

#### TOURISM COUNCILORS

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Craterian Theater

**Gloria Thomas, Vice Chair**  
Lady Geneva Bed & Breakfast

**Bruce Hoevet, Past Chair**  
Civic Member

**Bonny Panchal**  
Red Roof Inn & Suites

**JoJo Howard**  
Compass Hotel Margaritaville

**Lindsey Rice**  
Rogue Valley Zipline Adventures

**Mike Doil**  
Rogue Valley International-Medford Airport

**Rachel Koning**  
Common Block Brewing Company

**Sarah Strickler**  
Grown Rogue/Downtown Medford  
Association Liaison

**Ryan Torres**  
Merete Hotel Management

**Vince Domenzain**  
Stone Ridge Golf Club/Southern Oregon  
Sports Commission Liaison

**Wendy Baker**  
Hilton Garden Inn & Homewood Suites

**Jeff Kapple**  
The Chamber of Medford & Jackson County  
Liaison

**Kevin Stine**  
Medford City Council Liaison

#### TRAVEL MEDFORD STAFF

**T.J. Holmes**  
Senior Vice President

**Angela Wood**  
Director of Sales & Visitor Services

**Carole Skeeters-Stevens**  
Chief Marketing Officer

**Celeste Moreno**  
Creative Director

**Kasey Colangelo**  
Community Partnership Coordinator

**Maddi Childers**  
Marketing & Communications Coordinator



#### Travel Medford Tourism Council

May 29, 2024 | 3:30 p.m.  
Medford Chamber

#### AGENDA

- I. Meeting Call to Order & Chair Message – *Eric*
- II. Approval of April 24, 2024 minutes *page 2*
- III. Financial Report – *T.J.* *page 4*
- IV. 2024-25 Projections & Annual Budget *handout*
- V. Tourism Promotion Update – *Carole & Maddi*
- VI. Travel Medford Report – *T.J.*
- VII. Wine Event Discussion – *Carole*
- VIII. TMTC Roundtable Updates
- IX. Future Agenda Items

**NEXT MEETING: June 26, 2024**

#### Important Travel Medford standing meeting dates & events:

Blues, Bluegrass & BBQ	June 1	Roxy Ann Winery
Oregon Tourism Commission	June 4	Rogue X
Know Your Role Night @ Rogues	June 4	Harry & David Field
SO Classic & Culinary Feast	June 7-8	Centennial Golf Club
Medford Cruise	June 13-15	Fichtner-Manwaring
Third Friday's	June 21	Downtown Medford
SO Lavender Festival	June 21-23	Various
TMTC June Meeting	June 26	TBA

#### ***\*Travel Medford Mission\****

*Increase lodging occupancy and enhance the visitor experience by promoting Medford and the Rogue Valley as a premier travel destination, thereby strengthening the local economy.*

#### ***\*Travel Medford Tourism Council Purpose\****

*Offer travel & hospitality expertise, support, counsel and direction to Travel Medford.*

# Meeting Minutes

## For the Meeting on March 27, 2024

**Present:** Eric Strahl, Gloria Thomas, Bonny Panchal, JoJo Howard, Lindsey Rice, Marissa Ruf, Mike Doil, Sarah Strickler, Jeff Kapple, Kevin Stine

**Staff:** T.J. Holmes, Carole Skeeters-Stevens, Celeste Moreno, Kasey Colangelo, Maddi Childers

**Absent:** Bruce Hoevet, Rachel Koning, Vince Domenzain, Wendy Baker, Angela Wood

**Minutes:** Minutes from the March 27, 2024 meeting were reviewed. A motion to accept was made by Gloria. JoJo seconded. Motion approved by the group.

### **Financial Report (T.J.)**

- March balance sheet and profit & loss statements were reviewed.
- March TLT of \$97K was 3rd best for March, +36% from Pre-COVID;
- TLT is up YTD over projection by 3.5%, total income is up 7% YTD over projection
- Line 812.63 Downtown Events is a new line item to associate the expenses from the unbudgeted funds from the Medford City Council to support downtown events
- A motion to accept the financial report as presented was made by Gloria. JoJo seconded. Motion approved by the group.

