

FREQUENTLY ASKED QUESTIONS

How do I know if my event qualifies?

Any event classified as a tourism driver or tourism enhancer is welcome to apply. Funds will be awarded based on availability and number of applicants. Not sure if your events would qualify? Reach out to katelynh@travelmedford.org with any questions.

Is my event a tourism enhancer or driver?

Tourism drivers are events that see a significant amount of overnight travelers in Medford hotels and short term rentals. These travelers also support the local economy by spending money at restaurants, attractions, etc. These events directly support Travel Medford's mission.

Tourism enhancers are events that may not bring in much overnight visitation, but would enhance the experience for travelers and the local community. We want to show Medford as an enticing destination that hosts a variety of events. While these events may not directly increase lodging occupancy, they enhance the community and continue to make Medford a top destination.

What do I need for the application?

We recommend you preview the application before filling it out to ensure you have all of the necessary information. You will need to provide basic information about your event (type of event, attendance, dates, location, etc.), previous years data if applicable, specific information about your request, and contact information. Be as detailed as possible to have the best chance at being awarded funds. Additionally, there is an option to upload any supporting documents you believe will enhance your application. This could include: a marketing plan, sponsor benefits, budgets, etc.

When should I apply?

Events can apply in either cycle for events taking place in that fiscal year (July 1 - June 30). We encourage you to apply in the first cycle to have the best chance at being awarded. Funds for approved events will only be awarded up to 6 months prior to the event date.

How many applications can I submit per cycle?

You can submit one application per event per cycle. An organization holding multiple events could apply once for each different event. If you are not granted funds in the first cycle, you may apply again but an award is not guaranteed. An event may only be awarded once per fiscal year.

Is there a maximum/minimum amount of support I can apply for?

The maximum amount of funds that will be awarded is \$5,000. There is no minimum.

FREQUENTLY ASKED QUESTIONS (CONT.)

Does Travel Medford require recognition for awarded funds?

The Travel Medford logo will be provided to you upon receiving the award letter to be used in any marketing or promotional materials. Other details regarding recognition will be provided for approved events.

What events have been supported in the past?

Here are some examples of the events we have supported in the past:

Sports & Recreation

- Cascade Collegiate Conference Soccer Championships
- Medford Summer Classic Pickleball Tournament
- Rogue Reining Horse Association Ranch and Reining Show Series

Arts & Culture

- Folk Collective Summer Series
- Pear Blossom Festival
- Rogue Comic Con

Food, Wine, & Agrotourism

- Rogue Valley Farm Tour
- Savor Southern Oregon Signature Wine Event
- Southern Oregon Classic & Culinary Feast

How do I calculate number of room nights?

The number of room nights is the total number of rooms that will be occupied in Medford as a direct result of your event's attendees.

$(\# \text{ of out of town attendees staying in hotels or short term rentals} / \# \text{ of people per room}) \times \# \text{ of nights} = \text{total \# of room nights}$

For example, if your event had 300 out of town attendees that were staying two people per room for three nights, your total number of room nights would be 450.

$(300/2) \times 3 = 450$

What can the funds be used for?

Appropriate uses of funds:

- Marketing and promotion (social media campaigns, radio, print ads, commercials, etc.)
- Rental fees (facilities, equipment, infrastructure, etc.)
- Non-monetary awards (trophies, prizes, etc.)

Inappropriate uses of funds:

- Cash prizes
- Tangible personal property
- Capital expenses
- Administrative costs (salaries, travel, etc.)