

Strategy	Mid-Year Status	Original Budget	Outlay as of 7/31/2007
# 1 "Q" Training	<p>The "Q" continues to receive robust interest and participation throughout Region 5. Currently, SOVA's partnerships with Travel Oregon, Rogue Community College, Umpqua Community College, Visitor &amp; Convention Bureaus, and major businesses throughout the region continue to stimulate interest in and support for the "Q". Contractor Sue Price continues to lead this strategy, and she has adapted existing Q curriculum to include elements of the state's new Q Care program and Southern Oregon specific information. Sue has continued with "Mystery Shopping" by going to an attraction or visitors center and posing as a visitor. The information gleaned in these expeditions is extremely valuable in driving content and identifying areas of concern. Sue serves on Travel Oregon's Q committee. Must-See bookmark collateral is being reprinted in several areas and these remain a popular, effective tool for extending the training out into the field, where front-line workers interact directly with visitors. Our year-end RCMP report will provide more complete, annual totals. Upcoming classes are scheduled in Aug-Sep-Oct 2007.</p> <p><b>Summary for the period Jan-July 2007</b>                      Jackson - 81                      Josephine - 132                      Douglas - 33                      Klamath - 14                      Lake - 0  <b>TOTAL- 260</b></p>	\$19,000	\$7,050

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# 2 Travel Research	<p>DCG Research has a two-year research contract with SOVA to conduct a regional visitor profile study. DCG began collecting data in September 2006, following the development of a standard survey instrument and after securing the commitment of visitor centers and attractions. 3<sup>rd</sup> and 4<sup>th</sup> quarter 2006 visitor profile studies, and 1<sup>st</sup> quarter 2007 studies, were completed and are now online for review (at SOVA's industry website, <a href="http://www.southernoregon.org/partners">www.southernoregon.org/partners</a>). Individual reports have been sent to all collecting locations. All collection points receive confidential reports, each quarter, where sample size is large enough for statistical analysis. We are experimenting with awards for volunteers for achieving higher percentages of surveys. There were 16 original locations, and now there are 21. On average, we're seeing 2% of visitors completing surveys. Creating a quantitative visitor profile ranks among the top priorities of the RCMP-SOVA Task Force.</p>	\$28,000	\$6,815

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# 3 Internet Marketing	<p>Background: Analysis in January of 2007 guided marketing efforts currently underway. In assessing the performance of SOVA websites, we found that although SOVA's sites continue to be strong for certain key word searches, we had lost momentum in our web dominance over the past two years. This is largely due to huge shifts in the way in which Google references and ranks sites. Rapidly increasing competition and more sophistication among the purveyors of websites has also eroded SOVA's market share. Analysis included an audit of current advertising programs, key word analysis, and analysis of rank in search engines. We developed aggressive steps to increase website rankings and traffic, with the goal to create campaigns that support marketing niches promoted through SOVA advertising programs and Travel Oregon advertising.</p>	\$16,000	\$6,998

	<p>Rather than attempt to gain results in many areas, we focused our efforts on specific combinations that, in turn, support the niche advertising we're doing in print, radio, and via the annual travel guide. The campaign has been extremely successful. Creation of sub sites focused on these niche markets is the next phase. Finally, we completed an inventory all SOVA domains (there are approximately 55, some with content, others forward to southernoregon.org site). We are now creating content for all sites incorporating key words in which we are focusing. This content is not comprehensive, and the sites would also include links to southernoregon.org. These will be created and hosted in new location and a splash page with site map to our primary websites. Once these go live, we can go thru and create specialized text for each. In the coming months, development of a more robust media area on the site is a key priority, as is translation of the sites into German and Japanese.</p>		
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<p><b># 4</b> Niche Consumer Advertising</p>	<p>Extending the work of previous years by focus on defined markets. We are still in the early phase of rolling out new creative (Nature vs. Nurture and Wonders Never Cease) that was developed last year. As with all its advertising programs, SOVA remains committed to creating and growing campaigns that include opportunities for individual businesses to support with their own retail message. This helps small businesses (like outfitters, wineries, tour operators, and so on) leverage their limited advertising dollars, and it also helps leverage RCMP funds. Branding ads in key niche markets supported by unique websites and/or radio. Complete media plan available online at <a href="http://www.southernoregon.org/partners">www.southernoregon.org/partners</a>, shows placed and planned media, advertising partners, cost and circulation. For convenience, here's a list for the period covered by this report (January 1 – July 31, 2007). Note: this list includes only RCMP-SOVA programs. See website above for complete media plan.</p> <p><b><u>Spring Newspaper Insert</u></b> Madden Pre-Print 2007 Full page advertorial w/ small space ad Cir: 875,000 Leads as of 7/25/2007 = 5,931 Six partners + RCMP funds Gross impressions 2.5M</p> <p><b><u>VIA Magazine (No Calif)</u></b> 1/3 page color ad May/June Cir: 2.1M Leads: direct to partners Gross impressions: 4.9M Six partners + RCMP funds</p> <p><b><u>WESTWAYS Magazine</u></b> 1/3 page color ad May/June Cir: 2.1M Leads: direct to partners Gross impressions: 4.9M Three partners + RCMP funds</p> <p><b><u>TOTAL SAN FRANCISCO</u></b> Multi-media promotion SFO market May/June 2007 (13 wks) Online impressions: 2.773M Print impressions: 15.5M / Radio impressions: 435,600 Leads: 1,200 / Gross impressions: 18.7M Seven partners + RCMP funds Note: tied in with Sunset Celebration Weekend, which was used as a kick-off for the promotion. Gave the promotion some nice add'l wheels.</p>	<p><b>\$95,000</b></p> <p>Cooperative funds from partners (for period of this report) = <b>\$45,000</b></p> <p><b>(total \$140,000)</b></p>	<p><b>\$90,148</b></p>

