

## TOURISM COUNCILORS

**Eric Strahl, Chair**  
Craterian Theater

**Bonny Panchal, Vice Chair**  
Ramada by Wyndham

**Adam Benson**  
Tap & Vine at 559

**Gloria Thomas**  
Lady Geneva Bed & Breakfast

**JoJo Howard**  
Compass Hotel Margaritaville

**Lindsey Rice**  
Rogue Valley Zipline Adventures

**Mike Doil**  
Rogue Valley International-Medford Airport

**Rachel Koning**  
Common Block Brewing Company

**Ryan Torres**  
Merete Hotel Management

**Sarah Strickler**  
Grown Rogue/Downtown Medford  
Association Liaison

**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 Corp

**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**

June 25, 2025 | 3:30 p.m.  
RoxyAnn Winery

## **AGENDA**

- I. 3:00 – Tour and Q&A from RoxyAnn Winery (OPTIONAL)
- II. 3:30 – Meeting Call to Order & Chair Message – *Eric*
- III. 3:35 – Approval of May 28, 2025 minutes – *Eric* page 2
- IV. 3:40 – Financial Report – *T.J.* page 4
- V. 3:45 – TMTC Elections/Appointments FY 25-26 page 16
- VI. 3:50 – Tourism Promotion/Marketing Update – *Carole*
  - PR Services RFP Review
- VII. 4:00 – Event Promotion Update – *Katelyn* page 11
  - Community Partnership Cycle 1 Approval page 14
  - Savor Southern Oregon Recap (*Carole*)
- VIII. 4:20 – Travel Medford Report – *T.J.*
  - Legislative Update - (HB 3962-14 & HB 2977-5)
  - Development Project Update
- IX. 4:40 – Sports Tourism Update – *Darren*
- X. 4:50 – Visitor Services Update – *Angela* page 10
- XI. 4:55 – TMTC Roundtable Updates & Other Business

## **NEXT MEETING: August 27, 2025 (NO JULY MEETING)**

### **Important Travel Medford standing meeting dates & events:**

Know Your Role Night (Rogues)	June 25	Harry & David Field
Fourth of July Holiday	July 3-7	Office Closed
City Council Q4 Presentation	Aug. 20	City Hall
Excellence in Business Awards	Sept. 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 May 28, 2025

**Present:** Eric Strahl, Bonny Panchal, Adam Benson, JoJo Howard, Rachel Koning, Ryan Torres, Sarah Strickler, Vince Domenzain, Kevin Stine

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

**Absent:** Gloria Thomas, Lindsey Rice, Mike Doil, Wendy Baker, Cooper Whitman

**Minutes:** Minutes from the April 30, 2025 meeting were reviewed. A motion to accept the minutes was made by Bonny. JoJo seconded. Motion carried.

### **Financial Report (T.J.)**

- The March balance sheet and profit & loss statement in the packet were reviewed
- April TLT was \$111K, projection was \$116K (-0.4%) - third-best April on record. April TLT was +13% year-over-year
- Intermediaries portion was \$25K, also a record amount for April (+17% YOY)
- TLT is +6.5% YTD (\$83K) above projections and +5% YOY
- Total income is +14% to projections, comments on specific line items including event revenue, ad support, event promotion and digital advertising
- A motion to accept the financial report as presented was made by Bonny. Sarah seconded. Motion carried.

### **2025-26 Annual Budget (T.J.)**

- FY 24-25 is tracking to surpass budget for a fifth consecutive year. The 2025-26 Projections model was presented, budgeting for \$6,540,557 in total TLT with the City of Medford collecting \$4,905,518 (75% of net TLT) and Travel Medford collecting \$1,635,139 (25% in net TLT). List of references were mentioned. FY 25-26 is a 3.1% proposed increase over FY 24-25 proposed budget. Budget narrative, YOY Profit & Loss comparison was presented. Proposed budget meets city contract requirements.
- Comments about increase in digital advertising, event promotion, split for a FTE salary between Advertising for event promotion and Sports Tourism. Total promotion expense equals 79% of projected budget and 85% of projected TLT.
- Vince motions to accept the 2025-26 proposed budget as presented. Rachel seconded. Motion approved by the group.

