

Strategy	Progress	Original Budget	Outlay as of 6/30/2008	Partner Funds																																																																																
<p># 1 "Q" Training</p>	<p>Background Please see background notes from previous year reports.</p> <p>Goals & Notes The SOVA/RCMP Marketing Committee remains committed to this concept as absolutely essential to the health and prosperity of the industry in Southern Oregon. SOVA will continue to lead efforts in customer service training and participate actively in further curriculum development for online modules (the "Q Care") and new courses we are developing for Southern Oregon. Discipline: Instruction and partnership with area DMOs. Target Audience: Frontline workers in hospitality industry. Details: program customizations like secret shopping, MUST SEE collateral (special cards with area attractions), funding matrix by county to ensure equitable allocation, leverage of RCMP dollars by private and public partner investments. Key partners: DMOs, major attractions, community colleges, Travel Oregon.</p> <p>Noteworthy Accomplishments With interest and momentum still very strong in Southern Oregon, we have continued certifying front-line employees in the Q, and are further enhancing the curriculum for the coming year. <i>Please see previous report for a list of 2007 trainings.</i></p> <table border="1" data-bbox="443 662 1688 1182"> <thead> <tr> <th>County</th> <th>Date</th> <th>Partners</th> <th># Certified</th> </tr> </thead> <tbody> <tr><td>Josephine</td><td>3/11/2008</td><td>Illinois Valley High School</td><td>18</td></tr> <tr><td>Josephine</td><td>5/29/2008</td><td>Grants Pass VCB, Wildlife Images</td><td>60</td></tr> <tr><td>Josephine</td><td>6/12/2008</td><td>Grants Pass VCB, Redwood Motel</td><td>35</td></tr> <tr><td>Jackson</td><td>6/16/2008</td><td>Oregon Shakespeare Festival</td><td>50</td></tr> <tr><td>Jackson</td><td>6/19/2008</td><td>Medford VCB, Craterian Theater</td><td>33</td></tr> <tr><td>Jackson</td><td>4/14/2008</td><td>Centennial Golf Course, Medford VCB</td><td>26</td></tr> <tr><td>Jackson</td><td>4/15/2008</td><td>Centennial Golf Course, Medford VCB</td><td>20</td></tr> <tr><td>Jackson</td><td>5/7/2008</td><td>Medford VCB</td><td>30</td></tr> <tr><td>Klamath</td><td>4/21/2008</td><td>Travel Klamath</td><td>20</td></tr> <tr><td>Douglas</td><td>4/22/2008</td><td>Roseburg VCB, Douglas County Library</td><td>41</td></tr> <tr><td>Curry</td><td>5/20/2008</td><td>Brookings Chamber Commerce, Travel Oregon</td><td>35</td></tr> <tr><td>Curry</td><td>5/21/2008</td><td>Gold Beach Promotions, Travel Oregon, Pacific Reef Resort</td><td>20</td></tr> <tr><td>Curry</td><td>5/21/2008</td><td>Gold Beach Promotions, Travel Oregon, Pacific Reef Resort</td><td>17</td></tr> <tr><td>Coos</td><td>5/22/2008</td><td>Bandon Chamber of Commerce, Inn at Face Rock</td><td>30</td></tr> <tr><td>Coos</td><td>5/22/2008</td><td>Bandon Chamber of Commerce, Inn at Face Rock</td><td>54</td></tr> <tr><td>Coos</td><td>5/23/2008</td><td>Coos Bay/North Bend VCB, Red Lion</td><td>15</td></tr> <tr><td colspan="3" style="text-align: right;">Subtotal</td><td>504</td></tr> <tr><td colspan="3" style="text-align: right;"><i>Total From 2007</i></td><td>323</td></tr> <tr><td colspan="3" style="text-align: right;">Total for January 1, 2007 - June 30, 2008</td><td>827</td></tr> </tbody> </table>	County	Date	Partners	# Certified	Josephine	3/11/2008	Illinois Valley High School	18	Josephine	5/29/2008	Grants Pass VCB, Wildlife Images	60	Josephine	6/12/2008	Grants Pass VCB, Redwood Motel	35	Jackson	6/16/2008	Oregon Shakespeare Festival	50	Jackson	6/19/2008	Medford VCB, Craterian Theater	33	Jackson	4/14/2008	Centennial Golf Course, Medford VCB	26	Jackson	4/15/2008	Centennial Golf Course, Medford VCB	20	Jackson	5/7/2008	Medford VCB	30	Klamath	4/21/2008	Travel Klamath	20	Douglas	4/22/2008	Roseburg VCB, Douglas County Library	41	Curry	5/20/2008	Brookings Chamber Commerce, Travel Oregon	35	Curry	5/21/2008	Gold Beach Promotions, Travel Oregon, Pacific Reef Resort	20	Curry	5/21/2008	Gold Beach Promotions, Travel Oregon, Pacific Reef Resort	17	Coos	5/22/2008	Bandon Chamber of Commerce, Inn at Face Rock	30	Coos	5/22/2008	Bandon Chamber of Commerce, Inn at Face Rock	54	Coos	5/23/2008	Coos Bay/North Bend VCB, Red Lion	15	Subtotal			504	<i>Total From 2007</i>			323	Total for January 1, 2007 - June 30, 2008			827	<p>\$19,000</p>	<p>\$19,023</p>	<p>\$1,800</p> <p><i>Jetboat Excursions; room nights; refreshments, room reservations, equipment, publicity, refreshments, general coordination</i></p>
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# 2 Travel Research	<p>Background Please see background notes from previous year reports.</p> <p>Goals & Notes Developing a visitor profile for Southern Oregon remains the number one priority of the SOVA/RCMP Marketing Committee. DCG Research was commissioned in 2006 to conduct an ongoing, year-round visitor profile study to expand and build on the 1991/1997 database (the previous SOVA studies). The purpose of the research: 1) to develop a universal survey instrument; 2) to create a system to collect monthly data; 3) to provide strategic intelligence—visitor profile and trip characteristics—to help spotlight future trends and to use as a tool for evaluating regional marketing efforts and strategies.</p> <p>Noteworthy Accomplishments With the help of various chambers, VCBs, and attractions, DCG Research and SOVA have been collecting data from September 2006 and will continue through December 2008. We expect to have nearly 20,000 visitor surveys in hand. A visitor profile study “12-month analysis” was published in January 2008 by SOVA (copies provided to Travel Oregon staff). This document is an abstract of key findings; the complete report with raw data tables contains more than 500 pages. Information about the complete report, raw data tables, and other details is available upon request. A final report will be created after December 2008. The SOVA/RCMP Marketing Committee may continue with the research project. Discussions are underway.</p>	\$28,000	\$28,675	\$600 <i>12,000 surveys @ .05 cents/ea copy cost</i>

