

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

Lucinda DiNovo
Compass Hotel by Margaritaville

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

Mike Kerlinger
Medford City Council Liaison

*TMTC Executive Committee

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
Feb. 25, 2026 | 3:30 p.m.
Edenvale Winery

AGENDA

- I. 3:00 – *Optional Tour & Questions at Edenvale Winery*
- II. 3:30 – Meeting Call to Order & Chair Message – *Bonny*
- III. 3:35 – Approval of Jan. 21, 2026 minutes – *Bonny* page 2
- IV. 3:40 – Financial Report (January) – *T.J.* page 5
- V. 3:45 – Travel Medford Report – *T.J.*
- VI. 3:50– Event Promotion Update – *Katelyn* page 11
 - Community Partnership Grant Guideline Discussion
- VII. 4:20 – Tourism Promotion Update – *Carole*
- VIII. 4:30 – Sports Tourism Update – *Darren*
- IX. 4:40 – TMTC Roundtable Updates & Other Business
 - March Meeting: Short-Term Rental Panel/Discussion

NEXT MEETING: March 25, 2026 at Harry & David

Upcoming important Travel Medford standing meeting dates & events:

Gov. Conference on Tourism	March 9-11	Portland Conv. Center
‘We Are Rogue Valley’ Premiere	March 19	El Paraiso (downtown)
Pear Blossom Festival	April 10-11	Downtown Medford
SOSC Golf Tournament	May 1	Stone Ridge Golf Club
National Travel & Tourism Week	May 3-9	Nationwide
Chamber Forum on Tourism	May 11	Rogue Valley CC
Savor Southern Oregon	June 12-13	Bigham Knoll

See Page 12 for more industry events

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 Jan. 21, 2026

Present: Adam Benson, Eric Strahl, Gloria Thomas, Lindsey Rice, Lucinda DiNovo, Rachel Koning, Ryan Torres, Sarah Strickler, Wendy Baker, Cooper Whitman, Kevin Stine

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

Absent: Bonny Panchal, Mike Doil, Vince Domenzain

Guest: Warren Ng (City of Medford)

Minutes: Minutes from the Jan. 21, 2026 meeting were reviewed. A motion to accept the minutes was made by Sarah. Wendy seconded. Motion carried.

Financial Report (T.J.)

- The November and December balance sheet and profit & loss statements in the packet were reviewed.
- TLT was \$1123K. Intermediaries portion was \$28K, both a record for December
- TLT is +1% YTD (+\$9K) above projections and 1% YOY. We're on record pace through 6 months.
- Total income is +0.5% to projections. Comments on specific budget line items including ad income (451), event promotion (812.6), brochures and printing (814).
- Motion to accept the financial report as presented was made by Sarah. Wendy seconded. Motion carried.

Travel Medford Report (T.J.)

- Tourism trends in the packet were referenced regarding occupancy, average daily rate, etc.
- WoodSprings Suites opened in December with 122 rooms to put Medford at 2,574 rooms
- Darren was accepted go through the 2026 Oregon Tourism Leadership Academy
- Travel Southern Oregon is hosting its Travel Jam (former symposium) Feb. 22-23 at the Rogue Valley Country Club. Encourage everyone to buy tickets to attend; Travel Medford is the title sponsor.
- Travel Medford will be applying for an Oregon Wine Country License Plate Grant to support promoting the wine industry.
- Updates on the legislative session on two TLT bills (HB 4134 and HB 4148)

Marketing Update (Carole)

- Travel Medford put out an RFP for a new website and received four proposals. Carole shared a breakdown of the proposals for TMTC's review. Recommendation is Madden Media with extensive experience with DMOs and the best value for the cost. Carryover from FY 2024-25 will be used as agreed on by TMTC in October 2025. Discussions on timeline beginning in February and a 6-month projected build out. AI and SEO are main focuses along with streamlining content with our pillars.
- Carole shared "Fry Family Farms" video in the "We Are Rogue Valley" docuseries that will be used in promoting the region through storytelling
- Expedia direct booking campaign results in the packet were referenced

- The 2026 Visitor Guide will go to print in February
- Carole is speaking on a panel at the Oregon Wine Symposium and hosting a media dinner the night before to promote Rogue Valley Wine Country and Savor Southern Oregon

Visitor Services (Angela)

