

TOURISM COUNCILORS

Bonny Panchal, Chair
Ramada by Wyndham

Sarah Strickler, Vice Chair
Grown Rogue/Downtown Medford
Association Liaison

Eric Strahl, Past Chair
Craterian Theater

Adam Benson
Tap & Vine at 559

Gloria Thomas
Lady Geneva Bed & Breakfast

Lindsey Rice
Rogue Valley Zipline Adventures

Mike Doil
Rogue Valley International-Medford Airport

Rachel Koning
Common Block Brewing Company

Ryan Torres
Merete Hotel Management

Vince Domenzain
Stone Ridge Golf Club/Southern Oregon
Sports Commission Liaison

Wendy Baker
Hilton Garden Inn & Homewood Suites

Cooper Whitman
The Chamber of Medford & Jackson
County Liaison / Pacific Power

Kevin Stine
Medford City Council Liaison

TRAVEL MEDFORD STAFF
T.J. Holmes
Senior Vice President

Angela Wood
Director of Sales & Visitor Services

Carole Skeeters-Stevens
Chief Marketing Officer

Celeste Moreno
Creative Director

Darren Van Lehn
Director of Sports Development

Haley Sullivan
Marketing Specialist

Katelyn Hanson
Sports Marketing & Event Coordinator



Travel Medford Tourism Council
August 27, 2025 | 3:30 p.m.
Compass Hotel by Margaritaville

AGENDA

- I. 3:30 – Meeting Call to Order & Chair Message – *Bonny*
- II. 3:35 – Approval of June 25, 2025 minutes – *Bonny* page 2
- III. 3:40 – Financial Report – *T.J.*
 - *June 2025* page 6
 - *July 2025* page 10
- IV. 3:45 – Travel Medford Report – *T.J.*
 - *TMTC Documents for FY 25-26* pages 17-18
 - *FY 25-26 Industry Events* page 19
- V. 3:50 – Creekside Quarter Update – *Kevin Stine & Nick Card*
- VI. 4:10 – Tourism Promotion/Marketing Update – *Carole*
- VII. 4:20 – Event Promotion Update – *Katelyn* page 15
- VIII. 4:25 – Visitor Services Update – *Angela* page 16
- IX. 4:30 – Sports Tourism Update – *Darren*
 - *Sports Tourism Strategic Plan* emailed
- X. 4:50 – TMTC Roundtable Updates & Other Business
- XI. 5:00 – Appetizers & Refreshments on Patio (*optional*)

NEXT MEETING: Sept. 24, 2025 at Craterian Theater

Upcoming important Travel Medford standing meeting dates & events:

Labor Day Holiday	Sept. 1	Office Closed
Excellence In Business Awards	Sept. 11	Rogue X
Travel And Words Conference	Sept. 21-23	Hilton Garden Inn
ACO Medford Major	Oct. 9-11	Rogue X

Travel Medford Mission

Increase lodging 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 June 25, 2025

Present: Eric Strahl, Bonny Panchal, Adam Benson, Gloria Thomas, JoJo Howard, Lindsey Rice, Mike Doil, Rachel Koning, Ryan Torres, Sarah Strickler, Vince Domenzain, Wendy Baker, Cooper Whitman, Kevin Stine

Staff: Angela Wood, Carole Skeeters-Stevens, Celeste Moreno, Darren Van Lehn, Katelyn Hanson, Haley Sullivan, T.J. Holmes

Absent: None

Introductions & Chair Message: Eric thanked everyone for their support during his three years as Chair. Haley was introduced to the group as the Marketing Specialist.

Minutes: Minutes from the May 28, 2025 meeting were reviewed. A motion to accept the minutes was made by Bonny. Ryan seconded. Motion carried.

Financial Report (T.J.)

- The May balance sheet and profit & loss statement in the packet were reviewed
- May TLT was \$113K. Intermediaries portion was \$25K, a record for May (+3% YOY)
- TLT is +4% YTD (\$59K) above projections and +4% YOY
- Total income is +9.5% to projections, comments on specific line items including grant revenue, event promotion and digital advertising, special projects & programs
- A motion to accept the financial report as presented was made by Gloria. Mike seconded. Motion carried.