### **Travel Medford Report (T.J.)**

- Tourism Trends were referenced in the meeting packet
- Personnel update: full strength in June with Haley Sullivan hired as Marketing Specialist

- Comments on Wine Country License Plate Grant progress.
- Legislative updates on HB 2977, HB 3556 and HB 3962
- TMTC is invited to private development project meeting scheduled for June 4 to include discussion of a conference center and minor league baseball moving to Medford

### Marketing Update (Carole)

- Expedia campaign results in the packet were referenced, campaign ends in May.
- Comments on advertising campaigns with social, Google ads, Savor Southern Oregon
- Savor Southern Oregon ticket sales are slow but it's comparable to other wine events around the state. General sentiment is excitement for the event from potential attendees and vendors. Compass Hotel has been marketing the event in their newsletter - great support. Comments on the event date competing with other events - nature of the time of year in the Rogue Valley

### Sports Update (Darren)

- SOSC's fourth annual golf fundraiser tournament was a success
- Darren spoke for SOSC to Medford Planning Commission to support a 25-court pickleball facility at Wes Howard Memorial Park. Park expansion includes baseball/softball fields, sand volleyball courts.
- May was busy in sports events - Kids Unlimited had a successful year during Mother's Day and Rogue Memorial Challenge set a record for team registration with 176. Bonny's volleyball tournament was a success at Rogue X. Travel Medford/SOSC successfully won a bid on American Legion 2026 and 2027 regional championships.
- Huddle Up Group is wrapping up the sports tourism strategic plan and will be in Medford to present the results in early June
- Darren is speaking at the Oregon Business & Industry Conference discussing the value of partnerships in sports tourism with Travel Lane County, VP of Portland Trail Blazers and VP of Portland Timbers
- Know Your Role Night at the Medford Rogues is June 25

### Event Promotion (Katelyn)

- Community Partnership Grant Fund tracker sheet in the packet was referenced
- Deadline for new grant process for fiscal year 25-26 ends May 31. A total of 25 applications have been submitted so far. Travel Medford has met all contractual obligations for FY 24-25 for event promotion.

### Visitor Services (Angela)

- Taste of the Rogue is happening Thursdays at MFR for May for Oregon Wine Month
- Savor Southern Oregon passport to drive engagement and capture attendee data is almost finished

# TLT Trends for FY 2024-25

## Transient Lodging Tax: Actual vs. Prediction 2024 - 2025

	Actual	Prediction	Difference	Collected from Intermediaries
JUL	\$ 191,922.99	\$ 181,748.75	\$ 10,174.24	\$ 36,542.80
AUG	\$ 197,955.25	\$ 185,505.83	\$ 12,449.42	\$ 36,268.60
SEP	\$ 159,312.50	\$ 160,849.23	\$ (1,536.73)	\$ 31,131.00
OCT	\$ 148,022.45	\$ 143,800.01	\$ 4,222.44	\$ 27,557.17
NOV	\$ 149,039.50	\$ 115,332.13	\$ 33,707.37	\$ 23,995.04
DEC	\$ 108,335.49	\$ 97,808.23	\$ 10,527.26	\$ 21,253.76
JAN	\$ 91,882.60	\$ 92,184.30	\$ (301.70)	\$ 18,835.31
FEB	\$ 99,284.13	\$ 89,946.87	\$ 9,337.26	\$ 16,854.31
MAR	\$ 109,531.62	\$ 100,122.37	\$ 9,409.25	\$ 20,795.95
APR	\$ 111,877.16	\$ 116,452.60	\$ (4,575.44)	\$ 25,860.00
MAY	\$ 113,849.58	\$ 137,701.49	\$ (23,851.91)	\$ 25,016.27
JUN			\$ -	
<b>TOTAL</b>	<b>\$1,481,013.27</b>	<b>\$1,421,451.81</b>	<b>\$ 59,561.46</b>	<b>\$ 284,110.21</b>