- The City is finalizing wayfinding signs to direct people to our downtown visitor center
- Taste of the Rogue saw double the normal engagement after adding extra dates during the holidays
- Digital wine guide is the only passport active; we are working on a tournament passport for teams

Event Promotion (Katelyn)

- Community Partnership Grant Fund tracker sheet in the packet was referenced and highlighted the first cycle of the grants from the post-event reports. New process is working well with more than 1,000 room nights from events we supported.
- Next meeting will discuss event promotion grants to outline the guidelines before the next cycle opens

Sports Update (Darren)

- Highlights from events: Know Your Role Night at the Rogue Valley Royals was a success, South Medford HS band was in attendance for a great environment
- Upcoming events include American Cornhole Organization Medford Major (January 29-31). Kickoff party will feature Pro-Am with lots of city officials, elected officials and community leaders
- Darren attended the first meeting of the Oregon Outdoor Alliance to connect DMOs to people in the outdoor industries. Discussed how DMOs track and how to calculate impact in their industry
- Darren met with professional sports teams Timbers, Thorns and Trailblazers to foster connections in Southern Oregon with their franchises.
- Darren was invited to speak on a panel for the Oregon Outdoor Alliance with Travel Ashland, Visit Grants Pass and Travel Southern Oregon to talk about how to promote outdoor adventure in the region
- SOSOC Annual Report was completed in late 2025 to educate the community about SOSOC's value

TMTC Roundtable (Various)

- Sarah: The City unanimously passed the Economic Improvement District to go to hearing for downtown. Hearing is in February. DMA is also working to activate storefronts in downtown after receiving a grant. DMA retired "Ride For A Cause" and are looking for a new signature event.
- Lucinda: The Ko-Kwel Casino had its one-year anniversary and upgraded to 450 slot machines
- Kevin: Council is talking about the main street restriping/bike lane project; the United Soccer League presented to council and looking at bringing a team to Medford, they will have until November to evaluate next steps; Emeralds and Conference Center discussions are still happening; Mike Kerlinger is the new City Council Liaison starting in February.

TLT Trends for FY 2025-26

Transient Lodging Tax: Actual vs. Projection

2025 - 2026

	Hotels	Intermediaries	Total TLT	Projection	Difference
JUL	\$ 137,168	\$ 39,608	\$ 176,776	\$ 182,334	\$ (5,558)
AUG	\$ 171,037	\$ 37,664	\$ 208,701	\$ 199,081	\$ 9,620
SEP	\$ 140,226	\$ 36,774	\$ 177,000	\$ 169,159	\$ 7,841
OCT	\$ 117,002	\$ 29,152	\$ 146,154	\$ 149,577	\$ (3,424)
NOV	\$ 101,505	\$ 29,467	\$ 130,972	\$ 144,549	\$ (13,577)
DEC	\$ 100,006	\$ 23,489	\$ 123,495	\$ 108,944	\$ 14,551
JAN	\$ 66,673	\$ 24,204	\$ 90,877	\$ 96,077	\$ (5,199)
FEB					
MAR					
APR					
MAY					
JUN					
TOTAL	\$ 833,617	\$ 220,359	\$ 1,053,975	\$ 1,049,721	\$ 4,254

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

NOTE: Travel Medford will receive \$12,167 in March for late December and January payments

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.% 2025-26	Lodging ADR 2024-25	Lodging ADR 2025-26
JUN	JUL	AUG	\$ 191,923	\$ 182,334	\$ 176,776	\$ (5,558)	78.0%	79.4%	\$ 134.25	\$ 133.63
JUL	AUG	SEP	\$ 197,955	\$ 199,081	\$ 208,701	\$ 9,620	80.3%	80.9%	\$ 137.77	\$ 139.78
AUG	SEP	OCT	\$ 159,313	\$ 169,159	\$ 177,000	\$ 7,841	72.2%	75.6%	\$ 128.52	\$ 134.90
SEP	OCT	NOV	\$ 148,022	\$ 149,577	\$ 146,154	\$ (3,424)	69.8%	70.7%	\$ 119.90	\$ 126.37
OCT	NOV	DEC	\$ 149,040	\$ 144,549	\$ 130,972	\$ (13,577)	66.1%	65.5%	\$ 114.61	\$ 117.63
NOV	DEC	JAN	\$ 108,335	\$ 108,944	\$ 123,495	\$ 14,551	55.7%	56.7%	\$ 101.95	\$ 104.91
DEC	JAN	FEB	\$ 91,883	\$ 96,077	\$ 90,877	\$ (5,199)	47.7%	47.4%	\$ 96.24	\$ 96.54
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	\$ 1,046,471	\$ 1,049,721	\$ 1,053,975	\$ 4,254	66.9%	68.3%	\$ 122.39	\$ 124.31