TMTC Elections/Appointments (Eric)

- Eric referred to the memo in the packet about Chair & Vice Chair elections. Bonny was nominated as Chair, Sarah as Vice Chair, Eric transitions to Past Chair to make up the TMTC Executive Committee. Lindsey motioned to approve Executive Committee appointments as presented and reappoint everyone on TMTC for FY 2025-26. Rachel seconded. Motion approved by the group.

Marketing Update (Carole)

- An RFP was distributed for PR Services to four firms. Only Field Day PR, which Travel Medford is currently working with on a short-term basis, submitted a response. Carole provided a copy of the RFP for TMTC to review. TMTC will award Field Day the contract and enter an agreement with them.
- Expedia campaign generated over \$1.9 million in Medford lodging revenue and 16,000 room nights. In total, 32 properties benefitted from the campaign.

Event Promotion (Katelyn & Carole)

- Community Partnership Grant Fund tracker sheet in the packet was referenced
- The TMTC Executive Committee met and reviewed first round of applications in Cycle 1 for FY 2025-26. Katelyn referred to the memo on grant funding allocation in the TMTC packet recommending 24 events be supported with \$68,500 in support. Ryan moved to approve the recommended amounts by the TMTC Executive Committee as presented. Bonny seconded. Motion carried by the group.
- Savor Southern Oregon was an overall successful event. Attendance included people from 48 zip codes and 12 states. Comments on costs and sponsorships, feedback was received from participating wineries. Positive media coverage for the wine competition and the grand tasting, held a FAM trip and hosted influencers as well. Expectation is to have it come back for a second year, it provided a signature event for key pillar of the Rogue Valley.

Travel Medford Report (T.J.)

- Tourism Trends were referenced in the meeting packet
- Legislative updates on HB 2977, HB 3962
- Comments on the Creekside Quarter project moving forward. City Council is discussing a TLT increase for the November ballot. City Council will discuss on July 16.

Sports Update (Darren)

- Southern Oregon Pickleball Association got approval to break ground on 25 courts at Wes Howard Memorial Sports Park
- Know Your Role scholarship was awarded to Paige Schiffer who is going to West Point.
- Huddle Up Group had final presentation of sports tourism strategic plan on June 4. Will be available over the summer to distribute to TMTC
- Know Your Role Night at the Medford Rogues is June 25 following TMTC.

Visitor Services (Angela)

- Savor Southern Oregon wine passport drove engagement and captured attendee data. Had over 400 check-ins for the event at different winery booths
- Volunteer recruitment for the airport is ongoing

TMTC Roundtable (Various)

- Sarah shared information about the nicotine tax bill.
- Mike shared MFR is #2 among small airports in the nation for seat growth, #1 in Western region. Oregon is #1 in the West for seat growth

TLT Trends for FY 2024-25

Transient Lodging Tax: Actual vs. Prediction 2024 - 2025

	Actual	Prediction	Difference	Collected from Intermediaries
JUL	\$ 191,923	\$ 181,749	\$ 10,174	\$ 36,543
AUG	\$ 197,955	\$ 185,506	\$ 12,449	\$ 36,269
SEP	\$ 159,313	\$ 160,849	\$ (1,537)	\$ 31,131
OCT	\$ 148,022	\$ 143,800	\$ 4,222	\$ 27,557
NOV	\$ 149,040	\$ 115,332	\$ 33,707	\$ 23,995
DEC	\$ 108,335	\$ 97,808	\$ 10,527	\$ 21,254
JAN	\$ 91,883	\$ 92,184	\$ (302)	\$ 18,835
FEB	\$ 99,284	\$ 89,947	\$ 9,337	\$ 16,854
MAR	\$ 109,532	\$ 100,122	\$ 9,409	\$ 20,796
APR	\$ 111,877	\$ 116,453	\$ (4,575)	\$ 25,860
MAY	\$ 113,850	\$ 137,701	\$ (23,852)	\$ 25,016
JUN	\$ 155,444	\$ 164,881	\$ (9,437)	\$ 34,435
TOTAL	\$ 1,636,457	\$ 1,586,333	\$ 50,124	\$ 318,546