## 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				67.1%		\$ 118.60	
		<b>YTD</b>	<b>\$ 1,302,575</b>	<b>\$ 1,421,451</b>	<b>\$ 1,481,013</b>	<b>\$ 59,562</b>	<b>60.1%</b>	<b>62.0%</b>	<b>\$ 112.36</b>	<b>\$ 115.15</b>

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

\*ADR: Average Daily Rate

# Balance Sheet

*Fiscal YTD Through May 2025*

3:06 PM  
06/09/25  
Accrual Basis

## Travel Medford Balance Sheet As of May 31, 2025

	<u>May 31, 25</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
106 - US Bank	121,875.30
107 - US Bank - Money Market	255,409.10
Total Checking/Savings	377,284.40
Accounts Receivable	
122 - Accounts Receivable	113,849.52
Total Accounts Receivable	113,849.52
Total Current Assets	491,133.92
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-36,634.05
Total Fixed Assets	97,669.21
<b>TOTAL ASSETS</b>	<b><u>588,803.13</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
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	92,574.61
Total Equity	579,247.09
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>588,803.13</u></b>

**Fiscal YTD Through May 2025**

**Travel Medford**  
**Profit & Loss Budget Performance**  
July 2024 through May 2025

								YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense										
			Income							
			430 - Interest Income				8,129	9,900	10,800	
			440 - Occupancy Tax Income				1,481,013	1,421,452	1,586,333	
			451 - Ad Income							
			451.1 - Airport Ad Inc				9,096	6,200	6,800	
			451.2 - Rogue X Ad Inc				3,359	2,040	2,240	
			451.3 - Visitor Guide Ad Sales				43,350	0	0	
			Total 451 - Ad Income				55,805	8,240	9,040	
			452 - Brand Merchandise				2,854	7,333	8,000	
			454 - Event Revenue				37,036	39,167	47,000	
			456 - Misc Revenue				68,478	23,290	23,290	
			Total Income				1,653,316	1,509,382	1,684,463	
			Expense							
			540 - Administration							
			540.1 - Rent and Operations				41,301	41,300	45,054	
			540.2 - Shared Salaries				75,059	75,059	81,883	
			540.3 - Salaries				98,083	98,083	107,000	
			540.4 - Benefits				23,539	23,260	25,419	
			Total 540 - Administration				237,982	237,702	259,356	
			Office Expense							
			602 - Telephone				3,610	3,960	4,320	
			604 - Postage				108	2,200	2,400	
			606 - Supplies				1,674	2,750	3,000	
			608 - Legal & Accounting				15,793	6,417	7,000	
			Total Office Expense				21,185	15,327	16,720	
			Promotion Expense							
			812 - Advertising							
			812.1 - Advertising Support				80,766	120,460	133,057	
			812.2 - Salaries				230,552	249,535	271,440	
			812.3 - Benefits				47,655	53,735	58,358	
			812.4 - Giveaways				423	7,333	8,000	
			812.5 - BrochDist/Fullfillment				21,202	22,960	24,320	
			812.61 - Event Promotion							
			812.6 - Community Partnerships				68,090	58,667	64,000	
			812.62 - Rogue X				10,000	9,167	10,000	
			812.63 - Downtown Events				25,060	14,667	16,000	
			826 - Lithia & Driveway Fields				10,000	9,167	10,000	
			Total 812.61 - Event Promotion				113,150	91,667	100,000	



**Travel Medford**  
**Profit & Loss Budget Performance**  
July 2024 through May 2025

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**Travel Medford**  
**Profit & Loss Budget Performance**  
July 2024 through May 2025

