

TOURISM COUNCILORS

Eric Strahl, Chair
Craterian Theater

Bruce Hoevet, Vice Chair
Rogue Regency Inn

Gina Bianco
Rogue Valley Vintners

Gloria Thomas
Lady Geneva Bed & Breakfast

JoJo Howard
Compass Hotel Margaritaville

Lindsey Rice
RV Zipline Adventure

Marissa Ruf
Merete Hotel Management

Rachel Koning
Common Block Brewing

Sarah Strickler
Grown Rogue/Downtown Medford
Association Liaison

Vince Domenzain
Stone Ridge Golf Course

Wendy Baker
HGI & Homewood Suites

Jeff Kapple
Chamber of Medford & Jackson County
Liaison

Kevin Stine
Medford City Council Liaison

TRAVEL MEDFORD STAFF

T.J. Holmes
Senior Vice President

Amanda Coscette
Marketing & Communications Coordinator

Angela Wood
Director of Sales & Sports Development

Ashley Cates
Chief Marketing Officer

Celeste Moreno
Graphic Designer & Creative Coordinator

Maclayne De Mello
Community Partnership Coordinator



Travel Medford Tourism Council
March 22, 2023 | 3:30 p.m.
Holly Theatre

AGENDA

OPTIONAL Tour of Holly Theatre begins around 3:05 p.m.

- I. Meeting Call to Order – *Strahl*
- II. Approval of February 22, 2023 minutes *page 2*
- III. Financial Report – *Holmes* *page 5*
- IV. Meeting Introductions
- V. Travel Medford Report – *Holmes*
- VI. Marketing Update – *Cates & Coscette*
- VII. TMTC PPMs – *Holmes*
- VIII. Sports Update – *Wood*
- IX. Community Partnership Update – *De Mello* *page 12*
- X. TMTC & Guest Updates – *Hoteliers, Airport, etc.*

NEXT MEETING: April 26, 2023 at The Craterian

Important Travel Medford standing meeting dates & events:

Governor’s Conf. on Tourism	April 3-5	Portland
Pear Blossom Festival	April 7-8	Pear Blossom Park
Chamber Night at The Races	April 22	SO Speedway
SOSC Golf Tournament	May 6	Stone Ridge
National Travel & Tourism Week	May 7-13	Various locations
Chamber Forum on Tourism	May 8	RV Country Club

****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 February 22, 2023

Present: Eric Strahl, Bruce Hoevet, Jeff Kapple, Rachel Koning, Gloria Thomas, Wendy Baker, Vince Domenzain, Gina Bianco, Sarah Strickler, Lindsey Rice, Kevin Stine

Absent: Angela Wood, Samatha Canez

Staff: T.J. Holmes, Maclayne De Mello, Amanda Coscette, Ashley Cates

Minutes: Minutes from the January 25, 2023 meeting were reviewed. A motion to accept was made by Bruce. Vince seconded. Motion approved by the group.

Financial Report (T.J.)

- T.J. reviewed the balance sheet and profit & loss statement.
- T.J. went over tourism trends for the month. TLT for January was the second best January on record, 16% above monthly projection and +14% YTD over projected budget.
- Line 812.1, PR support is pending, RFP has been issued.
- Line 812.5 is over budget due to an increase in visitor guide requests.
- Line 840.1, Visitor Services, is under budget due to the construction of Rogue X Visitor Information Center, 50% of the down payment has been made, with a final payment upcoming in April.
- Line 650.1 is currently under budget pending upcoming conferences for Social Media Marketing World and Oregon's Governor's Conference on Tourism.
- A motion to accept the financial report as presented was made by Gina. Marissa seconded. Motion approved by the group.

Travel Medford Update (T.J.)

- Room supply continues to rise and is up 7%, which is why occupancy appears lower. Rooms available are up 10% year over year in December.
- Audit packets were given to TMTC for review. Cathy Watt at the Chamber was critical in helping. We will submit this report to the city. The next audit is FY 2026-2027
- The airport has reposted the position for a Business Development Manager.
- Our contract for the Airport Visitor Center ends this June. We are currently drafting a new proposal and hoping to secure a new six year contract.
- With Travel Oregon's Capacity Grant, Travel Medford consulted with TMTC on hiring Celeste Moreno as the Graphic Designer & Creative Manager. She will begin employment at Travel Medford on March 15th.

- Samantha Canez is no longer with Travel Medford and we are currently working on shifting roles and responsibilities with her absence.
- March's TMTC meeting will be held at The Holly Theatre with an optional tour beginning at 3:00 pm. In April, we will meet at The Craterian.