NOTE: Intermediary TLT is included in Actual TLT

Year-Over-Year Comparison 2024 - 2025

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2023-24	TLT 2024-25 Projection	TLT 2024-25	24-25 Actual vs. Projection	Lodging Occ.% 2023-24	Lodging Occ.% 2024-25	Lodging ADR 2023 - 2024	Lodging ADR 2024 - 2025
JUN	JUL	AUG	\$ 178,363	\$ 181,749	\$ 191,923	\$ 10,174	76.5%	78.0%	\$ 130.87	\$ 133.91
JUL	AUG	SEP	\$ 186,228	\$ 185,506	\$ 197,955	\$ 12,449	74.0%	80.3%	\$ 136.21	\$ 138.01
AUG	SEP	OCT	\$ 156,880	\$ 160,849	\$ 159,313	\$ (1,537)	71.0%	72.1%	\$ 126.85	\$ 128.54
SEP	OCT	NOV	\$ 150,616	\$ 143,800	\$ 148,022	\$ 4,222	71.9%	69.8%	\$ 121.41	\$ 120.10
OCT	NOV	DEC	\$ 130,725	\$ 115,332	\$ 149,040	\$ 33,707	62.4%	65.5%	\$ 113.13	\$ 115.48
NOV	DEC	JAN	\$ 100,368	\$ 97,808	\$ 108,335	\$ 10,527	55.4%	55.5%	\$ 103.00	\$ 105.64
DEC	JAN	FEB	\$ 96,237	\$ 92,184	\$ 91,883	\$ (302)	49.9%	47.3%	\$ 98.05	\$ 99.63
JAN	FEB	MAR	\$ 94,036	\$ 89,947	\$ 99,284	\$ 9,337	46.7%	51.0%	\$ 97.12	\$ 103.82
FEB	MAR	APR	\$ 96,826	\$ 100,122	\$ 109,532	\$ 9,409	51.6%	57.2%	\$ 98.53	\$ 107.19
MAR	APR	MAY	\$ 112,295	\$ 116,453	\$ 111,877	\$ (4,575)	57.3%	58.6%	\$ 102.75	\$ 106.89
APR	MAY	JUN	\$ 120,112	\$ 137,701	\$ 113,850	\$ (23,851)	59.6%	61.7%	\$ 105.79	\$ 107.16
MAY	JUN	JUL	\$ 152,093	\$ 164,881	\$ 155,444	\$ (9,437)	67.2%	68.6%	\$ 118.50	\$ 121.48
		YTD	\$ 1,302,575	\$ 1,586,333	\$ 1,636,457	\$ 50,124	62.0%	63.9%	\$ 115.03	\$ 117.62

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

*ADR: Average Daily Rate

TLT Trends for FY 2025-26

Transient Lodging Tax: Actual vs. Prediction

2025 - 2026

	Hotels	Intermediaries	Total TLT	Prediction	Difference
JUL	\$ 137,168	\$ 39,608	\$ 176,776	\$ 182,334	\$ (5,558)
AUG					
SEP					
OCT					
NOV					
DEC					
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
TOTAL	\$ 137,168	\$ 39,608	\$ 176,776	\$ 182,334	\$ (5,558)

