

**TOURISM COUNCILORS**

**Eric Strahl, Chair**  
Craterian Theater

**Bruce Hoevet, Vice Chair**  
Rogue Regency Inn

**Lindsey Rice, Past Chair**  
RV Zipline Adventure

**Gina Bianco**  
Rogue Valley Vintners

**Gloria Thomas**  
Lady Geneva Bed & Breakfast

**JoJo Howard**  
Compass Hotel Margaritaville

**Marissa Ruf**  
Merete Hotel Management

**Rachel Koning**  
Common Block Brewing

**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

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

**Bonny Panchal**  
Red Roof Inn & 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 & Visitor Services

**Ashley Cates**  
Chief Marketing Officer

**Brad King**  
Director of Sports Development

**Celeste Moreno**  
Graphic Designer & Creative Manager

**Maclayne De Mello**  
Community Partnership Coordinator



**Travel Medford Tourism Council**  
May 31, 2023 | 3:30 p.m.  
Rogue Conference Room  
Chamber of Medford & Jackson County

**AGENDA**

- I. Meeting Call to Order & Introductions – *Strahl*
- II. Guest Presentation - *Bobby Stricker, 101 Things To Do*
- III. Approval of April 26, 2023 minutes *page 2*
- IV. Financial Report – *Holmes* *page 5*
- V. Travel Medford Report – *Holmes*
- VI. FY 2023-24 Proposed Budget – *Holmes* *Handout*
- VII. Marketing Update – *Cates & Coscette*
- VIII. Sports Update – *Wood*
- IX. Community Partnership Update – *De Mello* *page 11*
- X. TMTC Roundtable Updates

**NEXT MEETING: June 28, 2023 at Compass Hotel by Margaritaville**

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

SOU Sustainable Tourism	June 1-2	Talent CC & SOU
Professional Training		
Know Your Role Night	June 3	Harry & David Field
SO Classic & Feast	June 9-10	Centennial Golf Club
Rogue Music Festival	June 16-17	The Expo
38th Medford Cruise	June 16	Fichtner-Manwaring

**\*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 April 26, 2023

**Present:** Eric Strahl, Bruce Hoevet, Jeff Kapple, Gina Bianco, Gloria Thomas, Vince Domenzain, JoJo Howard, Marissa Ruf, Kevin Stine, Rachel Koning

**Absent:** Wendy Baker, Lindsey Rice, Sarah Strickler

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

**Guests:** Mike Doil (Rogue Valley International-Medford Airport), Bonny Panchal (Red Roof Inn & Suites), Doug Bradley (Kensington Investment Group/Best Western), Tyler Wiser (Candlewood Suites)

**Minutes:** Minutes from the March 22, 2023 meeting were reviewed. A motion to accept was made by Bruce. 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 was the third best March on record.
- Line 812.5 is over budget due to an increase in visitor guide requests.
- Intermediaries held the best March on record.
- A motion to accept the financial report as presented was made by Gina. Bruce seconded. Motion approved by the group.
- Discussion occurred to move funds into reserves since the TMTC advised Travel Medford to build reserves up to 3 months of annual budget during past meetings.
- Bruce motions to approve moving 3 percent of revenue through April (\$37,000) into reserves. Vince seconded. Motion approved by the group.

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

- Trends show occupancy is down but supply is significantly up with total available rooms up 14%. Intermediaries bookings are up with a 16% increase in revenue.
- Travel Medford staff attended the Oregon Governor's Conference on Tourism in Portland. The overarching themes were about inclusivity and accessibility and the team plans to bring ideas learned to the forefront of Travel Medford.
- Oregon Shakespeare Festival in Ashland launched an emergency fundraising campaign with \$1.2 million of their \$2.5M goal. Performance arts are still going strong in Medford with The Craterian nearing their 100-year anniversary and restorations underway at The Holly Theater.
- Interviews for the Director of Sports Development are ongoing with over 70 applicants.

- Travel Medford is presenting at Chamber's Forum on May 8th during National Travel and Tourism Week.
- We are refining our scope of work with the Airport Visitor Information Desk. Will send responsibilities to Airport Director, Amber Judd, for approval by county commissioners.
- With our budget meeting in May, T.J. discussed forecasting with hoteliers. We saw a huge uptick in visitors during COVID as open and outdoors spaces were welcomed for safety reasons. As we phase out of the pandemic, general consensus is there might be seeing less of a demand in rural areas. Hotels are using comparison to 2018-2019 occupancy with an updated average daily rate to reflect the past two years and inflation.
- There are two open positions on TMTC. Council was introduced to Mike Doil and Bonny Panchal. Mike is the newly hired Manager of Business and Air Service Development at the airport, who recently relocated to the Rogue Valley. Mike has a background with Delta Airlines and in Tourism Management. Eager to be part of the community. Bonny has spent the last 15 years in the valley and holds a MDA from SOU. Bonny is an Ambassador of The Asian American Hotel Owners Association (AHOA).
- A motion to accept Bonny and Mike as newly appointed council members was made by JoJo. Bruce seconded. Motion approved by the group.

#### Marketing Update (Cates & Coscette)

- Ashley presented the Quarter 3 Marketing Report. Website usership and sessions have increased with a huge influx of Washington users up 134 percent.
- Search Engine Marketing (SEM) earned 4M impressions with 44.6K clicks. Social secured 1.5M impressions and 20K link clicks and Organic Social acquired a 58 percent increase.
- Oregon Wine Month giveaway lead generation campaign was launched in April and has garnished over 5,000 leads with submissions from 45 states. A winner will be selected June 1.
- Received and managed earned and organic media from Condé Naste, Money INC, Travel Oregon, Sunset, and The Travel. Onboarding the new PR Firm will continue to elevate our press and amplify our region.
- Retargeting campaign with Expedia has garnered \$29 in ROAS with 2,300 room nights booked. The campaign is performing three times above benchmark with a 66 percent increase from our last Expedia campaign in the fall.

#### Sports Update (Wood)

- Sportground videos are in their final stages and will be debuted at Forum in May.
- Know Your Role training modules are being wrapped for year two Game Plan.
- Taste of the Rogue event at the airport will be held in April with tastings from Cliff Creek Cellars.

- A meeting is scheduled with Bandwango to help better promote our digital wine passport for Oregon Wine Month.
- May 7-14 is National Travel and Tourism Week and we will be offering discounts on brandwear, a giveaway on social media, and free celebration cookies at our downtown visitor center.

### Community Partnership Update (DeMello)

- Maclayne reviewed the Event Promotion/Community Partnership Fund Tracker.
- The TMTC Executive Committee approved funding for Rogue Music Fest with \$6,000 for community partnership and \$20,000 in-kind marketing trade.
- Travel Medford was present at the Pear Blossom Festival with a brandwear booth. Spoke with many potential vendors about Heart of the Rogue Festival.
- Heart of the Rogue Festival Committee meetings are underway. Twenty exhibitors have applied with 10 approved and 10 under review. Early bird pricing ends on July 1, 2023.
- We are actively looking for volunteers for HOTR weekend. Gina with RVV and Wine Country Lane are needing ones with OLCC licensing to help pour wine.

# Balance Sheet

## As of April 2023

8:48 AM  
05/04/23  
Accrual Basis

Travel Medford  
**Balance Sheet**  
As of April 30, 2023

	<u>Apr 30, 23</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
106 - US Bank	219,197.11
107 - US Bank - Money Market	203,086.93
<b>Total Checking/Savings</b>	<u>422,284.04</u>
<b>Accounts Receivable</b>	
122 - Accounts Receivable	91,172.68
<b>Total Accounts Receivable</b>	<u>91,172.68</u>
<b>Total Current Assets</b>	513,456.72
<b>Fixed Assets</b>	
150 - Equipment	12,887.26
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-3,110.31
<b>Total Fixed Assets</b>	<u>87,136.19</u>
<b>TOTAL ASSETS</b>	<u><u>600,592.91</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
145 - Vacation Payable	2,070.20
<b>Total Other Current Liabilities</b>	<u>2,070.20</u>
<b>Total Current Liabilities</b>	<u>2,070.20</u>
<b>Total Liabilities</b>	2,070.20
<b>Equity</b>	
302 - Retained Earnings	403,196.96
Net Income	195,325.75
<b>Total Equity</b>	<u>598,522.71</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>600,592.91</u></u>

# Profit & Loss

April 2023

11:38 AM  
05/05/23  
Accrual Basis

## Travel Medford Profit & Loss Budget Performance July 2022 through April 2023

		YTD Actual	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>				
	<b>Income</b>			
	430 - Interest Income	134		
	440 - Occupancy Tax Income	1,309,536	1,228,455	1,541,864
	451 - Airport Ad Income	5,413	4,000	4,800
	452 - Brand Merchandise	7,864	17,500	21,000
	454 - Event Revenue	19,172		
	456 - Misc Revenue	45,000		
	<b>Total Income</b>	<b>1,387,119</b>	<b>1,249,955</b>	<b>1,567,664</b>
	<b>Expense</b>			
	540 - Administration			
	540.1 - Rent and Operations	35,538	35,538	42,646
	540.2 - Shared Salaries	52,397	52,418	62,902
	540.3 - Salaries	74,375	74,375	89,250
	540.4 - Benefits	15,701	16,082	19,568
	<b>Total 540 - Administration</b>	<b>178,011</b>	<b>178,414</b>	<b>214,366</b>
	<b>Office Expense</b>			
	602 - Telephone	2,950	3,100	3,720
	604 - Postage	1,638	1,667	2,000
	606 - Supplies	2,610	1,000	1,200
	608 - Legal & Accounting	34,665	32,500	39,000
	<b>Total Office Expense</b>	<b>41,863</b>	<b>38,267</b>	<b>45,920</b>
	<b>Promotion Expense</b>			
	812 - Advertising			
	812.1 - Advertising Support	24,200	35,000	42,000
	812.2 - Salaries	185,294	195,417	234,500
	812.3 - Benefits	38,433	45,044	55,308
	812.4 - Giveaways	4,858	12,500	15,000
	812.5 - BrochDist/Fulfillment	12,519	6,433	7,719
	812.6 - Community Partnerships	86,331	64,250	77,100
	812.7 - Sust. Mkt. Traditional	61,495	57,500	69,000
	812.9 - DigitalSocialMedCampaig	227,885	230,000	276,000
	<b>Total 812 - Advertising</b>	<b>641,015</b>	<b>646,144</b>	<b>776,628</b>
	813 - Sports Tourism			
	813.1 - SOSC	4,499	4,167	5,000
	813.2 - Sports Tourism	50,552	53,248	63,897
	<b>Total 813 - Sports Tourism</b>	<b>55,052</b>	<b>57,414</b>	<b>68,897</b>
	814 - Brochures & Printing	13,251	18,604	22,325
	816 - Art, Design Services	25,648	40,000	48,000

# Profit & Loss (Continued)

April 2023

11:38 AM  
05/05/23  
Accrual Basis

Travel Medford  
**Profit & Loss Budget Performance**  
July 2022 through April 2023

						YTD Actual	YTD Budget	Annual Budget
					<b>818 - Conv. Sales/Group Tours</b>			
					818.1 - Conv. Sales/Group Tours	2,786	7,917	9,500
					818.2 - Salaries	56,875	56,875	68,250
					818.3 - Benefits	13,808	14,420	17,387
					<b>Total 818 - Conv. Sales/Group Tours</b>	<b>73,469</b>	<b>79,211</b>	<b>95,137</b>
					<b>819- Promo Materials/Brand</b>			
					819.1 - Promotional Partnership	1,298	2,500	3,000
					819.2 - Brand Merchandise	4,596	14,167	17,000
					<b>Total 819- Promo Materials/Brand</b>	<b>5,894</b>	<b>16,667</b>	<b>20,000</b>
					<b>820 - Spec. Proj/Prog/Events</b>	<b>7,031</b>	<b>46,442</b>	<b>55,730</b>
					822 - Research	10,114	8,500	10,200
					824 - Website	8,843	8,333	10,000
					826 - Lithia & Driveway Fields	5,000	8,333	10,000
					<b>840 - Visitor Services</b>			
					840.1 - Visitor Services	35,140	51,700	62,040
					840.4 - Airport			
					840.41 - Airport Ad Expense	2,706	1,667	2,000
					840.4 - Airport - Other	46,126	48,333	58,000
					<b>Total 840.4 - Airport</b>	<b>48,833</b>	<b>50,000</b>	<b>60,000</b>
					<b>Total 840 - Visitor Services</b>	<b>83,973</b>	<b>101,700</b>	<b>122,040</b>
					<b>Total Promotion Expense</b>	<b>929,289</b>	<b>1,031,349</b>	<b>1,238,957</b>
					<b>Sales &amp; Travel</b>			
					<b>650 - Trade/Travel Shows/Confer</b>			
					650.1 - Conferences	8,308	6,738	8,085
					650.3 - Tradeshows	0	1,500	1,800
					650.5 - Stakeholder Partnerships	80	833	1,000
					<b>Total 650 - Trade/Travel Shows/Confer</b>	<b>8,388</b>	<b>9,071</b>	<b>10,885</b>
					<b>654 - Dues and Subscriptions</b>	<b>9,562</b>	<b>14,288</b>	<b>17,145</b>
					<b>656 - Sales Travel, Meetings</b>			
					656.1 - Conferences	13,820	16,250	19,500
					656.3 - Tradeshows	4,787	5,250	6,300
					656.7 - Local Sales/Meeting	12,073	12,158	14,590
					<b>Total 656 - Sales Travel, Meetings</b>	<b>30,680</b>	<b>33,658</b>	<b>40,390</b>
					<b>Total Sales &amp; Travel</b>	<b>48,630</b>	<b>57,017</b>	<b>68,420</b>
					<b>Total Expense</b>	<b>1,197,793</b>	<b>1,305,046</b>	<b>1,567,664</b>
					<b>Net Ordinary Income</b>	<b>189,326</b>	<b>-55,092</b>	<b>0</b>
					<b>Net Income</b>	<b>189,326</b>	<b>-55,092</b>	<b>0</b>

