

Re: ECDG report for the fiscal year 7/17 – 6/18

Dear Natalie Thomason,

Here is the report that is required when receiving grant funding through the Economic and Cultural Development Grant Program from the City of Ashland.

The full amount granted was used for consulting services to achieve these components of the Stay Ashland Marketing campaign:

- Social Media: creation of organic content promoting Ashland's attractions and activities. Monitoring and re-posting social media feeds for content that mentions Southern OR and Ashland.
- Development and maintenance of Sweepstakes database, programs, forms, and entries.
- Writing content for and programming of Seasonal Visitor Guide email communications to over 3k people that promote Ashland in off-seasons

Thank you for supporting Ashland's Bed and Breakfast Network's *Stay Ashland* marketing campaign.

Sincerely yours,
Ellen Campbell
ABBN Development Chair