### **TMTC Appointment (Eric)**

- Eric announces Marissa is stepping aside from TMTC and recommends Ryan Torres with Merete as her replacement. Ryan holds Marissa's previous position at Merete.
- T.J. talked with Ryan about expectations and interest.
- Lindsey motions to recommend Ryan in place of Marisas on TMTC. Bonny seconded. Motion approved by the group.

### **Travel Medford Update (T.J.)**

- Tourism metrics from the TMTC packet were referenced
- Personnel comments were made, hiring for a new Director of Sports Development
- Comments about the Conference Center Feasibility study, expect results in late June
- Travel Medford is hosting Chamber Forum luncheon series May 13
- Oregon Tourism Commission meeting will be held in Medford June 4
- Letter for Oregon Caves Chateau that TMTC voted to support in March was displayed

### **Marketing Update (Carole & Maddi)**

- Rogue Valley Wine Country Giveaway for Oregon Wine Month has 3,000 unique leads from all 50 states, plus Canada - 83% from outside of Jackson County

- Nearly 600 visitor guide requests in March so far, added 234 newsletter sign ups
- Expedia direct booking campaign has reached 10,000 room nights generated
- Visual Asset Project RFP was sent to 8 companies and six responses were collected. All responses were distributed to TMTC. Comments were made about the submitted projects including non-local being awarded the contract could provide a different perspective of the area. Lindsey motions to award the Visual Asset Project contract to Harbor PDX. JoJo seconds. Motion approved by the group.

### Creative Update (Celeste)

- Various projects were shared with TMTC: 101 Things To Do Ad, Rogue Valley wine infographic and map, Oregon Wine Month collateral, Know Your Role banners

### Visitor Services (T.J.)

- Visitor information metrics in the TMTC packet were referenced
- Taste of the Rogue is serving every Thursday in May for Oregon Wine Month
- New volunteer at the airport VIC on Friday mornings

### Event Promotion (Kasey & T.J.)

- The Community Partnership Grant Fund and event tracker was reviewed and is completely allocated for the fiscal year. Grub Quest LLC was final downtown event.
- Discussion about Heart of the Rogue Festival's mission, partner collaboration, budget and staff capacity constraints. Comments were made about refocusing efforts to a signature wine event that better aligned with Travel Medford's pillars and mission. TMTC encouraged staff to continue to support The Rogue Marathon and Bikes N Brews but not through the Heart of the Rogue Festival in a street fair concept. Lindsey motions to not move forward with HOTR Festival in 2024 and direct staff to brainstorm a wine event in 2025 with concepts presented during the TMTC meeting in May. JoJo seconded. Motion approved by the group. *NOTE: Sarah left the meeting before the discussion.*

### Sports Update (T.J.)

- Upcoming sports events: SOSC Golf Tournament fundraiser is May 10, Know Your Role Night at the Medford Rogues for June 4
- Discussion was held about hosting the American Cornhole Organization World Championships in 2027. Comments about event details, economic impact, time of year, bid fee. SOSC, Medford Parks & Rec, Chamber Board of Directors has supported it.
- Mike and JoJo left during discussion before a vote could happen with a quorum.
- T.J. followed up via email presenting requested details. Eric requested a resolution and encouraged discussion. Vince motioned via email to be in favor of bringing the ACO World Championships for 2027. JoJo seconded via email. Motion passes. Bruce and Rachel did not respond to the vote.