Public Relations (Holmes & Gates)

- In December, an RFP was put out for a Public Relations firm that solicited 12 prospects. Nine firms showed interest and the top three were sent to TMTC for review.
- T.J., Ashley and Eric made up the selection committee and held interviews with the top three candidates. The selection committee recommends 5W PR to TMTC. We were impressed by their team and team size. They made us feel valued with their preparation and thorough research of the area. Additionally, they ordered Travel Medford brandwear to be shipped to their firm in New York.
- The retainer fee in the proposal was \$7,500 per month, which is higher than our projected spend of \$4-6,000 per month. They are open to a multi-year contract and we are hoping to lock the price for several years.
- Projected for April 1 start, hoping to secure a three year contract with a renewal option
- A motion to accept 5W as Travel Medford's PR Firm was made by Bruce. JoJo seconded. Motion approved by the group.

Marketing Update (Cates)

- The downtown walking map is almost ready to be issued to the illustrator with the final listed directory sent to DMA for review.
- We are working on a Spring Bucket List to be released in March.
- An event for Medford's Birthday will be held this Friday at our Downtown Visitor Center. We will be having giveaways and prizes.
- Amanda has been promoted as our new Marketing & Communications Coordinator.
- Advertising spends coming up with a full-page ad in Bend Magazine and AAA/Via.
- We have an ad in Oregon Wine Touring Guide which was just released this month.
- Sunset Magazine will have a beautiful editorial coming out this Spring naming our region "the wine making mecca of the west".
- We are currently editing a sponsored story with Travel Oregon on sports and adventure which will be released next month.
- A retargeting campaign through Expedia is running and earned an \$18-to-1 on ROAS.
- Ashley was voted on to the Medford Arts Commission with her first meeting this month.

Sports Update (Holmes)

- The American Cornhole Organization (ACO) Oregon Major Tournament was held earlier this month. Final impact report showed 114 registered players, from 13 different states, and 50 unique zip codes. Surveys were sent and received with a 40% response rate.

- Travel Medford hosted a kick-off party at Wild River Restaurant with 71 attendees.
- 97% of attendees expressed that they would return to Medford next year. The event was held at the Medford Armory and we anticipate a much greater turnout next year at Rogue X.
- 150+ room nights were estimated from the ACOs.
- Angela and Zoram attended the Umpire In Charge Conference in Oklahoma City and gained 150 leads for Know Your Role.
- SOSOC Golf Tournament will be held May 6 at Stone Ridge Golf Club.

Community Partnership Update (DeMello)

- Maclayne reviewed the Event Promotion/Community Partnership Fund Tracker.
- We have spent \$63,000 and are currently partnering with Rogue Valley Growers Market to help promote their events.
- The brandwear booth was at the ACOs and the booth will be used at the upcoming Pear Blossom Festival as well as Medford Open Streets.
- Preparation for Heart of the Rogue Festival is currently underway. A meeting was held with Jim with The Rogue Marathon to change routes for the marathon. We are collaborating with The Event Agency to set a timeline for upcoming deadlines.
- We are hoping to partner with The Expo for the upcoming Rogue Music Festival which estimates hosting 15,000 attendees. We would like to make our Downtown Visitor Center a ticket pickup location to drive in foot traffic.

Guest Updates (Gina Bianco)

- Ashley and Gina attended Wine Enthusiast Magazine Awards in San Francisco. The Rogue Valley was nominated in the Top 5 Wine Regions of the World.
- Oregon had about eight organizations that were nominated, including one of the Wineries of the Year.
- Wine Enthusiast is working with Gina and Ashley to host a tasting event to further promote the region.

Guest Updates (Lindsey Rice)

- Lindsey announced that RV Zipline won Oregon Business' "Best Fan Favorite Destination" out of 9,000 participants.
- We will work to promote this achievement once their digital copy is released.

