

JAN 2022 - MAR 2022

# Q3 REPORT

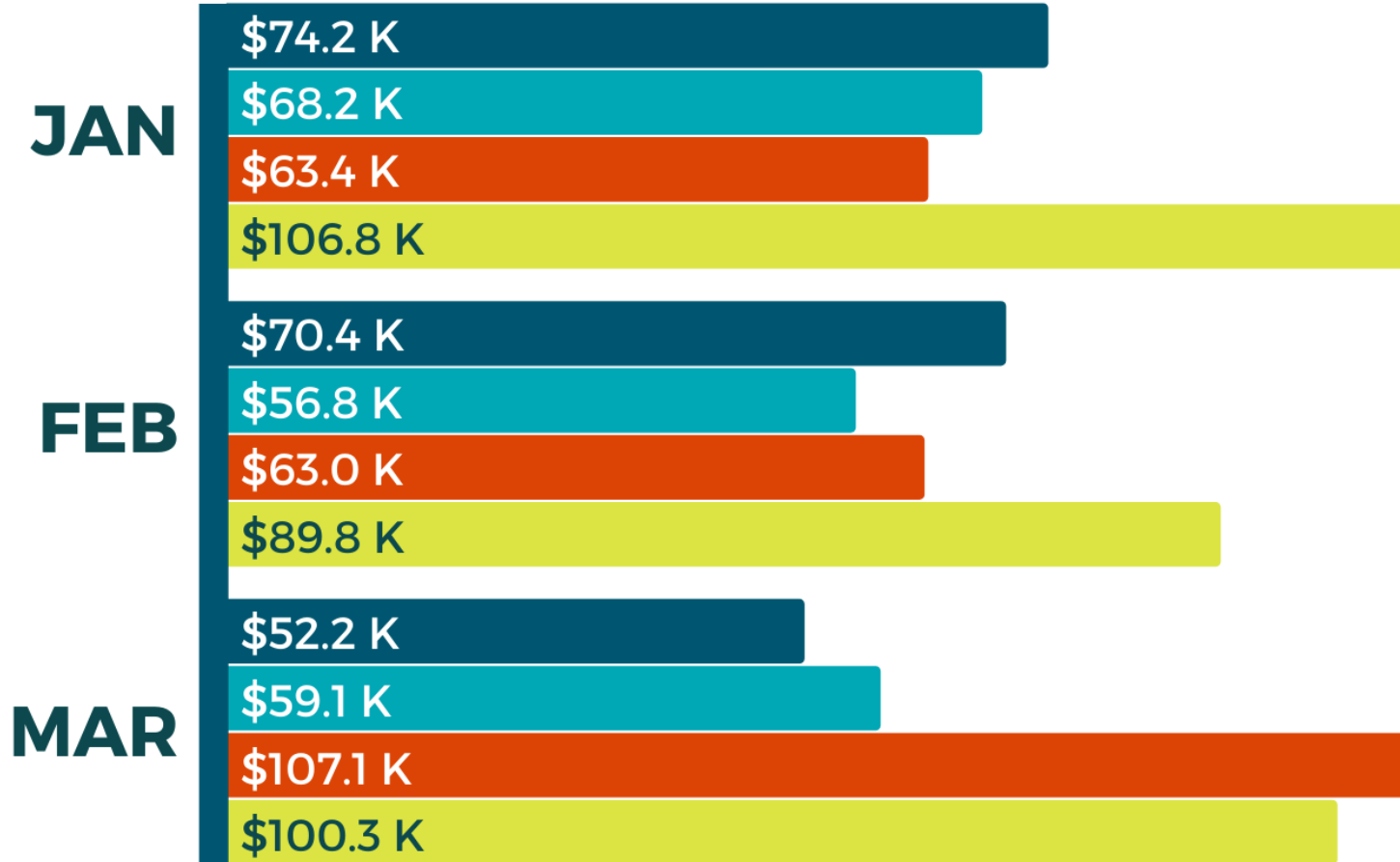
↑ TRAVEL

↑ Medford

# TLT REVENUE



Q3 '21-'22



2019 - 2020

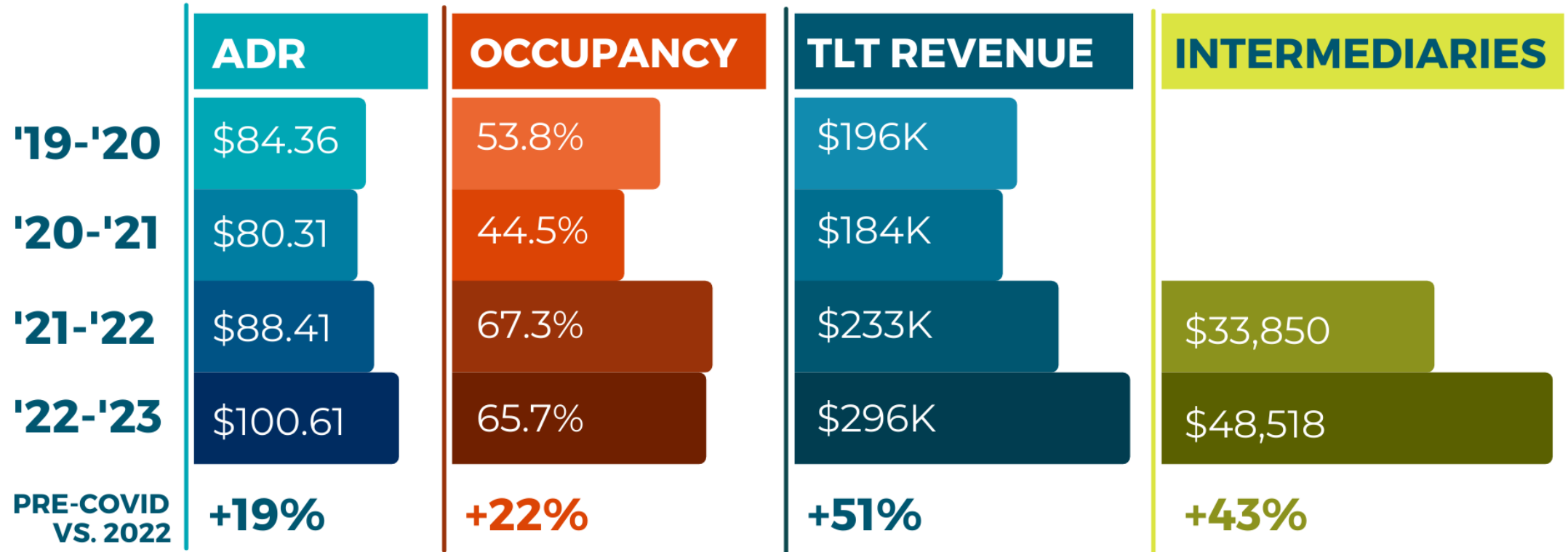
2020 - 2021

2021 - 2022

2022 - 2023

# TOURISM IMPACT

Q3 '21-'22



# DOWNTOWN BANNERS



# WEBSITE REPORT

## USERS

**39% INCREASE**

2022: 47,908  
2021: 34,373  
2020: 25,314

## PAGEVIEWS

**46% INCREASE**

2022: 173,910  
2021: 118,387  
2020: 95,171

# SOCIAL REPORT

## ENGAGEMENTS

**12.2% INCREASE**

2022: 46,890  
2021: 43,994  
2020: 20,366

## CLICKS

**283% INCREASE**

2022: 11,518  
2021: 2,998  
2020: 2,750

# EVENTS CALENDAR



## EVENTS & FESTIVALS IN MEDFORD & SOUTHERN OREGON

### UPCOMING EVENTS



**Proof**  
Enjoy a beautiful performance by the Collaborative Theater project! Click the button below for more details.

VISIT WEBSITE



**Medford Third Friday's**  
Enjoy food, music, local art galleries and merchants along with an exciting silent disco! In collaboration with the vibrant artist...

VISIT WEBSITE



**Southern Oregon BMX Series**  
KFBMX, RVBMX, RCBMX are ramping up to kick off the chase for the Oregon State Championship Series with the return...

VISIT WEBSITE

### May 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
15 Henry Rollins Performance and Exclusive Meet & Greet NAIA Fastpitch Open Round: F7, 8 View More	16 NAIA Fastpitch Open Round: F6, 7, 8 Axe Throwing Daily Harvest Host Tasting Rogue Spring Smash View More	17 NAIA Fastpitch Open Round: F6, 7, 8 The Oregon Open Pickleball Tournament Ashland Tuesday Market View More	18 Flag Football at Lithia and Orinway Fields NAIA Fastpitch Open Round: F4, 7, 8 The Oregon Open Pickleball Tournament View More	19 Northwest Travel League (68+ 73+) Proof The Oregon Open Pickleball Tournament View More	20 Medford Third Friday's Northwest Travel League (68+ 73+) Proof View More	21 7Five Golf Challenge Clayfolk Spring Pottery Sale Flag Football at Lithia and Orinway Fields View More
22 Concert at the Rocks Farm Flow Yoga Retreat Northwest Travel League (63+ F1-S) View More	23 Axe Throwing Daily Harvest Host Tasting Lead Climbing Course View More	24 Ashland Tuesday Market Open Skate at The RRink Technique Climbing & Ropes Course View More	25 Flag Football at Lithia and Orinway Fields Axe Throwing Basic Ropes Course View More	26 Proof A Night at the Races Medford Thursday Market View More	27 Jamba Juice Memorial Day Tournament Proof Rogue Memorial Challenge View More	28 Concert at the Rocks Flag Football at Lithia and Orinway Fields Jamba Juice Memorial Day Tournament View More
29 Jamba Juice Memorial Day Tournament Proof Rogue Memorial Challenge View More	30 Jamba Juice Memorial Day Tournament Rogue Memorial Challenge Ashland World Music Festival View More	31 Ashland Tuesday Market Ashland World Music Festival Open Skate at The RRink View More	1 Flag Football at Lithia and Orinway Fields Axe Throwing Basic Ropes Course View More	2 2022 Medford Summer Classic Pickleball Tournament Medford Rogues vs Seattle Cheney Studs Northwest Travel League (75+) View More	3 2022 Medford Summer Classic Pickleball Tournament Medford Rogues vs Seattle Cheney Studs Northwest Travel League (75+) View More	4 2022 Medford Summer Classic Pickleball Tournament Flag Football at Lithia and Orinway Fields Medford Rogues vs Seattle Cheney Studs View More
5 2022 Medford Summer Classic Pickleball Tournament Proof BUSA Classic View More	6 Axe Throwing BFD: Anniversary Spectacular With Sebastian Chang Daily Harvest Host Tasting View More	7 Ashland Tuesday Market Medford Rogues vs Humbolt Clabs Open Skate at The RRink View More	8 Flag Football at Lithia and Orinway Fields Axe Throwing Basic Ropes Course View More	9 Proof Live Music at Johnny D's Medford Rogues vs Sacramento Saints View More	10 Proof Axe Throwing Basic Ropes Course View More	11 Bigfoot Bash Tournament Flag Football at Lithia and Orinway Fields Proof View More