# Tourism Trends

## Tourism Trends

### MARCH 2023

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	57.8%	-14%	55.4%	-13%	57.7%	-5%
Average Daily Rate	\$104.79	-5%	\$114.29	-2%	\$152.58	8%
Rev. Per Available Room	\$60.62	-18%	\$63.31	-14%	\$88.05	2%

### YEAR-TO-DATE

#### July-March

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	62.7%	-14%	61.0%	-12%	59.9%	-1%
Average Daily Rate	\$116.00	-1%	\$127.94	2%	\$167.71	10%
Rev. Per Available Room	\$72.73	-15%	\$78.00	-10%	\$100.40	9%
Room Demand	474,079	-7%	802,031	-6%	14.4 M	3%
Room Supply	756,082	9%	1,315,618	7%	24.0 M	4%
Room Revenue	\$55.0 M	-8%	\$102.6 M	-4%	\$2.4 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
<b>JUL</b>	\$ 164,911.10	\$ 172,446.62	\$ (7,535.52)	\$ 31,890.89	\$ -
<b>AUG</b>	\$ 198,725.77	\$ 154,003.41	\$ 44,722.36	\$ 33,393.34	\$ 17,672.56
<b>SEP</b>	\$ 177,384.56	\$ 137,368.67	\$ 40,015.89	\$ 28,015.19	\$ -
<b>OCT</b>	\$ 146,234.93	\$ 142,805.62	\$ 3,429.31	\$ 24,009.08	\$ 200.00
<b>NOV</b>	\$ 137,722.70	\$ 115,558.80	\$ 22,163.90	\$ 21,674.12	\$ 3,542.00
<b>DEC</b>	\$ 105,447.26	\$ 96,297.73	\$ 9,149.53	\$ 18,426.26	\$ -
<b>JAN</b>	\$ 101,023.42	\$ 87,384.70	\$ 13,638.72	\$ 17,268.96	\$ -
<b>FEB</b>	\$ 90,354.40	\$ 88,005.11	\$ 2,349.29	\$ 13,170.35	\$ -
<b>MAR</b>	\$ 96,559.04	\$ 112,317.44	\$ (15,758.40)	\$ 19,701.47	\$ -
<b>APR</b>	\$ 91,172.68	\$ 122,266.77	\$ (31,094.09)	\$ 20,961.48	\$ -
<b>MAY</b>					
<b>JUN</b>					
<b>TOTAL</b>	<b>\$ 1,309,535.86</b>	<b>\$ 1,228,454.87</b>	<b>\$ 81,080.99</b>	<b>\$ 228,511.14</b>	

**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	<b>AUG</b>	\$ 173,126.72	\$ 164,911.10	\$ (8,215.62)	90.7%	84.3%	\$ 125.58	\$ 132.84
JUL	AUG	<b>SEP</b>	\$ 211,736.62	\$ 198,725.77	\$ (13,010.85)	90.0%	78.8%	\$ 141.38	\$ 139.54
AUG	SEP	<b>OCT</b>	\$ 165,459.25	\$ 177,384.56	\$ 11,925.31	80.8%	78.0%	\$ 133.99	\$ 132.12
SEP	OCT	<b>NOV</b>	\$ 141,444.65	\$ 146,234.93	\$ 4,790.28	80.9%	73.4%	\$ 120.01	\$ 123.57
OCT	NOV	<b>DEC</b>	\$ 140,586.50	\$ 137,722.70	\$ (2,863.80)	80.1%	65.6%	\$ 115.99	\$ 116.47
NOV	DEC	<b>JAN</b>	\$ 115,725.84	\$ 105,447.26	\$ (10,278.58)	71.9%	58.9%	\$ 110.65	\$ 104.98
DEC	JAN	<b>FEB</b>	\$ 106,815.82	\$ 101,023.42	\$ (5,792.40)	65.8%	53.7%	\$ 102.71	\$ 99.43
JAN	FEB	<b>MAR</b>	\$ 89,809.26	\$ 90,354.40	\$ 545.14	56.7%	47.4%	\$ 101.40	\$ 100.57
FEB	MAR	<b>APR</b>	\$ 100,363.22	\$ 96,559.04	\$ (3,804.18)	62.8%	51.6%	\$ 106.65	\$ 102.59
MAR	APR	<b>MAY</b>	\$ 120,647.71	\$ 91,172.73	\$ (29,474.98)	70.3%	58.7%	\$ 110.15	\$ 104.79
APR	MAY	<b>JUN</b>	\$ 124,525.50			71.8%		\$ 108.39	
MAY	JUN	<b>JUL</b>	\$ 144,892.87			74.0%		\$ 118.07	
		<b>YTD</b>	<b>\$1,365,715.59</b>	<b>\$1,309,535.91</b>	<b>-\$56,179.68</b>				