# Balance Sheet

YTD Through April 2024

11:14 AM  
05/07/24  
Accrual Basis

Travel Medford  
Balance Sheet  
As of April 30, 2024

	Apr 30, 24
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
106 - US Bank	114,517.18
107 - US Bank - Money Market	244,552.35
Total Checking/Savings	359,069.53
Accounts Receivable	
122 - Accounts Receivable	112,295.05
Total Accounts Receivable	112,295.05
Total Current Assets	471,364.58
Fixed Assets	
150 - Equipment	56,944.02
155 - Leasehold Improvements	77,359.24
160 - Accumulated Depreciation	-18,024.31
Total Fixed Assets	116,278.95
<b>TOTAL ASSETS</b>	<b>587,643.53</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
251 - US Bank Visa-9300	19,870.46
Total Credit Cards	19,870.46
Other Current Liabilities	
145 - Vacation Payable	6,648.93
Total Other Current Liabilities	6,648.93
Total Current Liabilities	26,519.39
Total Liabilities	26,519.39
Equity	
302 - Retained Earnings	465,946.45
Net Income	95,177.69
Total Equity	561,124.14
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>587,643.53</b>

**YTD Through April 2024**

**Travel Medford**  
**Profit & Loss Budget Performance**  
July 2023 through April 2024

Travel Medford Tourism Council Packet May 29, 2024 - Page 5

**YTD Through April 2024**

11:15 AM  
05/07/24  
Accrual Basis

Travel Medford  
**Profit & Loss Budget Performance**  
July 2023 through April 2024

							YTD Actual	YTD Budget	Annual Budget
						<b>813 - Sports Tourism</b>			
						813.1 - SOSC	5,042	4,167	5,000
						813.2 - Sports Tourism	12,613	11,373	13,647
						813.3 - Salary	50,440	58,333	70,000
						813.4 - Benefits	7,094	14,673	17,691
						<b>Total 813 - Sports Tourism</b>	<b>75,189</b>	<b>88,545</b>	<b>106,338</b>
						814 - Brochures & Printing	18,954	12,500	15,000
						816 - Art, Design Services	23,384	43,333	52,000
						<b>818 - Conv. Sales/Group Tours</b>			
						818.1 - Conv. Sales/Group Tours	12,629	9,583	11,500
						818.2 - Salaries	46,959	47,317	56,780
						818.3 - Benefits	12,614	13,009	15,695
						<b>Total 818 - Conv. Sales/Group Tours</b>	<b>72,202</b>	<b>69,909</b>	<b>83,975</b>
						<b>819- Promo Materials/Brand</b>			
						819.1 - Promotional Partnership	3,712	2,500	3,000
						819.2 - Brand Merchandise	10,820	14,167	17,000
						<b>Total 819- Promo Materials/Brand</b>	<b>14,532</b>	<b>16,667</b>	<b>20,000</b>
						820 - Spec. Proj/Programs	14,251	28,377	34,052
						822 - Research	38,376	28,917	34,700
						824 - Website	9,319	8,333	10,000
						<b>840 - Visitor Services</b>			
						840.1 - Visitor Services	24,557	32,093	38,511
						<b>840.4 - Airport</b>			
						840.41 - Airport Ad Expense	3,123	2,292	2,750
						840.42 - Airport Support	21,709	33,792	40,550
						<b>Total 840.4 - Airport</b>	<b>24,833</b>	<b>36,083</b>	<b>43,300</b>
						<b>Total 840 - Visitor Services</b>	<b>49,390</b>	<b>68,176</b>	<b>81,811</b>
						<b>Total Promotion Expense</b>	<b>1,052,518</b>	<b>1,081,087</b>	<b>1,297,668</b>
						<b>Sales &amp; Travel</b>			
						<b>650 - Trade/Travel Shows/Confer</b>			
						650.1 - Conferences	8,034	11,567	13,880
						650.3 - Tradeshow	2,895	1,833	2,200
						650.5 - Stakeholder Partnerships	1,057	833	1,000
						<b>Total 650 - Trade/Travel Shows/Confer</b>	<b>11,986</b>	<b>14,234</b>	<b>17,080</b>
						654 - Dues and Subscriptions	10,777	8,362	10,034
						<b>656 - Sales Travel, Meetings</b>			
						656.1 - Conferences	11,641	16,667	20,000
						656.3 - Tradeshow	2,204	5,833	7,000
						656.7 - Local Sales/Meeting	11,609	14,167	17,000
						<b>Total 656 - Sales Travel, Meetings</b>	<b>25,455</b>	<b>36,667</b>	<b>44,000</b>
						<b>Total Sales &amp; Travel</b>	<b>48,217</b>	<b>59,262</b>	<b>71,114</b>
						<b>Total Expense</b>	<b>1,308,137</b>	<b>1,354,241</b>	<b>1,625,494</b>
						<b>Net Ordinary Income</b>	<b>95,178</b>	<b>-35,899</b>	<b>0</b>
						<b>Net Income</b>	<b>95,178</b>	<b>-35,899</b>	<b>0</b>