# COMMUNITY EVENT SUPPORT

	Event	Date of Event	Amount Requested	Amount Awarded	Status	Notes
1	SOHS 75th Anniv. Fundraiser	Aug/Sept 21	\$2,500	\$2,500	Paid	
2	USA Softball Fall Classic	Oct. 21	\$5,000	\$0		Taken out of 826 budget line item
3	Scantuary One Scavenger Hunt	Sept. 21	\$1,000	\$1,000	Paid	
4	Heart of the Rogue Festival 2022	Oct. 21	\$35,000	\$9,622	Paid	Ongoing expenses
5	Randall Theatre Ro.	2021/22	\$5,000	\$5,000	Paid	
6	Southern Oregon Classic	July 1, 2022	\$5,000	\$5,000	Paid	
7	SOHS Winter Wonderland @ Hanley Farm	Dec. 17-27	\$2,500	\$0		Event never took place
8	Downtown Medford Association	2021-22	\$15,000	\$15,000	Paid	
9	Medford Sports Hall of Fame	Sept. 22	\$1,000	\$1,000	Paid	
10	Rogue Valley Farm Tour	July 17, 2022	\$500-\$2000	\$1,000	Paid	
11	Rogue Jet Adventures Concert on the Rocks	Summer 2022	\$5,000 - \$10,000	\$2,500	Paid	
12	Medford Portrait Slam	March 2, 2022	\$750	\$750	Paid	
13	Southern Oregon Pickleball Assn. Summer Classic	June 2-5	\$1,000	\$1,000	Paid	
14	Pear Blossom Festival	April 15-16	\$3,000	\$3,500		Sponsoring Cornhole Tourney & Scavenger Hunt
15	RVCC Rhythm on the Range	June 11, 2022	\$1,000	\$1,000	Paid	
16	Southern Oregon Motor Sports	Summer 2022	\$5,000	\$5,000	Paid	
17	Hunter Football League	March-May	\$500	\$0		Did not meet criteria
18	Brews, Bluegrass & BBQ	June 4, 2022	\$2,500	\$1,000	Paid	500 Sunglasses in addition
19	Pear Blossom Run	April 9, 2022	\$1,000	\$1,000	Paid	1,000 sunglasses in addition
20	Craterian Theater	2022-23	\$5,000	\$5,000		
21	West Coast Disabled Golf Championships	May 15-18, 2023	\$5,000	\$3,000		
22	Ashland Divo & NICA	Oct. 21	\$400	\$400	Paid	Approved in 2020-21
23	Gingerbread Jubilee	Nov. 21	\$1,000	\$1,650	Paid	Approved in 2020-21
24	Southern Oregon Golf Championships	Sept. 21	\$3,000	\$3,000	Paid	Approved in 2020-21
	<b>TOTAL</b>			<b>\$68,922</b>		

# SPORTS UPDATES



*YOUR*  
***SPORTGROUND™***  
WHERE THE WEST COAST PLAYS.



**MEDFORD** 2040  
COMMUNITY VISION





# LOOKING AHEAD



**COMPASS MARGARITAVILLE OPENS IN JUNE**



**VISITOR INFORMATION CENTER  
GRAND OPENING JUNE 23**

An aerial photograph of a large, flat-topped rocky plateau. The plateau's surface is a mix of brownish-grey rock and sparse green vegetation. The edges of the plateau are steep and drop down into a lush green forest. In the distance, rolling hills and a valley are visible under a blue sky with scattered white clouds.

# THANK YOU

↑ TRAVEL  
↑ *Medford*