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

*ADR: Average Daily Rate

Balance Sheet

Fiscal 2025-26 Through Jan. 2026

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02/05/26
Accrual Basis

Travel Medford
Balance Sheet
As of January 31, 2026

	<u>Jan 31, 26</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	228,562.48
107 - US Bank - Money Market	<u>261,141.93</u>
Total Checking/Savings	489,704.41
Accounts Receivable	
122 - Accounts Receivable	<u>90,877.22</u>
Total Accounts Receivable	<u>90,877.22</u>
Total Current Assets	580,581.63
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	<u>-45,700.77</u>
Total Fixed Assets	<u>88,602.49</u>
TOTAL ASSETS	<u>669,184.12</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	<u>18,826.44</u>
Total Other Current Liabilities	<u>18,826.44</u>
Total Current Liabilities	<u>18,826.44</u>
Total Liabilities	18,826.44
Equity	
302 - Retained Earnings	527,807.92
Net Income	<u>122,549.76</u>
Total Equity	<u>650,357.68</u>
TOTAL LIABILITIES & EQUITY	<u>669,184.12</u>

Profit & Loss

Fiscal 2025-26 YTD Through Jan. 2026

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02/05/26
Accrual Basis

Travel Medford Profit & Loss Budget Performance July 2025 through January 2026

										YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense												
Income												
										4,244	5,600	9,600
										1,053,975	1,049,721	1,635,139
										6,203	5,815	9,850
										1,921	2,180	3,630
										25,550	40,000	40,000
										33,674	47,995	53,480
										2,037	1,750	3,000
										1,000	0	51,000
										12,448	4,750	4,750
										1,107,378	1,109,816	1,756,969
Expense												
										26,615	26,615	45,625
										50,590	50,590	86,725
										66,967	66,967	114,800
										15,825	16,129	28,071
										159,996	160,300	275,221
Office Expense												
										2,260	2,520	4,320
										921	1,400	2,400
										1,918	1,400	2,400
										15,411	8,182	10,000
										20,510	13,502	19,120
Promotion Expense												
										50,502	69,768	110,976
										149,278	149,353	256,033
										30,759	31,451	56,269
										218	2,917	5,000
										21,113	17,520	24,320
										72,495	99,325	100,000
										10,000	10,000	10,000
										16,300	20,000	20,000
										10,500	10,000	10,000
										109,295	139,325	140,000

Tourism Data Metrics

<u>December 2025</u> <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	47.4%	-1%	44.4%	-2%	43.5%	-1%
Average Daily Rate	\$96.54	0%	\$104.56	1%	\$133.42	1%
Rev. Per Available Room	\$45.80	0%	\$46.44	-2%	\$58.10	0%

<u>YEAR-TO-DATE</u> July '25 - Dec. '25 <i>(Hotels + Intermediaries)</i>	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	66.0%	1%	65.4%	2%	61.7%	-2%
Average Daily Rate	\$122.50	3%	\$134.58	3%	\$175.00	3%
Rev. Per Available Room	\$80.83	4%	\$88.06	5%	\$107.98	1%
Room Demand	357,451	3%	693,035	3%	10.4 M	-1%
Room Supply	541,730	2%	1.06 M	1%	16.9 M	1%
Room Revenue	\$43.8 M	6%	\$93.3 M	6%	\$1.82 B	2%

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 Jan. 2026

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	106	22	372	267	2,521	1,488	4,670	201	18,374
SEP	126	16	479	312	2,346	881	4,034	263	23,212
OCT	128	21	326	265	2,225	1,741	4,578	265	21,095
NOV	124	30	209	196	1,988	1,368	3,791	210	15,301
DEC	124	21	207	231	1,177	1,475	3,111	237	17,558
JAN	111	17	153	243	1,565	1,465	3,443	220	16,782
FEB									
MAR									
APR									
MAY									
JUN									
TOTAL	874	144	2,372	1,863	14,209	9,967	28,555	1,670	134,872
TOTAL YTD 24-25	1,155	175	2,597	2,360	15,718	7,451	28,301	1,473	130,151
% Chg	-24%	-18%	-9%	-21%	-10%	34%	1%	13%	4%