Balance Sheet

As of February 2023

1:58 PM
03/06/23
Accrual Basis

Travel Medford Balance Sheet As of February 28, 2023

	<u>Feb 28, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
106 - US Bank	346,099.97
107 - US Bank - Money Market	<u>203,004.89</u>
Total Checking/Savings	549,104.86
Accounts Receivable	
122 - Accounts Receivable	<u>90,354.40</u>
Total Accounts Receivable	<u>90,354.40</u>
Total Current Assets	639,459.26
Fixed Assets	
150 - Equipment	7,003.24
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	<u>-3,110.31</u>
Total Fixed Assets	<u>81,252.17</u>
TOTAL ASSETS	<u><u>720,711.43</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
145 - Vacation Payable	<u>2,070.20</u>
Total Other Current Liabilities	<u>2,070.20</u>
Total Current Liabilities	<u>2,070.20</u>
Total Liabilities	2,070.20
Equity	
302 - Retained Earnings	403,196.96
Net Income	<u>315,444.27</u>
Total Equity	<u>718,641.23</u>
TOTAL LIABILITIES & EQUITY	<u><u>720,711.43</u></u>

Profit & Loss

February 2023

1:13 PM
03/06/23
Accrual Basis

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

		YTD Actual	YTD Budget	Annual Budget
Ordinary Income/Expense				
	Income			
	430 - Interest Income	49		
	440 - Occupancy Tax Income	1,121,804	993,871	1,541,864
	451 - Airport Ad Income	4,463	3,200	4,800
	452 - Brand Merchandise	7,144	14,000	21,000
	454 - Event Revenue	17,592		
	456 - Misc Revenue	45,000		
	Total Income	1,196,051	1,011,071	1,567,664
	Expense			
	540 - Administration			
	540.1 - Rent and Operations	28,431	28,431	42,646
	540.2 - Shared Salaries	41,913	41,935	62,902
	540.3 - Salaries	59,500	59,500	89,250
	540.4 - Benefits	12,373	12,597	19,568
	Total 540 - Administration	142,217	142,462	214,366
	Office Expense			
	602 - Telephone	2,280	2,480	3,720
	604 - Postage	373	1,333	2,000
	606 - Supplies	1,960	800	1,200
	608 - Legal & Accounting	30,185	26,000	39,000
	Total Office Expense	34,798	30,613	45,920
	Promotion Expense			
	812 - Advertising			
	812.1 - Advertising Support	0	28,000	42,000
	812.2 - Salaries	152,132	156,333	234,500
	812.3 - Benefits	31,424	34,780	55,308
	812.4 - Giveaways	2,556	10,000	15,000
	812.5 - BrochDist/Fullfillment	10,979	5,147	7,719
	812.6 - Community Partnerships	66,060	51,400	77,100
	812.7 - Sust. Mkt. Traditional	49,385	46,000	69,000
	812.9 - DigitalSocialMedCampaign	127,414	184,000	276,000
	Total 812 - Advertising	439,950	515,660	776,628
	813 - Sports Tourism			
	813.1 - SOSC	4,499	3,333	5,000
	813.2 - Sports Tourism	37,632	42,598	63,897
	Total 813 - Sports Tourism	42,132	45,931	68,897
	814 - Brochures & Printing	7,392	14,883	22,325
	816 - Art, Design Services	16,466	32,000	48,000

Profit & Loss (Continued)

February 2023

1:13 PM
 03/06/23
 Accrual Basis

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

							YTD Actual	YTD Budget	Annual Budget
						818 - Conv. Sales/Group Tours			
						818.1 - Conv. Sales/Group Tours	1,584	6,333	9,500
						818.2 - Salaries	45,500	45,500	68,250
						818.3 - Benefits	10,988	11,452	17,387
						Total 818 - Conv. Sales/Group Tours	58,072	63,286	95,137
						819- Promo Materials/Brand			
						819.1 - Promotional Partnership	977	2,000	3,000
						819.2 - Brand Merchandise	4,293	11,333	17,000
						Total 819- Promo Materials/Brand	5,269	13,333	20,000
						820 - Spec. Proj/Prog/Events	4,210	37,153	55,730
						822 - Research	10,114	6,800	10,200
						824 - Website	5,102	6,667	10,000
						826 - Lithia & Driveway Fields	5,000	6,667	10,000
						840 - Visitor Services			
						840.1 - Visitor Services	34,185	41,360	62,040
						840.4 - Airport			
						840.41 - Airport Ad Expense	2,231	1,333	2,000
						840.4 - Airport - Other	36,436	38,667	58,000
						Total 840.4 - Airport	38,667	40,000	60,000
						Total 840 - Visitor Services	72,852	81,360	122,040
						Total Promotion Expense	666,560	823,740	1,238,957
						Sales & Travel			
						650 - Trade/Travel Shows/Confer			
						650.1 - Conferences	8,655	5,390	8,085
						650.3 - Tradeshows	0	1,200	1,800
						650.5 - Stakeholder Partnerships	80	667	1,000
						Total 650 - Trade/Travel Shows/Confer	8,735	7,257	10,885
						654 - Dues and Subscriptions	9,109	11,430	17,145
						656 - Sales Travel, Meetings			
						656.1 - Conferences	5,079	13,000	19,500
						656.3 - Tradeshows	4,744	4,200	6,300
						656.7 - Local Sales/Meeting	9,366	9,727	14,590
						Total 656 - Sales Travel, Meetings	19,188	26,927	40,390
						Total Sales & Travel	37,032	45,613	68,420
						Total Expense	880,607	1,042,429	1,567,664
						Net Ordinary Income	315,444	-31,358	0
						Net Income	315,444	-31,358	0