NOTE: Shown is Travel Medford's share, which is 25% of the net TLT proceeds

Year-Over-Year Comparison

2025 - 2026

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2024-25	TLT 2025-26 Projection	TLT 2025-26	25-26 Actual vs. Projection	Lodging Occ.% 2024-25	Lodging Occ.% 2024-25	Lodging ADR 2023 - 2024	Lodging ADR 2024 - 2025
JUN	JUL	AUG	\$ 191,923	\$ 182,334	\$ 176,776	\$ (5,558)	78.0%	79.4%	\$ 134.25	\$ 133.63
JUL	AUG	SEP	\$ 197,955				80.3%		\$ 138.01	
AUG	SEP	OCT	\$ 159,313				72.1%		\$ 128.54	
SEP	OCT	NOV	\$ 148,022				69.8%		\$ 120.10	
OCT	NOV	DEC	\$ 149,040				65.5%		\$ 115.48	
NOV	DEC	JAN	\$ 108,335				55.5%		\$ 105.64	
DEC	JAN	FEB	\$ 91,883				47.3%		\$ 99.63	
JAN	FEB	MAR	\$ 99,284				51.0%		\$ 103.82	
FEB	MAR	APR	\$ 109,532				57.2%		\$ 107.19	
MAR	APR	MAY	\$ 111,877				58.6%		\$ 106.89	
APR	MAY	JUN	\$ 113,850				61.7%		\$ 107.16	
MAY	JUN	JUL	\$ 155,444				68.6%		\$ 121.48	
YTD			\$ 191,923	\$ 182,334	\$ 176,776	\$ (5,558)	78.0%	79.4%	\$ 134.25	\$ 133.63

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

**ADR: Average Daily Rate*

Balance Sheet

Fiscal YTD Through June 2025

1:13 PM
07/11/25
Accrual Basis

Travel Medford
Balance Sheet
As of June 30, 2025

	<u>Jun 30, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	27,154.07
107 - US Bank - Money Market	256,169.42
Total Checking/Savings	283,323.49
Accounts Receivable	
122 - Accounts Receivable	155,443.97
Total Accounts Receivable	155,443.97
Total Current Assets	438,767.46
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-37,767.39
Total Fixed Assets	96,535.87
TOTAL ASSETS	<u><u>535,303.33</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	9,556.04
Total Other Current Liabilities	9,556.04
Total Current Liabilities	9,556.04
Total Liabilities	9,556.04
Equity	
302 - Retained Earnings	486,672.48
Net Income	39,074.81
Total Equity	525,747.29
TOTAL LIABILITIES & EQUITY	<u><u>535,303.33</u></u>

Fiscal YTD Through June 2025

UPDATED JULY 11, 2025

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UPDATED JULY 11, 2025

July 2024 through June 2025							YTD Actual	YTD Budget
						Total 812.61 - Event Promotion	158,088	100,000
						812.7 - Sust. Mkt. Traditional	84,764	70,000
						812.9 - DigitalSocialMedCampaig	290,060	278,000
						Total 812 - Advertising	983,099	943,175
						813 - Sports Tourism		
						813.1 - SOSC	4,897	5,000
						813.2 - Sports Tourism	46,633	39,540
						813.3 - Salary	65,000	65,000
						813.4 - Benefits	14,884	21,360
						Total 813 - Sports Tourism	131,414	130,900
						814 - Brochures & Printing	60,698	18,000
						816 - Art, Design Services	63,633	60,000
						818 - Conv. Sales/Group Tours		
						818.1 - Conv. Sales/Group Tours	22,313	18,500
						818.2 - Salaries	59,055	59,055
						818.3 - Benefits	17,831	17,000
						Total 818 - Conv. Sales/Group Tours	99,199	94,555
						819- Promo Materials/Brand		
						819.1 - Promotional Partnership	0	3,000
						819.2 - Brand Merchandise	2,600	8,000
						Total 819- Promo Materials/Brand	2,600	11,000
						820 - Spec. Proj/Programs	53,616	16,564
						822 - Research	22,104	20,197
						824 - Website	16,494	19,000
						840 - Visitor Services		
						840.1 - Visitor Services	16,635	19,021
						840.4 - Airport		
						840.41 - Airport Ad Expense	5,039	3,400
						840.42 - Airport Support	25,452	32,300
						Total 840.4 - Airport	30,492	35,700
						Total 840 - Visitor Services	47,126	54,721
						Total Promotion Expense	1,479,983	1,368,113
						Sales & Travel		
						650 - Trade/Travel Shows/Confer		
						650.1 - Conferences	6,388	6,695
						650.3 - Tradeshows	2,995	2,600
						650.5 - Stakeholder Partnerships	850	1,000
						Total 650 - Trade/Travel Shows/Confer	10,233	10,295
						654 - Dues and Subscriptions	14,503	7,269

