

## Message from Eli

The new Travel Medford brand has arrived! After months of hard work, we officially launched and you will start to see our updated collateral, website, ads, logo, tagline and swag. The Travel Medford team and our partners are excited about the brand, and we have already started marketing it across the west.

In addition to the brand refresh, we also have a new tagline: Heart of the Rogue. This tagline represents who we are as a city and a destination, and creates a sense of location for our visitors. I am excited and proud to share who we are, and all we have to offer, with the world.

This is a busy season for our team. The staff has participated in many local events and are preparing for Memorial Day weekend sporting events. The team is also working on the budget for next year and will have our finalized strategic marketing plan by June. Work is still underway on the plans for building a new information desk at the airport. The new desk will be located in front of the inbound revolving doors, allowing volunteers to interact with arriving visitors.

In addition to this being a busy season, summer is also a bountiful time in Southern Oregon. Whether you visit the outdoor markets, local farms or many festivals, we hope you enjoy the abundance of this awesome season.

Sincerely,

A handwritten signature in black ink that reads "Eli Matthews". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Eli Matthews  
Travel Medford  
(541) 608-8516