



DO SOMETHING GREAT

DEAR TRAVEL SOUTHERN OREGON MEMBER,

We've got an exciting 2017/2018 tourism season ahead and new benefits for our membership. First, a new team is at the helm of Travel Southern Oregon. Carolyn Hill, our longtime CEO, retired in 2016. Our Board of Directors hired local tourism business owner Brad Niva to lead the organization for the future. To support Brad and his efforts Bob Hackett, former Marketing Manager at Oregon Shakespeare Festival has been brought on to support regional marketing programs. We've also added Jordan Boyd our new Digital Asset manager. If you follow us on Facebook or Instagram you've already seen Jordan pushing out our promotions.

In March 2017, Travel Southern Oregon was awarded a two-year contract with Travel Oregon to manage the tourism marketing funds that are collected statewide (RCTP funds). Since the passing of HB 4146, our regional marketing funds have doubled over the next two years. With a new team and new funding we look forward to many new marketing programs for the region and our members.

However, without the support of our membership we can't make our organization as sufficient as we'd like. Our 2017/2018 membership fee is \$360 for businesses and partners. If you have additional businesses they can be listed and use the benefits for \$180 dollars more.

THIS YEAR WE ARE OFFERING MORE BENEFITS FOR YOU, YOUR EMPLOYEES AND YOUR BUSINESS:

- New TSO Healthcare Program (PacificSource) with Johnson Benefit Group
- New TSO Employee Background Checks
- New Social Media campaigns to support your city and business
- New Website with new advertising opportunities
- New Vacation Planner for spring of 2018, new advertising, new format
- New Industry Newsletters with advertising
- New Co-Op Marketing plans for Online and Print
- New FAM Tours for travel writers and tour operators
- New industry benefits on shipping, office supplies

It's an exciting time to be in Southern Oregon. We continue to benefit by a strong economy and will take advantage of all the incredible opportunities that our strong tourism industry has to offer. We look forward to serving your business in the years to come.

If you'd like your business highlighted please look forward to our new website launch in August with new online web ads featuring the best of Southern Oregon. Also please send us any info about your business and invite us to come and visit.

On the back of this sheet is our application for membership. You can also go to our website www.SouthernOregon.org/industry and fill out an online form. We've also included an invoice for your records.

All the best,

BRAD NIVA
EXECUTIVE DIRECTOR
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TRAVEL SOUTHERN OREGON

MEMBERSHIP FORM

Name: _____

Company: _____

Position/Title: _____

Mailing Address: _____
(City) (State) (Zip)

Office/Cell Number: _____

Email Address: _____

New Membership (\$360) [] Credit Card Number: _____

Expiration Date: _____

Additional Business (\$180) [] CVC: _____

YEARLY MEMBERSHIP DATES ARE VALID FOR JULY 1, 2017–JUNE 30, 2018

Please provide your social media user names for:

Instagram: _____ Facebook: _____

Twitter: _____ Other: _____

(Please specify platform)