*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	106	1,042	14	112	15	17	1,292	AUG	5,962
SEP	85	733	13	107	52	8	985	SEP	5,019
OCT	82	879	20	172	325	48	1,506	OCT	6,084
NOV	38	1,057	33	238	30	38	1,401	NOV	5,192
DEC	36	778	33	196	18	22	1,050	DEC	4,512
JAN	28	1,191	14	65	25	30	1,339	JAN	4,782
FEB								FEB	0
MAR								MAR	0
APR								APR	0
MAY								MAY	0
JUN								JUN	0
TOTAL	530	6,922	141	1,124	481	198	9,255	TOTAL	38,161
TOTAL YTD 24-25	423	8,427	67	591	118	46	9,605	TOTAL YTD 24-25	37,906
% Chg	25%	-18%	110%	90%	308%	330%	-4%	% Chg	1%

Event Promotion Tracker
Community Partnership Grant Fund
Fiscal YTD Through Jan. 2026

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	Challenge of Champions Tour Finale	Jan	\$1,000		\$1,000	Sports & Recreation
11	Travel Southern Oregon Travel Jam	Feb	\$3,500		\$3,500	Food, Wine & Agritourism
12	Mavis Staples at the Holly Theatre	Mar	\$1,000	\$1,000	\$2,000	Arts & Culture
13	CEVA Rogue Valley Classic	Mar	\$2,500		\$2,500	Sports & Recreation
14	Southern Oregon Speedway	Apr-Sept	\$5,000		\$5,000	Sports & Recreation
15	Pear Blossom Run	April	\$2,500		\$2,500	Sports & Recreation
16	Going Rogue Boys Volleyball	April	\$2,500		\$2,500	Sports & Recreation
17	Southern Oregon Open	May	\$3,500		\$3,500	Sports & Recreation
18	Rogue Memorial Challenge	May	\$5,000		\$5,000	Sports & Recreation
19	Concert at the Rocks	May-Aug	\$2,000		\$2,000	Arts & Culture
20	Southern Oregon Classic & Culinary Feast	June	\$3,200	\$1,800	\$5,000	Sports & Recreation
21	Medford Summer Classic Pickleball	June	\$1,000		\$1,000	Sports & Recreation
22	Brews, Bluegrass, & BBQ	June	\$1,000		\$1,000	Food, Wine & Agritourism
23	Savor Southern Oregon	June	\$26,620		\$26,620	Food, Wine & Agritourism
24	Rogue Valley Rising Lacrosse	June	\$2,500		\$2,500	Sports & Recreation
25	Rogue Valley Farm Tour	July	\$500		\$500	Food, Wine & Agritourism
26	ACO World Championships 2027	July 2027	\$25,000		\$25,000	Sports & Recreation
27	Medford Rogues	Summer	\$1,000		\$1,000	Sports & Recreation
TOTAL			\$103,820	\$2,800	\$106,620	

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	\$5,085	\$6,585	Downtown
4	Ride For A Cause	Oct 2025	\$0	\$1,571	\$1,571	Downtown
5	Winter Lights Festival	Dec 2025	\$2,500		\$2,500	Downtown
6	Pear Blossom Festival	Apr 2026	\$1,000		\$1,000	Downtown
7	Art in Bloom	May 2026	\$1,000		\$1,000	Downtown
8	Rogue Comic Con	May 2026	\$2,000		\$2,000	Downtown
TOTAL			\$15,500	\$6,656	\$22,156	

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	\$5,500		\$5,500	Sports & Recreation
TOTAL			\$10,500	\$0	\$10,500	

TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Funds Awarded	Other Contributions	Total Support
Arts & Culture	6	\$12,000	\$1,000	\$13,000
Downtown	8	\$15,500	\$6,656	\$22,156
Food Wine & Agritourism	5	\$32,120	\$0	\$32,120
Sports & Recreation	21	\$80,200	\$1,800	\$82,000
TOTAL	40	\$139,820	\$9,456	\$149,276