	<p><i>Upcoming:</i>  <b>Sunset Magazine – No Calif</b>                  August and September 2007)                  Cir: 1.55M                  Reader Ser cov: 4.2M                  Leads: direct to partners                  Gross impressions: 7M</p> <p><b>Fall 2007 Oregon Bounty Promotion</b>                  Newspaper insert, northern Calif                  Five partners + RCMP funds</p> <p><b>Alaska Air – Golf Ad – Fall Promotion</b>                  September/October 2007                  Cir: 900,000                  Leads through SOVA                  Three partners + RCMP funds</p> <p><b>Southern Oregon Vacation Guide</b> will undergo redesign for 2008 edition, with possible “guide on DVD” packaging. As per the 2005 redesign, the Vacation Guide will continue to support the Brand Oregon “look” via images, colors, and fonts. Expanded sections have been added to support niche markets.</p>		
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<p><b># 5</b></p> <p>Regional PR Resources</p> <p>Trade Show &amp; Matching Grant Opportunities</p>	<p><b>Activity # 1: Media/Industry Relations</b>                      Working to develop relationships with key media and industry contacts. With increased communications among industry groups, we can achieve even greater leverage of RCMP funds, and see more success for everyone. Success in these endeavors is critical to our role as the RDMO for Southern Oregon. A key accomplishment for the period covered in this report is the TIC Welcome Center Conference. We seized the opportunity to host the tourism professionals who have the greatest, most consistent, and effective communications channel with upwards of 200,000 visitors to Oregon annually.</p> <p><b>Activity # 2: Trade Shows</b>                      Focus on three to five shows per year in most desired market (SF Bay Area). Consumer shows is primary target, but some group travel shows work well for our area. For the period covered by this report, show participation (with partnership of vcb and small businesses) includes:</p> <p style="margin-left: 20px;"><u>Go West Summit</u>                      Including Fams and Travel Oregon events                      Portland, Oregon                      February 2007                      Significant resources, coordination, staffing, et al went into our role as coordinator of the Southern Oregon presence at the show. This was an excellent opportunity for Oregon.</p> <p style="margin-left: 20px;"><u>Bay Area Travel Show</u>                      Santa Clara, Calif                      March 2007                      22 partners (about six in-booth participation, others brochures/collateral development) plus RCMP funds</p>	<p><b>\$44,000</b></p> <p>Cooperative funds from partners (for period of this report) = <b>\$9,835</b></p> <p><b>(total \$53,835)</b></p>	<p><b>\$29,058</b></p>

	<p><u>Sunset Celebration Weekend</u> Menlo Park, Calif May 2007 13 partners (about four in-booth participation, others brochures/collateral development) plus RCMP funds</p> <p>NTA Fams (pre and post) January 2007 Portland-based with NTA visits to Southern Oregon.</p> <p>POW-WOW International April 2007 Los Angeles, Calif</p> <p><b><u>Activity # 3: Matching Grants</u></b> Continuing to provide limited funding to smaller firms to cover travel costs to niche market trade shows (wine, golf, outdoor recreation); international market shows; or to fund special projects. To date, three programs have applied for and receiving matching grants: ScienceWorks Hands-on Museum + Southern Oregon Historical Society; Southern Oregon Winery Association (through innovative partnership to fund participation of wineries in Oregon Bounty); and Ashland First-Ever Food &amp; Wine Festival.</p> <p><b><u>Activity # 4: FAMs/Travel Writers &amp; Media/Group Travel &amp; Receptions</u></b> From January-July 2007, we've seen a fairly dramatic reduction in media trips coming through Travel Oregon, but those we have been involved with have offered an effective means to highlight this entire region. We have developed a number of itineraries during the past two years, and have improved the speed with which we can respond to media requests. Given that no statewide clipping service is yet available, the RCMP-SOVA marketing committee has made acquisition of a service a top priority for the next 90 days.</p>		
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**SUMMARY & TOTALS**

ORIGINAL BUDGET	DISBURSEMENTS RECEIVED JAN 1-JUL 31 2007	OUTLAYS AS OF 7/31/2007	PARTNER/SOVA FUNDS (CASH) AS OF 7/31/07	PARTNER&SOVA (IN-KIND)
<b>\$202,000</b>	<b>\$162,707</b>	<b>\$140,354</b>	<b>\$54,835</b>	<i>Will be reflected in final report.</i>