



Visitors and Convention Bureau

## Criteria for Events & Funding Policy

### Mission:

The mission of the Visitors and Convention Bureau is to strengthen the economy of Medford by marketing the Medford area as a preferred destination for leisure travel, meetings and conventions.

### Summary

The goal of this program is to fund tourism projects that positively impact the City of Medford's economy, specifically those which have broad appeal targeting markets beyond Medford or Jackson County.

### Eligible Requirements

Eligible applicants for funding consideration are local entities submitting applications for projects that have the primary objective of attracting visitors from markets 50 miles from Medford or Jackson County and filling up our restaurants and hotels.

- If you have a web site available you must link to the Medford VCB web site ([www.visitmedford.org](http://www.visitmedford.org)).
- Evaluation Form must be completed and returned no later than 30 days after the event.
- Feature the Medford VCB logo. (Medford VCB will provide the logo upon project approval)
- Apply on an annual basis.
- No event-related advertising (any form of media) may promote lodging facilities located outside the City of Medford or they must be a Chamber Member.

### Eligible & Applicable Costs

- Advertising through paid media (including newspapers, magazines, radio, television and billboards). A media schedule is required.
- Printed materials (including brochures, inserts and direct mail pieces) for distribution outside of Jackson County. A distribution list is required.
- Production of an event designed to attract visitors.
- Agency fees (including research, copy development, design and layout) not to exceed 25% of project funds requested.

### Ineligible Costs

- Administrative expenses (including travel, meals, lodging and salaries).
- Operating expenses (including maintenance, repair, rent, electricity, telephone changes and all utilities).
- Office supplies.
- A project that financially benefits an entity will not be funded.

### Process:

- Applications will be reviewed 2 times a year. March and January
- Every organization will be required to fill out the application form to be reviewed by a committee (staff, Liaison from Chamber board and 2 VCB Committee members)

**Checklist:**

- Copy of financial statement from most recent year event was held.
- Letters of commitment from co-sponsors.
- By-laws (if applicable)
- List of current Officers and Board members
- History of Organization
- Budget for this years event

Name of Group:\* \_\_\_\_\_

Name of Representative: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

Date of Event: \_\_\_\_\_

Describe your Event: \*\* \_\_\_\_\_

Purpose of the Event: \_\_\_\_\_

Mark one: \_\_\_\_\_ Non-Profit Organization \_\_\_\_\_ For Profit Organization

1. Estimated number of Attendees: \_\_\_\_\_
  - a) How many **out of town** attendees is the organization projecting? \_\_\_\_\_
  - b) How many **local attendees** is the organization projecting? \_\_\_\_\_
2. Will your event provide overnight stays to Medford Hotels? Yes No
  - a) Estimated # of hotel rooms expected to be used: \_\_\_\_\_
  - b) Estimated # of people camping or RVing: \_\_\_\_\_
3. How many days/nights is the event being held? \_\_\_\_\_

4. Is this event:  
 One-time event \_\_\_\_\_  
 First year \_\_\_\_\_
- a) If this is the first year, do you anticipate making it an annual event? Yes No  
 Comments: \_\_\_\_\_  
 \_\_\_\_\_
- b) Is this an annual event? Yes No If yes, how many years? \_\_\_\_\_
5. Where has this event been held in the past? Please list references of other VCB's, hotels  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
6. Is this a local event? Medford \_\_\_\_\_  
 Jackson County \_\_\_\_\_  
 Other \_\_\_\_\_
7. Do you charge for attendance? Yes No  
 a) If yes, what are admission prices? \_\_\_\_\_
8. What type of traveler do you feel your event will be bringing?  
 \_\_\_\_\_ Leisure Traveler  
 \_\_\_\_\_ Corporate traveler  
 \_\_\_\_\_ Group traveler
9. What types of out of town attendees are expected?  
 \_\_\_\_\_ Vendors  
 \_\_\_\_\_ Participants / Delegates  
 \_\_\_\_\_ Speakers
10. How is the organization advertising / marketing the event?  
 \_\_\_\_\_ Internet \_\_\_\_\_ Radio  
 \_\_\_\_\_ Newspaper \_\_\_\_\_ TV  
 \_\_\_\_\_ Magazines \_\_\_\_\_ Emails
11. Does this event get Media Coverage/Exposure?  
 \_\_\_\_\_ Local \_\_\_\_\_ Regional \_\_\_\_\_ National
12. Will the event be advertised locally or out of town? If out of town please describe cities and type of media being used?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

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13. Is there potential for Medford to host this event in the future? \_\_\_\_\_

14. Describe Your Request of Support: \*\*\* \_\_\_\_\_

15. How will Medford Visitors and Convention Bureau be recognized as a supporter of this event?  
(VCB will provide logo, hospitality bags)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

16. What was the gross revenue of the prior years event? \_\_\_\_\_

17. What was net revenue of prior years event? \_\_\_\_\_

18. How much was spent in advertising and promotion of event? \_\_\_\_\_

19. In what ways will your event benefit Medford/Jackson County businesses?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*Attach By-laws, List of Officers & Directors and History of Organization.

\*\*Attach the Budget for this event.

\*\*\*Attach any additional information that will support your request.

**Office Use Only:**

Amount Approved \$ \_\_\_\_\_

Return on Investment for VCB & City \_\_\_\_\_

Comments \_\_\_\_\_

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