**Transient Lodging Tax: Actual vs. Prediction**  
**2023 - 2024**

	Actual	Prediction	Difference	Collected from Intermediaries
<b>JUL</b>	\$ 178,362.56	\$ 186,635.89	\$ (8,273.33)	\$ 36,565.97
<b>AUG</b>	\$ 186,228.49	\$ 183,684.16	\$ 2,544.33	\$ 37,853.02
<b>SEP</b>	\$ 156,880.28	\$ 160,259.10	\$ (3,378.82)	\$ 30,918.61
<b>OCT</b>	\$ 150,616.13	\$ 134,035.98	\$ 16,580.15	\$ 27,893.00
<b>NOV</b>	\$ 130,724.65	\$ 105,897.88	\$ 24,826.77	\$ 24,735.49
<b>DEC</b>	\$ 100,367.76	\$ 92,399.40	\$ 7,968.36	\$ 20,460.11
<b>JAN</b>	\$ 96,237.00	\$ 88,978.08	\$ 7,258.92	\$ 18,851.71
<b>FEB</b>	\$ 94,036.30	\$ 84,471.38	\$ 9,564.92	\$ 16,655.27
<b>MAR</b>	\$ 96,826.45	\$ 113,968.80	\$ (17,142.35)	\$ 17,741.75
<b>APR</b>	\$ 112,295.05	\$ 112,607.72	\$ (312.67)	\$ 22,065.78
<b>MAY</b>				
<b>JUN</b>				
<b>TOTAL</b>	<b>\$1,302,574.67</b>	<b>\$1,262,938.39</b>	<b>\$ 39,636.28</b>	<b>\$ 253,740.71</b>

**Year-Over-Year Comparison**  
**2023 - 2024**

TLT Based on Occ. in	TLT Received by City in	TLT Received by TM in	TLT 2022 - 2023	TLT 2023 - 2024	Difference	Lodging Occ.% 2022 - 2023	Lodging Occ.% 2023 - 2024	Lodging ADR 2022 - 2023	Lodging ADR 2023 - 2024
JUN	JUL	<b>AUG</b>	\$ 164,911.10	\$ 178,362.56	\$ 13,451.46	80.9%	76.5%	\$ 137.86	\$ 130.84
JUL	AUG	<b>SEP</b>	\$ 198,725.77	\$ 186,228.49	\$ (12,497.28)	76.4%	74.6%	\$ 147.21	\$ 137.50
AUG	SEP	<b>OCT</b>	\$ 177,384.56	\$ 156,880.28	\$ (20,504.28)	75.7%	71.7%	\$ 137.63	\$ 128.36
SEP	OCT	<b>NOV</b>	\$ 146,234.93	\$ 150,616.13	\$ 4,381.20	72.4%	72.4%	\$ 128.24	\$ 122.75
OCT	NOV	<b>DEC</b>	\$ 137,722.70	\$ 130,724.65	\$ (6,998.05)	64.4%	63.0%	\$ 119.02	\$ 114.71
NOV	DEC	<b>JAN</b>	\$ 105,447.26	\$ 100,367.76	\$ (5,079.50)	55.1%	55.2%	\$ 109.02	\$ 104.13
DEC	JAN	<b>FEB</b>	\$ 101,023.42	\$ 96,237.00	\$ (4,786.42)	50.0%	49.9%	\$ 102.41	\$ 99.14
JAN	FEB	<b>MAR</b>	\$ 90,354.40	\$ 94,036.30	\$ 3,681.90	47.1%	47.2%	\$ 99.63	\$ 97.94
FEB	MAR	<b>APR</b>	\$ 96,559.04	\$ 96,826.45	\$ 267.41	51.3%	51.5%	\$ 101.82	\$ 99.18
MAR	APR	<b>MAY</b>	\$ 91,172.73	\$ 112,295.05	\$ 21,122.32	57.5%	57.0%	\$ 103.63	\$ 103.55
APR	MAY	<b>JUN</b>	\$ 132,424.23			60.5%		\$ 104.43	
MAY	JUN	<b>JUL</b>	\$ 143,997.45			65.0%		\$ 115.74	
		<b>YTD</b>	<b>\$1,309,535.91</b>	<b>\$1,302,574.67</b>	<b>-\$6,961.24</b>				