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## Tourism Data Metrics

### April 2025

*(Hotels + Intermediaries)*

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	61.7%	4%	58.9%	2%	57.6%	0%
Average Daily Rate	\$107.16	1%	\$117.47	4%	\$148.50	0%
Rev. Per Available Room	\$66.16	5%	\$69.18	6%	\$85.53	0%

### YEAR-TO-DATE

**July '24 - April '25**

*(Hotels + Intermediaries)*

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	62.0%	3%	58.9%	2%	58.3%	1%
Average Daily Rate	\$115.15	3%	\$127.31	2%	\$163.27	2%
Rev. Per Available Room	\$71.37	6%	\$74.96	4%	\$95.11	3%
Room Demand	538,087	4%	901,629	4%	16.0 M	2%
Room Supply	868,177	1%	1.53 M	2%	27.5 M	1%
Room Revenue	\$62.0 M	7%	\$114.8 M	6%	\$2.62 B	4%

*Sources: STR & AirDNA. STR Data accounts for 22 of 38 hotel properties in Medford, accounting for 74% of the hotel rooms in Medford.*

# Visitor Services Tracking

Fiscal YTD Through May 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	178	42	456	429	2,676	1,198	4,801	240	23,071
AUG	190	34	429	379	2,661	1,481	4,984	229	21,249
SEP	172	19	421	314	2,468	1,029	4,251	189	16,802
OCT	121	21	428	302	2,292	703	3,746	202	16,022
NOV	166	24	299	276	2,125	1,106	3,830	209	18,612
DEC	153	17	276	362	1,843	1,139	3,637	196	17,851
JAN	175	18	288	298	1,653	795	3,052	208	16,544
FEB	136	25	286	254	1,579	761	2,905	176	11,874
MAR	152	18	361	275	1,603	1,251	3,508	216	16,308
APR	165	12	339	262	1,802	1,121	3,536	226	17,216
MAY	161	19	538	404	2,033	817	3,811	263	20,520
JUN									
TOTAL	1,769	249	4,121	3,555	22,735	11,401	42,061	2,354	196,069
TOTAL YTD 23-24	1,690	365	3,484	3,672	18,650	5,812	31,983	2,443	224,842
% Chg	5%	-32%	18%	-3%	22%	96%	32%	-4%	-13%

\*Arriving Flights = when VIC was staffed

## Other Visitor Services & Programs

	Visitors		Taste of the Rogue		Passports (Wine/Bucket List)		Total	TOTAL INTERACTIONS	
	Downtown	Rogue X	Flights	Encounters	Sign Ups	Check-ins	Interactions		
JUL	100	1,935	9	80	41	6	2,162	JUL	6,963
AUG	85	1,661	9	79	16	4	1,845	AUG	6,829
SEP	58	850	10	114	32	8	1,062	SEP	5,313
OCT	60	838	11	111	10	11	1,030	OCT	4,776
NOV	51	1,066	12	105	8	7	1,237	NOV	5,067
DEC	26	872	5	30	1	1	930	DEC	4,567
JAN	43	1,205	11	72	10	9	1,339	JAN	4,391
FEB	44	1,143	8	77	4	1	1,269	FEB	4,174
MAR	57	1,154	5	60	10	3	1,284	MAR	4,792
APR	67	1,021	12	80	16	4	1,188	APR	4,724
MAY	63	841	35	281	28	21	1,234	MAY	5,045
JUN								JUN	
TOTAL	654	12,586	127	1,089	176	75	14,580	TOTAL	56,641
TOTAL YTD 23-24	625	12,128	95	1,030	314	179	14,276	TOTAL YTD 23-24	46,259
% Chg	5%	4%	34%	6%	-44%	-58%	2%	% Chg	22%

