

March 9, 2023

Travel Oregon

RE: Support for Wine Country Lane/Travel Medford Grant Funding

To Whom it may Concern:

Southern Oregon Regional Economic Development, Inc. (SOREDI) is pleased to offer our letter of support for funding for the Wine Country Lane project, coordinated by Travel Medford. This project addresses two key initiatives identified in our 2020-2025 One Rogue Valley Comprehensive Economic Development Strategy (CEDS): Tourism and Placemaking.

INITIATIVE 4. TOURISM Support the organizations and places that strengthen the tourism and experiential environment in Southern Oregon.

- 4.1. Support initiatives to expand tourism in Southern Oregon.
- 4.3. Leverage the region's thriving arts and culture industry to promote the region's amenities outside the Rogue Valley and within the region.
- 4.5. Grow the region's agritourism industry and promote the region's unique culinary experiences. Expand farm-to-table offerings and partnerships among producers (farms) and makers (chefs/artisans).
- 4.5.1. Highlight the region's renowned wineries and promote events such as wine and food tours. Support the Rogue Valley Vintners association and tourism organizations to promote awareness of local vineyards.
- 4.5.2. Support initiatives that promote the local culinary scene, such as Restaurant Week, and festivals, such as Battle of the Bones barbecue competition in Central Point. The region is home to award-winning restaurants, especially in Ashland and Jacksonville.

INITIATIVE 5. PLACEMAKING Nurture an environment that preserves Southern Oregon's quality of life for residents, businesses, and visitors.

- 5.2. Support city-specific quality-of-place initiatives that contribute to the unique identity of Southern Oregon's communities and encourage the development of vibrant downtowns.

Tourism is a significant economic driver in Southern Oregon and with our wine region's growing accolades, increased focus on projects like Wine Country Lane will undoubtedly lead to additional interest in our area, new business startups and an influx of capital investments, which is a win for not only for our community, but for the entire State of Oregon. We trust that you will consider this letter of strong support and agree. Thank you.

Sincerely,



Colleen Padilla, Executive Director
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City of Grants Pass
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