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# 3 Internet Marketing	<p>Background Please see background notes from previous year reports.</p> <p>Goals & Notes Extend niche market investment via websites tied to consumer print advertising campaigns, allowing trackthru data and ROI accountability. (<i>Totally San Francisco, Oregon Bounty, and Totally Portland</i> are several examples of this strategy in action.) Other goals: develop the online media room and generate a travel writer newsletter with long-lead story threads and rights-free photo library.</p> <p>Noteworthy Accomplishments The online media room and travel writer segments have proven extremely popular. In just a few months, these have generated several stories and numerous inquiries for further information. An ongoing and robust pay-per-click campaign on Google and Yahoo has resulted in significant increases in traffic over last year. The campaign focuses on key word combinations for two niche areas: Rogue River/recreation, and Crater Lake. Translation (German, Japanese, and Italian) of website remains a priority, and we have talked with Travel Oregon about working with their vendors for this endeavor. Within the niche consumer advertising strategy, particularly the SF campaign, additional sophistication and depth in Internet marketing has been achieved. Site “stickiness” has consistently increased, and currently is at about 11 and one-half minutes on average. Web 2.0 innovations have been introduced via YouTube videos and small feature stories with accompanying photography, as well as blogs and an account on GoSeeOregon. We determine content additions based on a three-way comparison of visitor profiles, web stats, and existing content on the site. We anticipate aggressive growth in the nucleus of strategies related to web 2.0 features.</p>	\$27,050 <i>(\$16,000 + \$11,050 deferred revenue brought from previous budget cycle)</i>	\$26,198	\$38,003 <i>Internet marketing is supported by advertising, which leverages the investment of RCMP dollars in this strategy.</i>

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# 4 Niche Consumer Advertising	<p>Background Please see background notes from previous year reports.</p> <p>Goals & Notes Niche markets identified by the SOVA/RCMP Marketing Committee include: art, wine and culinary travelers; river recreation travelers; golf travelers. Focus on these as well as the International market has resulted in expanded consumer and co-op advertising for branding ads and increased print run of the <i>Southern Oregon Vacation Guide</i>. A complete media plan can be found online at www.southernoregon.org/partners.</p> <p>Noteworthy Accomplishments Creative campaign rolled out successfully to support the look and feel of Travel Oregon advertising while still serving well for our cooperative marketing structure. Tagline "Nature vs. Nurture" featured extensively. The San Francisco and Northern California (Bounty) campaigns were particularly strong. All of our marketing programs can be found online (see web address above), along with media plans, ad buys, distribution and circulation of publications, creative samples, results, research, and so on.</p>	<p>\$135,800</p> <p><i>(\$95,000 + \$40,800 deferred revenue brought from previous budget cycle)</i></p>	\$131,481	\$90,221