\*Note: Started tracking at Rogue X in January 2024

# Community Partnership/Event Promotion Tracker

## Fiscal YTD Through May 2025

### Travel Medford - Event Promotion Tracking FY 2024-25

#### Community Partnership Grant Fund (812.6)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
<b>2024 EVENTS</b>							
1	Folk Collective Summer Series (in Medford)	Summer	\$2,000	\$2,000		<b>\$2,000</b>	General
2	Southern Oregon Golf Championships	August	\$1,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
3	Sasquatch Open Pro Am	August	\$1,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
4	American Cornhole Organization (ACO) World Championships	July 2027	\$5,000	\$5,000		<b>\$5,000</b>	Sports & Outdoors
5	Medford Rogue Rotary Pickleball Fest	September	\$1,000	\$1,000	\$200	<b>\$1,200</b>	Sports & Outdoors
6	Red Hawk Ridge Freestyle Jam	October	\$1,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
7	Cascade Collegiate Conference Soccer Championships	November	\$8,500	\$5,500	\$2,675	<b>\$8,175</b>	Sports & Outdoors
<b>2025 Events</b>							
8	Medford Rogues	Summer	\$900	\$900		<b>\$900</b>	Sports & Outdoors
9	Savor Southern Oregon	June	Event Host	\$25,000		<b>\$25,000</b>	Wine & Beer
10	King of the Ice Hockey Tournament	January	\$1,500	\$1,500		<b>\$1,500</b>	Sports & Outdoors
11	RISE Volleyball Rogue Valley Classic	March	\$5,000	\$2,500		<b>\$2,500</b>	Sports & Outdoors
12	Go Rogue Boys Volleyball Tournament	April	\$5,000	\$2,500		<b>\$2,500</b>	Sports & Outdoors
13	Kids Unlimited Southern Oregon Open	May	\$5,000	\$2,500		<b>\$2,500</b>	Sports & Outdoors
14	Southern Oregon Classic & Culinary Feast	June	\$8,900	\$3,200	\$1,800	<b>\$5,000</b>	General
15	Medford Summer Classic Pickleball Tournament	June	\$1,300	\$1,300		<b>\$1,300</b>	Sports & Outdoors
16	Rogue Reining Horse Association Ranch and Reining Show Series	June	\$5,000	\$1,000	\$0	<b>\$1,000</b>	Sports & Outdoors
17	Southern Oregon Speedway 2025 Season	Summer	\$5,000	\$5,000		<b>\$5,000</b>	Sports & Outdoors
18	Rogue Valley Farm Tour	July	\$500	\$500		<b>\$500</b>	General
19	DEVO Downhill Series (mountain biking)	April-May	\$1,312	\$1,312		<b>\$1,312</b>	Sports & Outdoors
20	Grizzly Gravel Hugger (biking)	June	\$20,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
21	Gujarati Volleyball	May	\$2,500	\$2,000		<b>\$2,000</b>	Sports & Outdoors
22	Spring Fling Mountain Bike Festival	May	\$2,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
23	Brews, Bluegrass & BBQ	June	\$2,500	\$2,500		<b>\$2,500</b>	General
<b>TOTAL</b>			<b>\$85,912</b>	<b>\$70,212</b>	<b>\$4,675</b>	<b>\$74,887</b>	

#### Rogue X Events (812.62)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	ACO Medford Major - Fall	Oct 2024	\$3,500	\$3,500		<b>\$3,500</b>	Sports & Outdoors
2	ACO Medford Major - Winter	Feb 2025	\$3,500	\$3,500		<b>\$3,500</b>	Sports & Outdoors
3	48th Annual Medford Rod & Custom Show	Apr 2025	\$10,000	\$3,000		<b>\$3,000</b>	General
<b>TOTAL</b>			<b>\$17,000</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$10,000</b>	