\*NOTE: Lodging includes hotels and intermediaries (AirBnb, VRBO)

# Tourism Trends

## Tourism Data Metrics

### March 2024

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	Month	% Chg YOY	Month	% Chg YOY	Month	% Chg YOY
Occupancy Rate	57.0%	-1%	54.5%	0%	56.5%	-1%
Average Daily Rate	\$103.55	0%	\$112.08	0%	\$151.41	2%
Rev. Per Available Room	\$58.98	-1%	\$61.08	0%	\$85.55	1%

### YEAR-TO-DATE

July '23 - March '24

(Hotels + Intermediaries)

	Medford		Jackson County		Oregon	
	YTD	% Chg YOY	YTD	% Chg YOY	YTD	% Chg YOY
Occupancy Rate	60.4%	-1%	58.1%	-3%	58.1%	-2%
Average Daily Rate	\$114.28	-4%	\$128.85	-1%	\$166.81	0%
Rev. Per Available Room	\$69.01	-5%	\$74.90	-4%	\$96.84	-2%
Room Demand	467,022	2%	777,749	-1%	14.1 M	-1%
Room Supply	773,441	3%	1.34 M	2%	24.3 M	1%
Room Revenue	\$53.4 M	-3%	\$100.2 M	-2%	\$2.4 B	-1%

Sources: STR & AirDNA



# Visitor Services Tracking

## Through April 2024

### Rogue Valley Airport Welcome Center Data

	Volunteer/ Staff Hours	Phone Calls	Visitor Inquiries	Aiport Inquiries	Explore Board	Hootboard Interactions	Total Interactions	Arriving Flights	Passenger Capacity
JUL	164	54	417	510	2,128	486	3,759	245	21,779
AUG	121	43	576	552	2,182	577	4,051	318	29,063
SEP	139	27	431	370	2,156	251	3,374	223	19,317
OCT	140	38	351	302	1,945	627	3,403	210	18,620
NOV	147	47	242	313	0	568	1,317	216	21,905
DEC	159	40	145	254	1,653	677	2,928	212	18,475
JAN	178	32	244	316	1,484	438	2,692	214	20,463
FEB	162	20	202	222	1,569	341	2,516	205	20,119
MAR	167	27	197	234	1,673	557	2,855	212	20,398
APR	154	14	281	241	1,802	415	2,907	182	16,541
MAY									
JUN									
TOTAL	1,530	342	3,086	3,314	16,592	4,937	29,801	2,237	206,680
TOTAL YTD 22-23	1,822	708	7,286	7,096	18,792	3,850	37,732	2,249	174,240
% Chg	-16%	-52%	-58%	-53%	-12%	28%	-21%	-1%	19%

