 2022	Lodging ADR 2022 - 2023
JUN	JUL	AUG	\$ 173,126.72	\$ 164,911.10	\$ (8,215.62)	90.7%	84.3%	\$ 125.58	\$ 132.84
JUL	AUG	SEP	\$ 211,736.62	\$ 198,725.77	\$ (13,010.85)	90.0%	78.8%	\$ 141.38	\$ 139.54
AUG	SEP	OCT	\$ 165,459.25	\$ 177,384.56	\$ 11,925.31	80.8%	78.0%	\$ 133.99	\$ 132.12
SEP	OCT	NOV	\$ 141,444.65	\$ 146,234.93	\$ 4,790.28	81.2%	73.4%	\$ 120.01	\$ 123.57
OCT	NOV	DEC	\$ 140,586.50	\$ 137,722.70	\$ (2,863.80)	80.1%	65.6%	\$ 115.99	\$ 116.47
NOV	DEC	JAN	\$ 115,725.84	\$ 105,447.26	\$ (10,278.58)	71.9%	58.9%	\$ 110.65	\$ 104.98
DEC	JAN	FEB	\$ 106,815.82	\$ 101,023.42	\$ (5,792.40)	65.7%	53.7%	\$ 102.71	\$ 99.43
JAN	FEB	MAR	\$ 89,809.26	\$ 90,354.40	\$ 545.14	61.1%	47.4%	\$ 98.73	\$ 100.57
FEB	MAR	APR	\$ 100,363.22	\$ 96,559.04	\$ (3,804.18)	66.5%	51.6%	\$ 104.21	\$ 102.59
MAR	APR	MAY	\$ 120,647.71			70.3%		\$ 107.34	
APR	MAY	JUN	\$ 124,525.50			71.8%		\$ 108.39	
MAY	JUN	JUL	\$ 144,892.87			74.0%		\$ 118.07	
		YTD	\$1,245,067.88	\$1,218,363.18	-\$26,704.70				

*NOTE: Lodging includes hotels and intermediaries (AirBnb, VRBO)

Visitor Information Through March 2023

RV International – Medford Airport Welcome Center Data

2022 - 2023

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Total Interactions
JUL	231	109	1,530	1,178	2,395	5,443
AUG	234	104	1,304	1,100	2,765	5,507
SEP	236	92	1,194	992	2,685	5,199
OCT	193	84	1,025	868	2,526	4,696
NOV	207	76	706	726	2,156	3,871
DEC	199	62	664	764	1,351	3,040
JAN	131	49	204	371	1,201	1,956
FEB	109	25	167	376	1,134	1,811
MAR	152	62	244	362	1,234	2,054
APR						
MAY						
JUN						
TOTAL	1,690	663	7,038	6,737	17,447	33,575
TOTAL YTD 21-22	873	223	2,476	2,201	11,436	16,336
% Chg	94%	197%	184%	206%	53%	106%