### Downtown Events (812.63)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Craterian Theater	Mar 2025	\$5,000	\$4,500		<b>\$4,500</b>	Downtown
2	Ride for a Cause	Oct 2024	\$1,500	\$2,685	\$200	<b>\$2,885</b>	Downtown
3	Rogue Marathon	Oct 2024	\$1,675	\$1,675		<b>\$1,675</b>	Downtown
4	Pear Blossom Run (Rogue Valley YMCA)	April 2025	\$2,500	\$2,500		<b>\$2,500</b>	Downtown
5	Pear Blossom Festival	April 2025	\$3,500	\$2,000		<b>\$2,000</b>	Downtown
6	Rogue Week	May 2025	\$12,000	\$3,000		<b>\$3,000</b>	Downtown
7	Art In Bloom	May 2025	\$6,000	\$3,000		<b>\$3,000</b>	Downtown
8	Rogue Comic Con	May 2025	\$8,000	\$3,000		<b>\$3,000</b>	Downtown
9	Holly Theatre Grand Opening Gala	March 2025	\$1,500	\$1,500		<b>\$1,500</b>	Downtown
10	Ballet Folklorico	June 2025	\$5,000	\$1,500		<b>\$1,500</b>	Downtown
<b>TOTAL</b>			<b>\$46,675</b>	<b>\$25,360</b>	<b>\$200</b>	<b>\$25,560</b>	

### Lithia & Driveway Fields Events (826)

#	Event Name	Event Month	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	USA Softball College Exposure Tournament	Oct 2024	\$5,000	\$5,000		<b>\$5,000</b>	Sports & Outdoors
2	Rogue Memorial Challenge	May 2025	\$5,000	\$5,000		<b>\$5,000</b>	Sports & Outdoors
<b>TOTAL</b>			<b>\$10,000</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$10,000</b>	

### TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
<b>General</b>	5	\$23,900	\$11,200	\$1,800	<b>\$13,000</b>
<b>Downtown</b>	10	\$46,675	\$25,360	\$200	<b>\$25,560</b>
<b>Sports &amp; Outdoors</b>	22	\$89,012	\$54,012	\$2,875	<b>\$56,887</b>
<b>Wine &amp; Beer</b>	1		\$25,000		<b>\$25,000</b>
<b>TOTAL</b>	<b>38</b>	<b>\$159,587</b>	<b>\$115,572</b>	<b>\$4,875</b>	<b>\$120,447</b>