Events on Travel Medford event calendar

- Quarter 1 (July-Sept): 1,031 (+29%)
- Quarter 2 (Oct-Dec): 785 (+22%)
- YTD: 1,816 (+26%)

Expedia Direct Booking "Always On Campaign"

Run Dates: Jan. 1 - Jan. 31

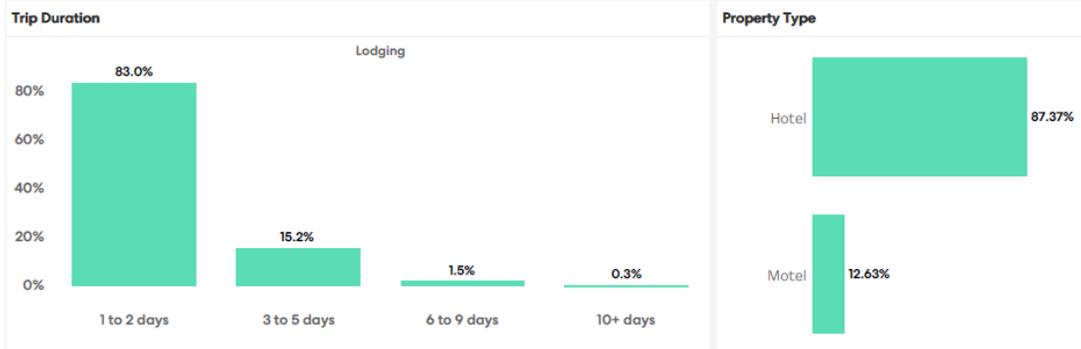
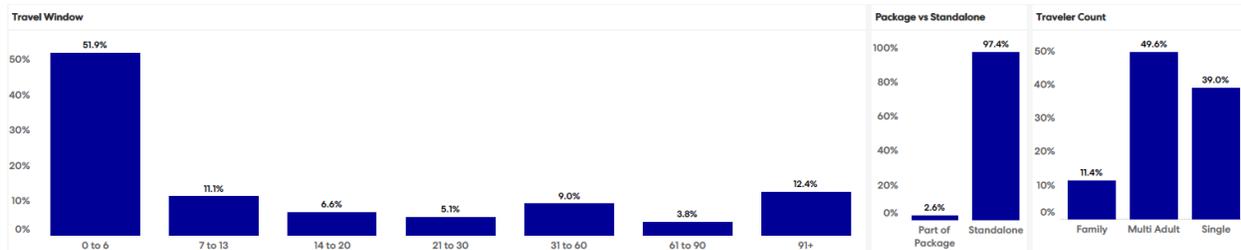
The "always-on" direct booking campaign through Expedia and Hotels.com generated 1,369 room nights spread across 30 Medford lodging properties for a return on advertising spend of \$11.70 for every \$1 during January. Overall, revenue for Medford lodging properties directly from this campaign was \$1.16 million from August through January for a ROAS of \$17 for every \$1 spent and 9,663 total room nights.

Display Performance Summary - Travel Medford

Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS
465.9K	475	0.10%	\$12.9K	1,289	0		1,369	0	0	\$150.9K	11.7

POS Name	Impressions	Clicks	CTR	Ad Spend	Revenue	ROAS	Room Nights
ExpediaPlus US	341,968	352	0.10%	\$9,318	\$71,319	7.7	587
Hotels.com US	123,934	123	0.10%	\$3,555	\$79,533	22.4	702
Grand Total	465,902	475	0.10%	\$12,873	\$150,853	11.7	1,289

Reporting Period: 1/1/2026 - 1/31/2026



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	Ashland Springs
Nov. 15-16	OYSA Founders Cup	Lithia & Driveway Fields
Nov. 19	TMTC	Copper Plank
Dec. 6	Medford Winter Lights Festival	Pear Blossom Park
Jan. 9	Know Your Role Night - Rogue Valley Royals (hockey)	RRRink
Jan. 21	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
Mach 19	"We Are Rogue Valley" Video Series Premiere	El Paraiso
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	Nationwide
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 meeting	Medford Chamber
June 6	Southern Oregon Culinary Feast	Centennial Golf Course
June 12-13	Savor Southern Oregon	Bigham Knoll
June 24	TMTC	TBD
June 30	End of Fiscal Year	