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07/11/25
Accrual Basis

Travel Medford
Profit & Loss Budget Performance
July 2024 through June 2025

UPDATED JULY 11, 2025

									YTD Actual	YTD Budget
								656 - Sales Travel, Meetings		
								656.1 - Conferences	12,830	15,300
								656.3 - Tradeshows	2,791	4,000
								656.7 - Local Sales/Meeting	15,458	16,680
								Total 656 - Sales Travel, Meetings	31,080	35,980
								Total Sales & Travel	55,815	53,544
								VOID	0	
								Total Expense	1,821,932	1,697,732
								Net Ordinary Income	52,675	-13,269
								Other Income/Expense		
								Other Expense		
								900 - Depreciation	13,600	
								Total Other Expense	13,600	
								Net Other Income	-13,600	0
								Net Income	39,075	-13,269

Balance Sheet

Fiscal 2025-26 Through July 2025

1:08 PM
08/12/25
Accrual Basis

Travel Medford
Balance Sheet
As of July 31, 2025

	<u>Jul 31, 25</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	54,952.35
107 - US Bank - Money Market	256,907.37
Total Checking/Savings	311,859.72
Accounts Receivable	
122 - Accounts Receivable	176,776.21
Total Accounts Receivable	176,776.21
Total Current Assets	488,635.93
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-37,767.39
Total Fixed Assets	96,535.87
TOTAL ASSETS	<u><u>585,171.80</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	9,556.04
Total Other Current Liabilities	9,556.04
Total Current Liabilities	9,556.04
Total Liabilities	9,556.04
Equity	
302 - Retained Earnings	536,398.32
Net Income	39,217.44
Total Equity	575,615.76
TOTAL LIABILITIES & EQUITY	<u><u>585,171.80</u></u>

Fiscal 2025-26 YTD Through July 2025

Travel Medford
Profit & Loss Budget Performance
July 2025

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Travel Medford
Profit & Loss Budget Performance
July 2025

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Travel Medford
Profit & Loss Budget Performance
July 2025

								YTD Actual	YTD Budget	Annual Budget
						656 - Sales Travel, Meetings				
						656.1 - Conferences		0	0	16,000
						656.3 - Tradeshowes		0	0	4,300
						656.7 - Local Sales/Meeting		902	1,300	16,000
						Total 656 - Sales Travel, Meetings		902	1,300	36,300
						Total Sales & Travel		1,935	5,165	63,035
						Total Expense		140,885	187,240	1,743,369
						Net Ordinary Income		39,217	-2,896	13,600
						Other Income/Expense				
						Other Expense				
						900 - Depreciation		0	1,133	13,600
						Total Other Expense		0	1,133	13,600
						Net Other Income		0	-1,133	-13,600
						Net Income		39,217	-4,029	0

Tourism Data Metrics

<u>June 2025</u> <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	79.4%	2%	78.0%	2%	72.7%	-1%
Average Daily Rate	\$133.63	-1%	\$152.42	2%	\$191.95	1%
Rev. Per Available Room	\$106.12	1%	\$118.96	3%	\$139.56	0%

<u>YEAR-TO-DATE</u> July '24 - June '25 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	64.0%	3%	61.1%	2%	59.8%	1%
Average Daily Rate	\$117.64	2%	\$130.49	2%	\$166.03	2%
Rev. Per Available Room	\$75.28	5%	\$79.76	4%	\$99.23	3%
Room Demand	668,369	4%	1.13 M	4%	19.8 M	2%
Room Supply	1.04 M	1%	1.85 M	2%	33.1 M	1%
Room Revenue	\$78.6 M	6%	\$147.1 M	6%	\$3.28 B	4%

Sources: STR & AirDNA. STR Data accounts for 23 of 39 hotel properties in Medford, accounting for 75% of the hotel rooms in Medford.