Tourism Trends

For the Month of February 2023

Tourism Trends

JANUARY 2023

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	47.4%	-16%	44.6%	-14%	45.2%	-4%
Average Daily Rate	\$100.57	-1%	\$109.47	2.2%	\$142.73	8%
Rev. Per Available Room	\$47.63	-17%	\$48.78	-12%	\$64.57	4%

YEAR-TO-DATE

July-January

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	64.9%	-13%	63.2%	-11%	61.1%	-1%
Average Daily Rate	\$118.88	-1%	\$131.39	2%	\$172.01	10%
Rev. Per Available Room	\$77.14	-14%	\$83.05	-9%	\$105.12	10%
Room Demand	383,410	-7%	652,928	-5%	11.6 M	4%
Room Supply	590,907	8%	1,032,977	7%	18.9 M	4%
Room Revenue	\$45.6 M	-7%	\$85.8 M	-3%	\$1.9 B	15%

Sources: STR & AirDNA

NOTE: February data is not released until late March

Transient Lodging Tax: Actual vs. Prediction
2022 - 2023

	Actual	Prediction	Difference	Collected from Intermediaries	Collected After the Last Day of the Month
JUL	\$ 164,911.10	\$ 172,446.62	\$ (7,535.52)	\$ 31,890.89	\$ -
AUG	\$ 198,725.77	\$ 154,003.41	\$ 44,722.36	\$ 33,393.34	\$ 17,672.56
SEP	\$ 177,384.56	\$ 137,368.67	\$ 40,015.89	\$ 28,015.19	\$ -
OCT	\$ 146,234.93	\$ 142,805.62	\$ 3,429.31	\$ 24,009.08	\$ 200.00
NOV	\$ 137,722.70	\$ 115,558.80	\$ 22,163.90	\$ 21,674.12	\$ 3,542.00
DEC	\$ 105,447.26	\$ 96,297.73	\$ 9,149.53	\$ 18,426.26	\$ -
JAN	\$ 101,023.42	\$ 87,384.70	\$ 13,638.72	\$ 17,268.96	\$ -
FEB	\$ 90,354.40	\$ 88,005.11	\$ 2,349.29	\$ 13,170.35	
MAR					
APR					
MAY					
JUN					
TOTAL	\$1,121,804.14	\$ 993,870.66	\$ 127,933.48	\$ 187,848.19	

Year-Over-Year Comparison
2022 - 2023

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2021 - 2022	TLT 2022 - 2023	Difference	Lodging Occ.% 2021 - 2022	Lodging Occ.% 2022 - 2023	Lodging ADR 2021 - 2022	Lodging ADR 2022 - 2023
JUN	JUL	AUG	\$ 173,126.72	\$ 164,911.10	\$ (8,215.62)	90.7%	84.3%	\$ 125.58	\$ 132.84
JUL	AUG	SEP	\$ 211,736.62	\$ 198,725.77	\$ (13,010.85)	90.0%	78.8%	\$ 141.38	\$ 139.54
AUG	SEP	OCT	\$ 165,459.25	\$ 177,384.56	\$ 11,925.31	80.8%	78.0%	\$ 133.99	\$ 132.12
SEP	OCT	NOV	\$ 141,444.65	\$ 146,234.93	\$ 4,790.28	81.2%	73.4%	\$ 120.01	\$ 123.57
OCT	NOV	DEC	\$ 140,586.50	\$ 137,722.70	\$ (2,863.80)	80.1%	65.6%	\$ 115.99	\$ 116.47
NOV	DEC	JAN	\$ 115,725.84	\$ 105,447.26	\$ (10,278.58)	71.9%	58.9%	\$ 110.65	\$ 104.98
DEC	JAN	FEB	\$ 106,815.82	\$ 101,023.42	\$ (5,792.40)	65.7%	53.7%	\$ 102.71	\$ 99.43
JAN	FEB	MAR	\$ 89,809.26	\$ 90,354.40	\$ 545.14	61.1%	47.4%	\$ 98.73	\$ 100.57
FEB	MAR	APR	\$ 100,363.22			66.5%		\$ 104.21	
MAR	APR	MAY	\$ 120,647.71			70.3%		\$ 107.34	
APR	MAY	JUN	\$ 124,525.50			71.8%		\$ 108.39	
MAY	JUN	JUL	\$ 144,892.87			74.0%		\$ 118.07	
		YTD	\$1,144,704.66	\$1,121,804.14	-\$22,900.52				