Event Promotion / Community Partnership

Fund Tracker Through March 2023

TRAVEL MEDFORD COMMUNITY PARTNERSHIP FUND 2022 - 2023 APPLICATION TRACKER

	Date of Event	Amount Requested	Amount Awarded	Status	Notes	
1	Sasquatch Open Pro AM	July 29-31	\$1,500	\$1,000	Paid	200 lip balm provided for bags
2	Southern Oregon Classic	June 1, 2023	\$6,000	\$6,000	Paid	Paid \$5,000 in 2021-2022
3	Rockafest 2022	August 20, 2022	\$10,000	\$1,500	Paid	\$1,000 toward radio campaign
4	Oregon Wine Experience	August 17-21	\$5,000	\$5,000	Paid	
5	SOHS - Christmas at Hanley	Dec. 15-18, 2022	\$1,500	\$1,500	Paid	9000 bulbs to decorate the trees and grounds. All of the funds went toward the lighting order (which totals more than \$25,000).
6	Tee it Up for Timbers Golf Tournament	Oct. 14, 2022	\$5,000	\$500	Paid	Hole Sponsor
7	USA Softball Fall Classic	Oct. 7-9, 2022	\$5,000	\$0	Paid	Taken out of 826 budget line item
8	Heart of the Rogue Festival	Oct. 14-15, 2022	Not specified	\$38,075	Paid	Ongoing expenses
9	Rogue Valley Farm Tour	July 16, 2022	\$2,000	\$1,000	Paid	\$1,000 cover the costs of printed brochures & paid advertisements. Marketing efforts include social media ads, local email blasts, digital media ads, and a banner over Central Ave in Medford.
10	Rogue Valley Hockey Association	Jan 13th-16th, 2023	\$1,500	\$1,500	Paid	\$1,500 is towards buying ice time and swag gifts.
11	ACO Oregon Majors Cornhole Tournament	Feb 2,3 & 4, 2023	\$5,000	\$5,000	Paid	SOSC will kick off the ACO Majors Cornhole Tournament on February 2nd at Wild river Brewing and Pizza Co. which is one of our sponsors for the tournament. The ACO tournament will follow in a two-day corn hole tournament on February 3rd & 4th, located at the Medford Armory. The ACO tournament is an annual event, the first year of a three-year contract, and will be hosted at the new Rogue X for the following two years to come. \$5,000 will be distributed towards event promotion, signage, and venue rental. The first year will require the most funding due to the push in promoting out-of-town attendees for this year and the subsequent years.
12	Downtown Medford Association/ Bikes N Brews	October 14, 2023	\$1,500	\$0	Paid in 2021-2022	Fundraiser Bike ride for DMO. Bikes N Brews will be part of the 2023 HOTR. Proceeds will help continue the downtown community of Medford. Marketing Plan : 2,500 rack cards, 500 full colors posters-distributed to the area & out-of-town bike shops, and hotels. Visitor center. Social media ads, radio & television
13	Southern Oregon Motorsport	Mar-Oct, 2023	\$5,000	\$5,000	Paid	Local TV, Radio, and regional advertising for our out-of-state drivers and fans
14	Brews, Bluegrass, and BBQ	June 3, 2023	\$1,500	\$1,500	Paid	<ul style="list-style-type: none"> •RVFSN Monthly Newsletter starting with a save the date in March •RVFSN and Rogue Flavor Guide social media accounts (Facebook and Instagram) •Feature on homepage of RVFSN website •Press Release in May •Full page ad in RFG - releases in March •Personal outreach by RVFSN staff/council/steering committee •Print flyers posted around Medford, Ashland and Grants Pass - •Print/digital ads sponsored by MFC as outlined in Jeff Jones marketing package
15	Alba Sister City Association	March 31, 2023	\$1,500	\$1,500	Paid	These funds would be used to pay for the export and tax costs to ship our wines, Harry and David Chocolates, Medford area brochures, and items for the booth. The event is in Alba, Italy, promoting Medford and future visitation.
16	Rogue Valley Growers & Crafters Market	Mar-Nov, 2023	\$2,000	\$2,000	Paid	The farmers' markets have been operating for 36 seasons now. Marketing them by word of mouth, social media, print ads, flyers, etc. Requesting funding with needed market supplies to be operational. This includes two pop-up canopy tents, two tablecloths, and an electrical spider box.
17	SOPA Medford Summer Classic PickleballTornmanet	June 2-4, 2023	\$2,000	\$1,000	Paid	Maintain the courts and equipment, provide clinics, ladder play, and league play for the community of all ages. Put on social events for National Pickleball Day and social play at different locations within the Rogue Valley. Provide grants for individuals in need who would like to play.
18	Pear Blossom Festival	April 8, 2023	\$3,500	\$3,500	Paid	<p>Marketing Plan</p> <ul style="list-style-type: none"> Newspaper ads for all events-start date Jan-April Facebook Posts-Weekly on all events Website Presence for all events TV Commercials-run Mar-April for all events KTVL, FOX26, KDRV, KOBI, The Dove Sneak Preview-run Mar & April for all events Poster/Calendar-posted in businesses in Rogue Valley Lamar Outdoor Boards-Event Info rolls daily, every hour March to April Links to Sponsors Posters/Flyers for all events in various Sponsor and Event Outlets What to Do in Southern Oregon-Posting weekly for all events/Facebook & Instagram Facebook Events in Area
19	The Rogue Music Festival	June 16, 2023	\$10,000			These funds will be used to pay expenses that are currently totaling over 3.5 million to hold the event. Travel Medford will be the logo sponsor for the 12000 GA Wristbands that we will be printing.
20	Country Night With a post-game concert (Medford Rogues Baseball Game)	June 3, 2023	\$1,000	\$1,000		Pay for the Fogline Band
TOTAL				\$76,575		