Visitor Services Tracking

Fiscal YTD Through July 2025

Rogue Valley Airport Visitor Kiosk Data

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Hootboard Interactions	Total Interactions	Arriving Flights	Passenger Capacity
JUL	155	17	626	349	2,387	1,549	4,928	274	22,550
AUG							0		
SEP							0		
OCT							0		
NOV							0		
DEC							0		
JAN							0		
FEB							0		
MAR							0		
APR							0		
MAY							0		
JUN							0		
TOTAL	155	17	626	349	2,387	1,549	4,928	274	22,550
TOTAL YTD 24-25	178	42	456	429	2,676	1,198	4,801	240	23,071
% Chg	-13%	-60%	37%	-19%	-11%	29%	3%	14%	-2%

*Arriving Flights = when VIC was staffed

Other Visitor Services & Programs

	Visitors		Taste of the Rogue		Passports		Total	TOTAL INTERACTIONS	
	Downtown	Rogue X	Flights	Encounters	Sign Ups	Check-ins	Interactions		
JUL	155	1,242	14	234	16	35	1,682	JUL	6,610
AUG							0	AUG	0
SEP							0	SEP	0
OCT							0	OCT	0
NOV							0	NOV	0
DEC							0	DEC	0
JAN							0	JAN	0
FEB							0	FEB	0
MAR							0	MAR	0
APR							0	APR	0
MAY							0	MAY	0
JUN							0	JUN	0
TOTAL	155	1,242	14	234	16	35	1,682	TOTAL	6,610
TOTAL YTD 24-25	100	1,935	9	80	41	6	2,162	TOTAL YTD 24-25	6,963
% Chg	55%	-36%	56%	193%	-61%	483%	-22%	% Chg	-5%

*Note: Started tracking at Rogue X in January 2024

Event Promotion Tracker

Community Partnership Grant Fund

Fiscal YTD Through July 2025

Event Promotion Tracking FY 2025-26

Community Partnership Grant Fund (812.6)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
2025 Events						
1	Folk Collective Summer Series (in Medford)	Summer	\$1,500		\$1,500	Arts & Culture
2	Craterian Theater	Aug-June	\$3,500		\$3,500	Arts & Culture
3	Sasquatch Open Pro Am	Aug	\$1,000		\$1,000	Sports & Recreation
4	Britt Music & Arts Festival	July-Sept	\$2,500		\$2,500	Arts & Culture
5	Challenger Invitational Volleyball	Aug	\$2,000		\$2,000	Sports & Recreation
6	Southern Oregon Golf Championships	Aug	\$1,000		\$1,000	Sports & Recreation
7	Cascade Girl OR Honey & Mead Festival	Sept	\$500		\$500	Food, Wine & Agritourism
8	Medford Rogue Rotary Pickleball Fest	Sept	\$1,000		\$1,000	Sports & Recreation
9	Dia de Los Muertos	Nov	\$1,500		\$1,500	Arts & Culture
2026 Events						
10	CEVA Rogue Valley Classic	Mar	\$2,500		\$2,500	Sports & Recreation
11	Southern Oregon Speedway	Apr-Sept	\$5,000		\$5,000	Sports & Recreation
12	Southern Oregon Open	May	\$3,500		\$3,500	Sports & Recreation
13	Southern Oregon Classic & Culinary Feast	June	\$3,200	\$1,800	\$5,000	Sports & Recreation
TOTAL			\$28,700	\$1,800	\$30,500	

Rogue X Events (812.62)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
1	ACO Medford Major - Fall	Oct 2025	\$3,500		\$3,500	Sports & Recreation
2	ACO Medford Major - Winter	Jan 2026	\$3,500		\$3,500	Sports & Recreation
3	49th Annual Medford Rod & Custom Show	Apr 2026	\$3,000		\$3,000	Sports & Recreation
TOTAL			\$10,000	\$0	\$10,000	