\*Note: Explore Board malfunctioned in November and data was lost

### Other Visitor Services & Programs

	Downtown	Rogue X	Taste of the Rogue		Passports (Wine/Bucket List)		Total	TOTAL INTERACTIONS	
	Visitors		Flights	Encounters	Sign Ups	Check-ins	Interactions		
JUL	79	-	8	86	30	23	218	JUL	3,977
AUG	73	-	10	85	19	5	182	AUG	4,233
SEP	70	-	0	0	12	15	97	SEP	3,471
OCT	90	-	12	159	12	12	273	OCT	3,676
NOV	43	-	12	123	117	8	291	NOV	1,608
DEC	32	-	9	106	16	23	177	DEC	3,105
JAN	35	4,022	3	22	17	5	4,101	JAN	6,793
FEB	35	2,522	0	0	20	7	2,584	FEB	5,100
MAR	37	2,302	8	56	12	28	2,435	MAR	5,290
APR	53	1,770	8	70	12	16	1,921	APR	4,828
MAY								MAY	0
JUN								JUN	0
TOTAL	547	10,616	70	707	267	142	12,279	TOTAL	42,080
TOTAL YTD 22-23								TOTAL YTD 22-23	37,732
% Chg								% Chg	12%

\*Started tracking at Downtown VIC in August 2022

\*Note: No Taste of the Rogue in September or February

\*Note: Started tracking at Rogue X in January 2024

# Community Partnership/Event Promotion Tracker

Updated through April 2024

## Travel Medford - Event Promotion Tracking

FY 2023-24

### Community Partnership Grant Fund (812.6)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
<b>2023 EVENTS</b>							
1	Heart of the Rogue Festival 2023	October 2023	Event Host	\$69,242		<b>\$69,242</b>	Downtown
2	Sasquatch Open Pro Am	July 2023	\$1,000	\$1,000	\$500	<b>\$1,500</b>	Sports & Outdoors
3	Southern Oregon Golf Championships	September 2023	\$1,000	\$1,000	\$1,800	<b>\$2,800</b>	Sports & Outdoors
4	Oregon Wine Experience	August 2023	\$5,000	\$2,500	\$10,500	<b>\$13,000</b>	Wine & Beer
5	Northwest Seasonal Farmworkers	July 2023	Donation	\$0	\$1,400	<b>\$1,400</b>	General
6	Western Intergovernmental Child Support Engagement Council	August 2023	Donation	\$0	\$12	<b>\$12</b>	General
7	14th Annual Mayors United (Access)	August 2023	Donation	\$0			General
8	Thunderstruck Custom Bikes	August 2023	Donation	\$0			General
9	Trail Blazers Rip City Rally Event	Septemer 2023	Donation	\$0			Sports & Outdoors
10	Fall 2023 Medford Citizen Academy	Septemer 2023	Donation	\$0			General
11	The Rogue Marathon	October 2023	\$3,500	\$3,570		<b>\$3,570</b>	Sports & Outdoors
12	Bikes N Brews	October 2023	\$200	\$0	\$200	<b>\$200</b>	Sports & Outdoors
13	Southern Oregon Cornhole Classic	November 2023	\$2,500	\$2,500		<b>\$2,500</b>	Sports & Outdoors
14	Winter Wonderland at Hanley Farm	December 2023	\$4,000	\$1,500		<b>\$1,500</b>	General
<b>2024 EVENTS</b>							
15	Ghost Tree Invitational - Southern Oregon Classic Culinary Feast	June 2024	\$5,000	\$3,200	\$1,800	<b>\$5,000</b>	General
16	King of the Ice Tournament (RV Hockey Assn.)	January 2024	\$1,500	\$1,000	\$559	<b>\$1,559</b>	Sports & Outdoors
17	Rogue Valley Farm Tour	July 2024	\$1,000	\$0	\$347	<b>\$347</b>	General
18	Medford Open Streets	May 2024	\$0	\$0	\$500	<b>\$500</b>	Downtown
19	Southern Oregon Motorsports (Speedway)	March-Sept	\$5,000	\$5,000		<b>\$5,000</b>	Sports & Outdoors
20	Medford Rogues / Know Your Role Night	Summer 2024	\$1,000	\$1,000		<b>\$1,000</b>	Sports & Outdoors
21	Southern Oregon Pickleball Association (SOPA)	May & June 2024	\$275	\$275		<b>\$275</b>	Sports & Outdoors
22	Heart of the Rogue 2024	October 2024	Event Host	\$3,585		<b>\$3,585</b>	Downtown
23	Southern Oregon Sports Commission Golf Tournament	May 2024	\$2,000		\$2,493	<b>\$2,493</b>	Sports & Outdoors
24	Ashland Folk Collective Summer Concert Series (In Medford)	May 2024	\$3,500	\$1,000		<b>\$1,000</b>	General
<b>TOTAL</b>			<b>\$36,475</b>	<b>\$96,372</b>	<b>\$17,618</b>	<b>\$116,483</b>	