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

# Visitor Information

## Through April 2023

### Rogue Valley Airport Welcome Center Data 2022 - 2023

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Total Interactions
<b>JUL</b>	231	109	1,530	1,178	2,395	5,443
<b>AUG</b>	234	104	1,304	1,100	2,765	5,507
<b>SEP</b>	236	92	1,194	992	2,685	5,199
<b>OCT</b>	193	84	1,025	868	2,526	4,696
<b>NOV</b>	207	76	706	726	2,156	3,871
<b>DEC</b>	199	62	664	764	1,351	3,040
<b>JAN</b>	131	49	204	371	1,201	1,956
<b>FEB</b>	109	25	167	376	1,134	1,811
<b>MAR</b>	152	62	244	362	1,234	2,054
<b>APR</b>	132	45	248	359	1,345	2,129
<b>MAY</b>						
<b>JUN</b>						
<b>TOTAL</b>	<b>1,822</b>	<b>708</b>	<b>7,286</b>	<b>7,096</b>	<b>18,792</b>	<b>35,704</b>
<b>TOTAL YTD 21-22</b>	<b>1,107</b>	<b>317</b>	<b>3,106</b>	<b>2,911</b>	<b>12,660</b>	<b>18,994</b>
<b>% Chg</b>	<b>65%</b>	<b>123%</b>	<b>135%</b>	<b>144%</b>	<b>48%</b>	<b>88%</b>

# Event Promotion / Community Partnership

## Fund Tracker Through April 2023

### TRAVEL MEDFORD COMMUNITY PARTNERSHIP FUND 2022 - 2023 APPLICATION TRACKER

#	Name of Event	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 Motorsports (series)	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"> <li>•BVFSN Monthly Newsletter starting with a save the date in March</li> <li>•BVFSN and Rogue Flavor Guide social media accounts (Facebook and Instagram)</li> <li>•Feature on homepage of RVFSN website</li> <li>•Press Release in May</li> <li>•Full page ad in RFG - releases in March</li> <li>•Personal outreach by RVFSN staff/council/steering committee</li> <li>•Print flyers posted around Medford, Ashland and Grants Pass -</li> <li>•Print/digital ads sponsored by MFC as outlined in Jeff Jones marketing package</li> </ul>
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	<ul style="list-style-type: none"> <li>Marketing Plan</li> <li>Newspaper ads for all events-start date Jan-April</li> <li>Facebook Posts-Weekly on all events</li> <li>Website Presence for all events</li> <li>TV Commercials-run Mar-April for all events</li> <li>(TVL, FOX26, KDRV, KOBI, The Dove</li> <li>Sneak Preview-run Mar &amp; April for all events</li> <li>Poster/Calendar-posted in businesses in Rogue Valley</li> <li>Lamar Outdoor Boards-Event Info rolls daily, every hour March to April</li> <li>Links to Sponsors</li> <li>Posters/Flyers for all events in various Sponsor and Event Outlets</li> <li>What to Do in Southern Oregon-Posting weekly for all events/Facebook &amp; Instagram</li> <li>Facebook Events in Area</li> </ul>
19	The Rogue Music Festival	June 16, 2023	\$10,000	\$6,000	Paid	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. Sponsorship is \$6k cash, plus up to \$20k in-kind for marketing and advertising
19	Concerts at the Rocks (series)	June-Sep	\$5,000	\$5,000	Paid	Helping pay for advertising and additional seating for more attendees
21	Medford Rogues Know Your Role Country Night	June 3, 2023	\$1,000	\$1,000	Paid	Pay for the Fogline Band
TOTAL				\$87,575		