Downtown Events (812.63)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
1	32nd Great Medford Multicultural Fair	Sept 2025	\$2,500		\$2,500	Downtown
2	Forks & Friends	Oct 2025	\$5,000		\$5,000	Downtown
3	The Rogue Marathon	Oct 2025	\$1,500	\$5,000	\$6,500	Downtown
4	Ride For A Cause	Oct 2025	\$0	\$1,500	\$1,500	Downtown
5	Winter Lights Festival	Dec 2025	\$2,500		\$2,500	Downtown
6	Rogue Comic Con	May 2026	\$2,000		\$2,000	Downtown
TOTAL			\$13,500	\$6,500	\$20,000	

Lithia & Driveway Fields Events (826)

#	Event Name	Event Month	Funds Awarded	Other Contributions	Total Support	Event Classification(s)
1	USA Softball Fall Showcase	Oct 2025	\$5,000		\$5,000	Sports & Recreation
2	Cascade Collegiate Conference Soccer	Nov 2025	\$5,000		\$5,000	Sports & Recreation
TOTAL			\$10,000	\$0	\$10,000	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Funds Awarded	Other Contributions	Total Support
Arts & Culture	4	\$9,000	\$0	\$9,000
Downtown	6	\$13,500	\$6,500	\$20,000
Food Wine & Agritourism	1	\$500		\$500
Sports & Recreation	13	\$39,200	\$1,800	\$41,000
TOTAL	24	\$62,200	\$8,300	\$70,500



Travel Medford Tourism Council 2025 - 2026 Meeting Schedule

*TMTC Meetings are usually held on the last Wednesday of the month.
Optional Tours of locations to begin approximately at 3 p.m.*

No July Meeting

August 27, 2025	Compass Hotel by Margaritaville	3:30-5 p.m.
Sept. 24, 2025	Craterian Theater <i>Focus: Strategic Planning Prep/Discussion</i>	3:30-5 p.m.
Oct. 29, 2025	Rogue X <i>Focus: Annual Strategic Planning Session & Carryover Allocation</i>	3HR / 1-4 p.m.
Nov. 19, 2025	Copper Plank	3:30-5 p.m.

No December Meeting

Jan. 28, 2026	Southern Oregon Historical Society <i>Tour of New Event Center in downtown Medford</i>	3:30-5 p.m.
Feb. 25, 2026	EdenVale Winery	3:30-5 p.m.
March 25, 2026	Harry & David <i>Note: Tour begins at 2:45</i>	3:30-5 p.m.
April 29, 2026	Dunbar Farms <i>Focus: Tourism Trends for Next Fiscal Year</i>	3:30-5 p.m.
May 27, 2026	Chamber of Medford & Jackson County* <i>Focus: Annual Budget Acceptance</i>	3:30-5 p.m.
June 24, 2026	TBD <i>Focus: Chair & Vice Chair Elections</i>	3:30-5 p.m.

Tourism Council 2025-26

Bonny Panchal, Chair

Ramada by Wyndham

ramada58908@outlook.com

541-944-7538

TMTC since May 2023

Industry: Lodging

Sarah Strickler, Vice Chair

Grown Rogue/Downtown Medford Liaison

sarah@grownrogue.com

541-941-4295

TMTC since November 2022

Industry: Downtown

Eric Strahl, Past Chair

Craterian Theater

eric@craterian.org

541-601-4337

TMTC since FY 2018-19

Industry: Performing Arts

Adam Benson

Tap & Vine, Butterfly Club

Adam@tapandvine559.com

541-779-2474

TMTC since September 2024

Industry: Restaurants

Gloria Thomas

Lady Geneva Bed & Breakfast

ladygenevabb@gmail.com

541-930-1148

TMTC since October 2021

Industry: Lodging

Lindsey Rice

Rogue Valley Zipline Adventure

info@rvzipline.com

541-890-3395

TMTC since before 2015

Industry: Attractions

Mike Doil

RV International-Medford Airport

DoilMH@jacksoncounty.org

541-608-3504 (office)

