

Sports Tourism

The Southern Oregon Sports Commission has been working on a new logo for the “Know Your Role” campaign and determining the need for indoor and outdoor banners, posters and other collateral for schools and clubs. Our public service announcements continue to air on KOB1-NBC Channel 5.

The SOSOC general meeting was held July 11th at the Santo Community Center. There was great discussion around the importance of the Commission’s support for a new aquatics and mixed use facility; the Medford Parks & Recreation Department presented a conceptual site plan, cost estimates and potential funding structures to the City Council during a study session on September 12th. Travel Medford staff attended. SOSOC is forming a committee to plan an advocacy event focusing on the support of this endeavor.

SOSOC continues to present at various civic groups in an effort to educate the community on the importance of sports and sports tourism in Medford and the Rogue Valley. If you are interested in having the Commission speak to your group, please contact Angela.

The USA Softball 12B Western Nationals fastpitch softball tournament kicked off the end of July. Thirty-three teams and their families from around the western states, including Hawaii, traveled to Medford for the weeklong event. Travel Medford was on hand at team check-in at the Santo Center and provided a colorful beach towel to every athlete and coach to commemorate the event.