### Rogue X Events (812.62)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	American Cornhole Organization Oregon Major	February 2024	\$3,500	\$3,500		<b>\$3,500</b>	Sports & Outdoors
2	Rogue X Grand Opening Celebration	January 2024	\$4,000	\$4,000		<b>\$4,000</b>	General
3	47th Medford Rod & Custom Show	April 2024	\$2,500	\$2,500		<b>\$2,500</b>	General
<b>TOTAL</b>			<b>\$10,000</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$10,000</b>	

# Community Partnership/Event Promotion Tracker

Updated through April 2024 (continued)

## Downtown Events (812.63)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	Winter Lights Festival	December 2023	\$8,000	\$7,000		<b>\$7,000</b>	Downtown
2	Third Friday's - Downtown Medford Association	April & May 2024	\$1,500	\$2,500	\$150	<b>\$2,650</b>	Downtown
3	Rogue World Music	May 2024	\$2,000	\$3,000	\$2,000	<b>\$5,000</b>	Downtown
4	Rogue Comic Con	May 2024	\$5,000	\$4,000		<b>\$4,000</b>	Downtown
5	Pear Blossom Festival	April 2024	\$3,500	\$3,500		<b>\$3,500</b>	Downtown
6	Rogue Valley YMCA - Pear Blossom Run	April 2024	\$2,500	\$2,500		<b>\$2,500</b>	Downtown
7	Grub Quests LLC- Restaurant & Food Truck Crawl	May 4th 2024	\$1,800	\$2,500		<b>\$2,500</b>	Downtown
<b>TOTAL</b>			<b>\$24,300</b>	<b>\$25,000</b>	<b>\$2,150</b>	<b>\$27,150</b>	

## Lithia & Driveway Fields Events (826)

#	Event Name	Event Date	Grant Request	Funds Awarded	In-Kind Amount	Total Support	Event Classification(s)
1	2023 Medford Fall Classic	October 2023	\$5,000	\$5,000		<b>\$5,000</b>	Sports & Outdoors
2	Rogue Memorial Challenge	May 2024	\$5,000	\$5,000		<b>\$5,000</b>	Sports & Outdoors
<b>TOTAL</b>			<b>\$10,000</b>	<b>\$10,000</b>	<b>\$0</b>	<b>\$10,000</b>	

## TOTAL EVENT PROMOTION (812.61)

Event Classification	# of Events	Grant Request	Funds Awarded	In-Kind Amount	Total Support
General	11	\$20,000	\$12,200	\$3,559	<b>\$15,759</b>
Downtown	10	\$24,300	\$97,827	\$2,650	<b>\$100,477</b>
Sports & Outdoors	14	\$31,200	\$28,845	\$5,552	<b>\$34,397</b>
Wine & Beer	1	\$5,000	\$2,500	\$10,500	<b>\$13,000</b>
<b>TOTAL</b>	<b>36</b>	<b>\$80,500</b>	<b>\$141,372</b>	<b>\$22,261</b>	<b>\$163,633</b>