# Expedia Direct Booking "Always On Campaign"

Run Dates: Aug. 1 - May 31

## Display Performance Summary - Travel Medford

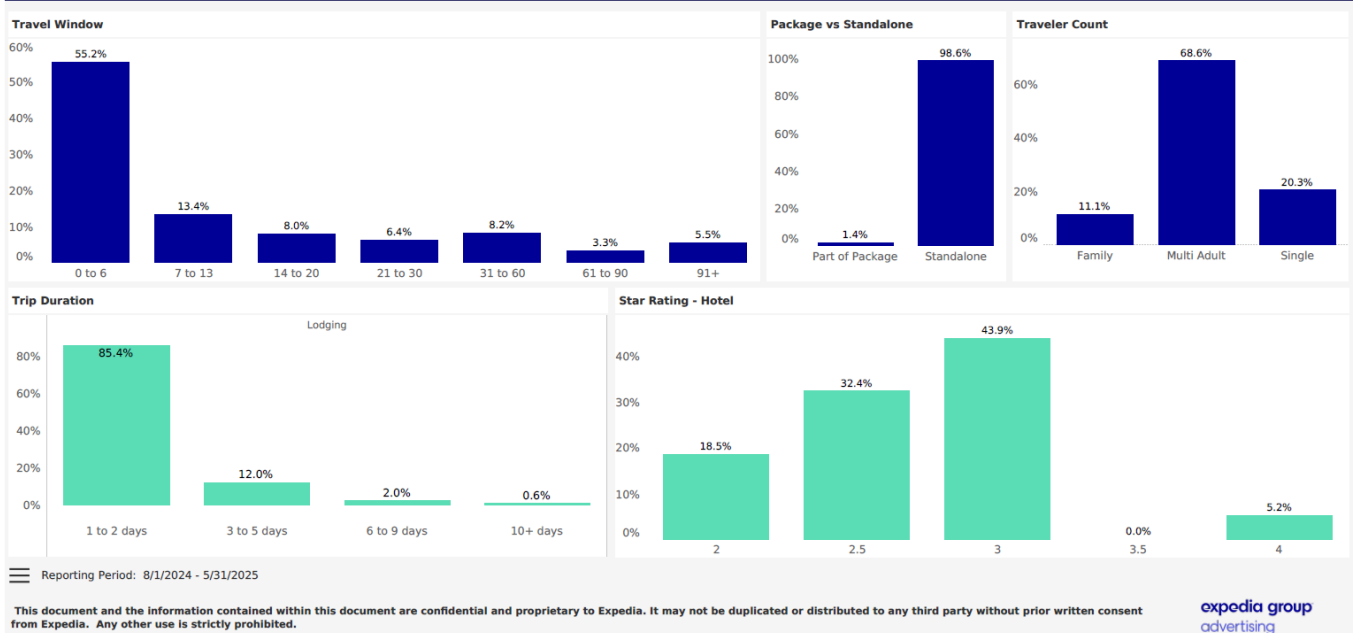
Impressions	Clicks	CTR	Ad Spend	Room Nights	VR Nights	Air Tickets	Travelers	Car Rentals	Activity Tickets	Revenue	ROAS
3,312K	5,396	0.16%	\$108K	16,214	0		18,245	0	0	\$1,912K	17.7
POS Name	Impressions	Clicks	CTR	Ad Spend	Total Gross Booking Amount	Total ROAS	Room Nights				
Expedia US	1,080K	614	0.06%	\$21,360	\$312K	14.6	2,445				
ExpediaPlus US	1,518K	3,422	0.23%	\$63,654	\$672K	10.5	5,477				
Hotels.com US	714K	1,360	0.19%	\$22,899	\$928K	40.5	8,292				
Grand Total	3,312K	5,396	0.16%	\$107,913	\$1,912K	17.7	16,214				

Reporting Period: 8/1/2024 - 5/31/2025

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## Conversion Insights - Travel Medford





DATE: June 17, 2025

TO: Travel Medford Tourism Council

FROM: Tourism Council Executive Committee

RE: Community Partnership Grant Fund Approval

The applications of the first cycle of the Fiscal Year 2025-26 Community Partnership Grant Fund were reviewed by the Travel Medford team and Tourism Council Executive Committee (Chair, Vice Chair and Past Chair).

**Background:**

Per the City Contract, Travel Medford shall use no less than 5% of TLT funds to promote existing events and shall use best efforts to recruit and assist in recruiting new events. The 5% minimum shall be utilized to enhance the overall visitor experience through promotion, including giveaways, and event support, to expand existing events and/or to attract new events that would provide activities for both day and overnight travelers.

Travel Medford must fulfill four requirements in the City Contract each fiscal year:

- Spend a minimum of 5% of TLT received on event promotion
- Spend a minimum of 1% of TLT received on downtown events
- Budget \$10,000 devoted to soliciting, hosting and promoting tournaments at Lithia & Driveway Fields
- Budget \$10,000 devoted to soliciting, hosting and promoting tournaments at Rogue X

NOTE: Line items have been created in the budget to reflect fulfilling the requirements. Line Item 812.6 (Community Partnership) can include events in any specific category such as downtown, Lithia & Driveway Fields and Rogue X. However, those specific line items are limited to those locations.

**Recommendation:**

The Executive Committee recommends the Tourism Council approve the awarded grant funds listed in the table on the following page for the first cycle in FY 2025-26. This would result in awarding funds to 24 events with a total of \$68,500 of support.