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# 5 PR/Trade Shows / Outreach Marketing	<p>Background Please see background notes from previous year reports.</p> <p>Goals & Notes Improve local PR resources, allowing Southern Oregon to more effectively respond to opportunities presented by Travel Oregon. Because small rural businesses generally lack the resources to respond to media leads, this is an important priority for the SOVA/RCMP Marketing Committee.</p> <p>1) Media Relations: Develop regular proactive press releases; establish network press contacts; develop quality broil (partnership with Travel Oregon); other partnership opportunities as available. We've seen increasing frequency and placement; quality leads, niche market publications, popular blogs/online sites.</p> <p>2) Trade Shows: Focus on three to five shows per year in most desired market (SF Bay Area). Consumer shows primary target, but some group shows work well for our area. Int'l mkt via Go West, Pow Wow. Many small tourism businesses throughout the region benefit greatly by attending major consumer travel shows throughout the Western US (Seattle, San Francisco Bay Area, Los Angeles, Phoenix, etc.). Our goal is to provide affordable opportunities for these businesses.</p> <p>3) Matching Grants: Application materials, review process, funded projects are all available online at SOVA's partner website. Projects that receive a favorable response are those which demonstrate a commitment to cooperative marketing. A budget that illuminates additional funding sources (public, private, grants, et al), and which thereby leverage the RCMP investment, are also favorably considered. A major achievement was in using this methodology to underwrite the cost of all wineries to participate in the Oregon Bounty promotion.</p> <p>4) FAMs/Travel Writers: Create, coordinate, host, and otherwise engage fully in frequent travel writer trips, FAMs, NTA receptions, and other activities that surround this nucleus. Investment leveraged by comps acquired from providers. Strategy involves: travel writers, group tour planners, industry professionals throughout Oregon and beyond, including International. Primary partners: Southern Oregon DMOs, attractions, lodging establishments, regional associations, Travel Oregon. Measurement: frequency and quality of trips requested and delivered, and resulting media coverage or group tour business. Calculated value free media more than \$50,000.</p>	\$72,000	\$96,535	<p>\$24,390</p> <p><i>Contributions to fam expenses and buy-in for trade show participation.</i></p>

Final Report Region 5 RCMP

Report Date: August 1, 2008 (RCMP Cycle Covered by Report: Jan. 1 2007 - Jun. 30, 2008)

Strategy	Budget: (Current RCMP Cycle)	Budget: (Deferred Prev RCMP Cycle)	Total RCMP Budget	Income: (Partner/SOVA cash)	Income: (Partner/SOVA In-Kind)	Expenses: Total
1 Training	\$19,000		\$19,000		\$1,800	\$19,023
					<i>Jetboat Excursions; room nights; refreshments, room reservations, equipment, publicity, refreshments, general coor</i>	<i>Retainer/staffing; training classes; misc expenses</i>
2 Research	\$28,000		\$28,000	\$600	\$2,400	\$28,675
				<i>12,000 surveys @ .05 cents/ea copy cost</i>	<i>12,000 surveys @ .20 cents/ea staff/volunteer time</i>	
3 Internet	\$16,000	\$11,050	\$27,050	\$38,003		\$26,198
				<i>Internet marketing is supported by advertising, which leverages the investment of RCMP dollars in this strategy.</i>		<i>Retainer/staffing; campaign mgmt tied to niche advertising programs; key word mgmt; add'l domains; fulfillment; online trade shows & Int'l efforts such as Pow Wow</i>
4 Niche Consumer Adv	\$95,000	\$40,800	\$135,800	\$90,221		\$131,481
5 PR/Trade Shows/Outreach	\$44,000	\$28,000	\$72,000	\$24,390		\$96,535
Other						
Fulfillment-TORP						\$3,595
Travel OR Leads						\$224
Admin Overhead						\$7,436
Add'l Deferred Rev		\$5,100	\$5,100			
Add'l In-Kind *					\$12,000	
	\$202,000	\$84,950	\$286,950	\$153,214	\$16,200	\$313,167

* Board of Directors & SOVA Staff plus RCMP/Marketing committee members (10 mtgs/year, 20 people/mtg, 1.5 hrs/mtg) – 300 hrs @ \$40/hr = \$12,000

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