TMTC since May 2023

Industry: Transportation

Rachel Koning

Common Block Brewing Company

Rachel@commonblockbrewing.com

541-601-8031

TMTC since FY 2017-18

Industry: Restaurants

Ryan Torres

Merete Hotel Management

rtorres@meretehotels.com

541-556-3930

TMTC since May 2024

Industry: Lodging

Vince Domenzain

Stone Ridge Golf Club/SOSC Liaison

vdomenzain@pga.com

541-944-8156

TMTC since FY 2016-17, Oct. 2021-Current

Industry: Sports

Wendy Baker

Hilton Garden Inn & Homewood Suites

wendy.baker@hilton.com

541-261-7821

TMTC since FY 2019-20

Industry: Lodging

Kevin Stine, City Liaison

Medford City Council

kevin.stine@cityofmedford.org

541-301-7062

TMTC since January 2022

Industry: City of Medford

Cooper Whitman, Chamber Liaison

Pacific Corp

Cooper.Whitman@PacifiCorp.com

O: 541-776-5406 | C: 971-707-0386

TMTC since August 2024

Industry: Chamber Liaison

Fiscal Year 2025-26 Calendar of Industry & Local Events

DATE	EVENT	LOCATION
Sept. 11	Chamber's Excellence In Business Awards	Rogue X
Sept. 13	Oregon Honey & Mead Festival	EdenVale Winery
Sept. 21-23	Travel And Words Conference	Hilton Garden Inn
Sept. 24	TMTC	The Craterian Theater
Sept. 27	Greater Medford Multicultural Fair	Pear Blossom Park
Oct. 9	ACO Kickoff Party - TMTC welcome!	Rogue X
Oct. 10-11	ACO Medford Major (Fall)	Rogue X
Oct. 10-12	USA Softball College Exposure Fall Classic	Lithia & Driveway Fields
Oct. 11	The Rogue Marathon	Pear Blossom Park
Oct. 11	Ride for a Cause	Pear Blossom Park
Oct. 17-23	Forks & Friends (DMA Event)	Downtown Restaurants
Oct. 29	TMTC - Strategic Planning Session	Rogue X
Nov. 4	Election Day - Medford Ballot Measure 15-238	Medford
Nov. 8-12	CCC Soccer Championships	Lithia & Driveway Fields
Nov. 13	Travel Southern Oregon - RV Stakeholder Meeting	TBD
Nov. 19	TMTC	Copper Plank
Nov. 19	City Council Presentation: '24-25 Annual & '25-26 Q1	City Hall
Dec. 6	Medford Winter Lights Festival	Pear Blossom Park
Jan. 9	Know Your Role Night - Rogue Valley Royals (hockey)	RRRink
Jan. 28	TMTC	SO Historical Society
Jan. 29	ACO Kickoff Party - TMTC welcome!	Rogue X
Jan. 30-31	ACO Medford Major (Winter)	Rogue X
Feb. 22-23	Travel Southern Oregon's Travel Jam	Rogue Valley CC
Feb. 25	TMTC	EdenVale Winery
March 9-11	Travel Oregon's Governor's Conference on Tourism	Portland
March 25	TMTC	Harry & David
April 10-11	Pear Blossom Festival	Downtown
April 18-19	49th Medford Rod & Custom Show	Rogue X
April 29	TMTC	Dunbar Farms
May 1	SOSC Golf Tournament	Stone Ridge Golf Club
May 3-9	National Travel & Tourism Week	
May 8-10	Southern Oregon Open (basketball)	Rogue X
May 9	Made in Southern Oregon	Central Point
May 10	Art In Bloom	Downtown Medford
May 11	Chamber Forum - hosted by Travel Medford	Rogue Valley CC
May 16-17	Rogue Comic Con	Pear Blossom Park
May 22-25	Rogue Memorial Challenge Soccer Tournament	LAD & Various
May 27	TMTC - Budget review	Medford Chamber
June 6	Southern Oregon Culinary Feast	Centennial Golf Course
June 12-13	Savor Southern Oregon	Bigham Knoll
June 24	TMTC	TBD