**Community Partnership (812.6) - \$28,500 Awarded / 13 events**

Event	Event Month	Awarded	Other	TOTAL	Classification
CEVA Rogue Valley Classic	March	\$2,500		\$2,500	Sports & Recreation
2026 Southern Oregon Speedway	April-Sept	\$5,000		\$5,000	Sports & Recreation
Southern Oregon Open	May	\$3,500		\$3,500	Sports & Recreation
Britt Festival	July-Sept	\$2,500		\$2,500	Arts & Culture
Pickleball Fest	September	\$1,000		\$1,000	Sports & Recreation
Folk Collective	Summer	\$1,500		\$1,500	Arts & Culture
Dia de Los Muertos	November	\$1,500		\$1,500	Arts & Culture
Southern Oregon Golf Championships	August	\$1,000		\$1,000	Sports & Recreation
Sasquatch Pro Am	July	\$1,000		\$1,000	Sports & Recreation
Cascade Girl OR Honey & Mead Festival	September	\$500		\$500	Food, Wine & Agritourism
Craterian Theater	Aug-June	\$3,500		\$3,500	Arts & Culture
Southern Oregon Classic	June	\$3,200	\$1,800	\$5,000	Sports & Recreation
Challenger Invitational Volleyball	August	\$2,000		\$2,000	Sports & Recreation

**Lithia & Driveway (826) - \$10,000 Awarded / 2 Events**

Event	Event Month	Awarded	Other	TOTAL	Classification
USA Softball Fall Showcase	October	\$5,000		\$5,000	Sports & Recreation
Cascade Collegiate Conference Soccer	November	\$5,000		\$5,000	Sports & Recreation

**Rogue X (812.62) - \$10,000 Awarded / 3 Events**

Event	Event Month	Awarded	Other	TOTAL	Classification
ACO Medford Major (Fall)	October	\$3,500		\$3,500	Sports & Recreation
ACO Medford Major (Winter)	January	\$3,500		\$3,500	Sports & Recreation
Medford Rod & Custom Show	April	\$3,000		\$3,000	Sports & Recreation

**Downtown (812.63) - \$20,000 Awarded / 6 Events**

Event	Event Month	Awarded	Other	TOTAL	Classification
32nd Great Medford Multicultural Fair	September	\$2,500		\$2,500	Arts & Culture
Forks & Friends	October	\$5,000		\$5,000	Food, Wine & Agritourism
Rogue Comic Con	May	\$2,000		\$2,000	Arts & Culture
Winter Lights Festival	December	\$2,500		\$2,500	Arts & Culture
The Rogue Marathon	October	\$1,500	\$5,000	\$6,500	Sports & Recreation
Ride for a Cause	October	\$0	\$1,500	\$1,500	Sports & Recreation

*Awarded = Cash awarded to the organization for the event.*

*Other = Expenses out of other Travel Medford budget line items such as giveaways, advertising, printing, etc.*



DATE: June 25, 2025

TO: Travel Medford Tourism Council

FROM: Eric Strahl, TMTC Chair for FY 2024-25

RE: Chair & Vice Chair Elections for FY 2025-26

The following members have been nominated for appointment to the Travel Medford Tourism Council Executive Committee for Fiscal Year 2025-26 by members of the Tourism Council. Current TMTC Chair Eric Strahl is not eligible for re-election as Chair due to serving in that role for three consecutive years.

- Chair - Bonny Panchal, Ramada by Wyndham
- Vice Chair - Sarah Strickler, Downtown Medford Association Liaison
- Past Chair - Eric Strahl, Craterian Theater

The following members have been proposed for re-appointment to the Travel Medford Tourism Council for FY 2025-26:

- Eric Strahl, Craterian Theater (Past Chair)
- Bonny Panchal, Ramada by Wyndham
- Sarah Strickler, Downtown Medford Association Liaison
- Adam Benson, Tap & Vine at 559
- Gloria Thomas, Lady Geneva Bed & Breakfast
- JoJo Howard, Compass Hotel by Margaritaville
- 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, Southern Oregon Sports Commission Liaison
- Wendy Baker, Hilton Garden Inn

Industry Breakdown:

Lodging - 5

Food & Beverage - 2

Attractions - 2

Transportation - 1

Other (community organization liaison) - 2

Open Position - 1 (Suggested to wait for Rogue Valley Vintners Executive Director for a Wine representative)