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

Rogue Valley Airport Welcome Center Data
2022 - 2023

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Total Interactions
JUL	231	109	1,530	1,178	2,395	5,443
AUG	234	104	1,304	1,100	2,765	5,507
SEP	236	92	1,194	992	2,685	5,199
OCT	193	84	1,025	868	2,526	4,696
NOV	207	76	706	726	2,156	3,871
DEC	199	62	664	764	1,351	3,040
JAN	131	49	204	371	1,201	1,956
FEB	109	25	167	376	1,134	1,811
MAR						
APR						
MAY						
JUN						
TOTAL	1,539	601	6,794	6,375	16,213	31,522
TOTAL YTD 21-22	665	130	1,815	1,718	10,212	13,875
% Chg	131%	362%	274%	271%	59%	127%

Event Promotion / Community Partnership

Fund Tracker Through February 2023

TRAVEL MEDFORD COMMUNITY PARTNERSHIP FUND 2022 - 2023 APPLICATION TRACKER

	Date of Event	Amount Requested	Amount Awarded	Status	Notes	
1	Sasquatch Open Pro AM	July 29-31	\$1,500	\$1,000	Paid	200 lip balm provided for bags
2	Southern Oregon Classic	June 1, 2023	\$6,000	\$6,000	Paid	Paid \$5,000 in 2021-2022
3	Rockafest 2022	August 20, 2022	\$10,000	\$1,500	Paid	\$1,000 toward radio campaign
4	Oregon Wine Experience	August 17-21	\$5,000	\$5,000	Paid	
5	SOHS - Christmas at Hanley	Dec. 15-18, 2022	\$1,500	\$1,500	Paid	9000 bulbs to decorate the trees and grounds. All of the funds went toward the lighting order (which totals more than \$25,000).
6	Tee it Up for Timbers Golf Tournament	Oct. 14, 2022	\$5,000	\$500	Paid	Hole Sponsor
7	USA Softball Fall Classic	Oct. 7-9, 2022	\$5,000	\$0		Taken out of 826 budget line item
8	Heart of the Rogue Festival	Oct. 14-15, 2022	Not specified	\$38,075	SEE NOTES	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
12	Downtown Medford Association/ Bikes N Brews	October 14, 2023	\$1,500			Fundraiser Bike ride for DMO. Bikes N Brews will be part of the 2023 HOTR. Proceeds will help continue the downtown community of Medford. Marketing Plan: 2,500 rack cards, 500 full colors posters-distributed to the area & out-of-town bike shops, and hotels. Visitor center. Social media ads, radio & television
13	Southern Oregon Motorsport	Mar-Oct, 2023	\$5,000	\$5,000	Paid	Local TV, Radio, and regional advertising for our out-of-state drivers and fans
14	Brews, Bluegrass, and BBQ	June 3, 2023	\$1,500			<ul style="list-style-type: none"> •RVFSN Monthly Newsletter starting with a save the date in March •RVFSN and Rogue Flavor Guide social media accounts (Facebook and Instagram) •Feature on homepage of RVFSN website •Press Release in May •Full page ad in RFG - releases in March •Personal outreach by RVFSN staff/council/steering committee •Print flyers posted around Medford, Ashland and Grants Pass – •Print/digital ads sponsored by MFC as outlined in Jeff Jones marketing package
15	Alba Sister City Association	March 31, 2023	\$1,500	\$1,500		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			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 Pickleball Tournament	June 2-4, 2023	\$2,000			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		<ul style="list-style-type: none"> Marketing Plan Newspaper ads for all events-start date Jan-April Facebook Posts-Weekly on all events Website Presence for all events TV Commercials-run Mar-April for all events KTWL, FOX26, KDRV, KOBI, The Dove Sneak Preview-run Mar & April for all events Poster/Calendar-posted in businesses in Rogue Valley Lamar Outdoor Boards-Event Info rolls daily, every hour March to April Links to Sponsors Posters/Flyers for all events in various Sponsor and Event Outlets What to Do in Southern Oregon-Posting weekly for all events/Facebook & Instagram Facebook Events in Area
TOTAL				\$71,075		