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2017 City of Ashland Grant Report for Rogue World Music

1. Financial summary of the utilization of grant funds towards the objectives set forth in the grant award application.

Program/Event	Date	Grant funds used
Finding Our Voice with Josh Blaine (community sing collaboration w/The Hearth)	09/07/17	\$250
First Friday Caroling on the Plaza	12/01/17	\$250
Southbound Concert: Rogue World Ensemble w/Ballet Folklorico	02/04/18	\$3000
Community Sing w/ Rogue World Ensemble	02/06/18	\$250
Community Dance w/ Ballet Folklorico & Chubritza	02/10/18	\$750
Eva Salina & Peter Stan school assembly @ John Muir Elementary	03/06/18	\$350
Kevin Carr school assembly @ Walker Elementary	04/15/18	\$150
Total:		\$5000

2. Statistical summary of the positive economic, cultural or sustainability impacts associated with the utilization of grant funds based on the scoring categories used to make the grant award.

Applicants should provide actual data on one or more of the following outcomes:

- Number of additional events offered in Ashland as a direct result of the City's grant: 7.
- Number of additional people who attended a cultural event in Ashland as a direct result of the City's grant.

Program/Event	Date	Audience/ Participant #
Finding Our Voice with Josh Blaine (community sing collaboration w/The Hearth)	09/07/17	250
First Friday Caroling on the Plaza	12/01/17	100

Southbound Concert: R.W.Ensemble w/Ballet Folklorico	02/04/18	375
Community Sing w/ Rogue World Ensemble	02/06/18	25
Community Dance w/ Ballet Folklorico & Chubritza	02/10/18	43
Eva Salina & Peter Stan school assembly @ John Muir Elementary	03/06/18	124
Kevin Carr school assembly @ Walker Elementary	04/15/18	375
Total audience reached:		1,292

- Number of additional children, seniors, or low income residents who attended a cultural event in Ashland as a direct result of the City's grant.

Performance	Children	Seniors/Low Income
First Friday Caroling on the Plaza	25	25
Southbound Concert: R.W.Ensemble w/Ballet Folklorico	10	150
Community Sing w/ Rogue World Ensemble		10
Community Dance w/ Ballet Folklorico & Chubritza		15
Eva Salina & Peter Stan school assembly @ John Muir Elementary	124	
Kevin Carr school assembly @ Walker Elementary	375	
Total:	534	200

- Any other program or activity specific data associated with the grant award.

82 surveys were collected after the Southbound concert performance, from an audience of 375.

Approximately 51% of surveys indicated an increase in interest/appreciation of the cultures represented in the performance. Remaining respondents sustained an existing high interest in cultures represented in the performance.

Approximately 96% of surveys indicated that individuals would a.) seek more of what the represented culture has to offer, and b.) look to Rogue World Music for more cultural opportunities in the future.

The \$5,000 grant enabled 7 world music events in Ashland that engaged nearly 1,300 people, nearly half of whom were children or seniors. This was made possible because of the 2017 City of Ashland grant. We thank you for financially supporting these experiences that build community and cultural awareness in Ashland.

A few snapshots of audience response to the Southbound Concert:

