

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Board Members

Felipe Gonzales, Chair
Laura Tesler, Vice-Chair
Gaelen McAllister
Ryan Gail
Omar Alvarado
Scott Snyder
Kelly Thomas - **NEW**
Geoffrey Tiffany - **NEW**
Miranda Seble - **NEW**

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: June 14th
<http://www.cityofsalem.net/CTPAB>

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MEETING AGENDA

Tuesday, May 10, 2022

6:00 - 8:00 PM

City of Salem Planning Division YouTube Channel

Link: <https://www.youtube.com/channel/UCUsS60lpf8AGI1u24Yg248Q/>

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. April 12, 2022, CTPAB meeting minutes
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
 - a. Discussion on Event and CIP grant award increase for next Grant Cycle
 - b. Discussion on potential grant application changes and subcommittee formation
 - c. Update and training/instructions for participating in the Americans for Arts Economic Study
6. Information Items
 - a. Cultural and Tourism Fund Reports – Not Available Yet
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – Not Available Yet
 - c. Facility Operating Grant Reports – Hallie Ford Museum of Art, Salem Riverfront Carousel, Willamette Art Center, and Willamette Heritage Center
 - d. Event Grant Reports – Salem Public Library Foundation
 - e. Capital Improvement Reports – None
 - f. Update AEP6 Study Americans for the Arts – 3rd Meeting May 23, 2022, 1 – 2 pm
 - g. List of Upcoming Events
7. Appearance of Interested Citizens
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions & Grant Opportunities
9. Adjournment

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, April 12, 2022
Remote Meeting via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

MEMBERS PRESENT
Felipe Gonzales-Chair
Laura Tesler – Co-Chair (arrived at 6:54 PM)
Gaelen McAllister (Left at 6:59 PM)
Scott Snyder
Ryan Gail
Kelly Thomas
Miranda Seble

STAFF PRESENT
Chris Neider, CD Program Manager III
Kelly, CD Staff Assistant
Robert Chandler, PW
Alicia Blalock, PW

MEMBERS ABSENT
Omar Alvarado
Geoffrey Tiffany

GUESTS
Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.

GUESTS
Doug Ducar – WAC
Michelle Cordova – Willamette Heritage Center
Kathleen Fish, Salem Multicultural Institute
Yvonne Putze - Deepwood Museum & Gardens
Alicia Bay – Gilbert House Children’s Museum
Kelly Harms – SAA
Jason Unruh – Hoopla
Sally Litchfield Puheck – Elsinore Theatre

1. CALL TO ORDER

Chris Neider began the meeting at approximately 6:02 p.m. with a quorum of 6 of 9 members present.

2. ROLL CALL

Chair, Felipe Gonzales opened and administered the meeting. Chris Neider took attendance.

Members Present: Felipe Gonzales, Laura Tesler (Arrived at 6:54 PM), Gaelen McAllister (Left at 6:59 PM), Scott Snyder, Ryan Gail, Kelly Thomas, Miranda Seble (new CTPAB), Chris Neider, Kelly Kelly, Robert Chandler, PW; Alicia Blalock, PW.

Members Absent: Omar Alvarado, Geoffrey Tiffany

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today’s agenda and the March 8, 2022 CTPAB meeting minutes and today’s agenda.

Motion: To approve the March 8, 2022 CTPAB meeting minutes and today’s agenda.

Motion by: Felipe Gonzales
Seconded by: Gaelen McAllister
ACTION: APPROVED
Vote: 6-0
Aye: 6
Nay: 0
Abstentions: 0

- 4. **PUBLIC TESTIMONY** – limited to three minutes per organization and pertaining to items on the agenda.
None.

5. ITEMS REQUIRING ACTION

- a. Public Works update on Gerry Frank Amphitheater

Robert Chandler, PW, reviewed his memo response to board member’s concerns expressed at the March 8th CTPAB meeting. Dr. Chandler explained the \$8 million dollar donation is expected to greatly benefit Salem-area tourism and events. He noted the budget connection was made due to the nexus of expected benefits to local tourism and the TOT fund. Dr. Chandler noted the need to hire an expert to get the amphitheater up and running to its potential and noted the position is an 18-month limited duration position, needed to get the amphitheater running well so it can generate the hoped-for returns on revenue.

Scott Snyder asked what are the criteria and benchmarks to measure Kathleen Swarm’s success?

Robert Chandler noted that goes into the “unknown” category as comparison to other amphitheatres makes it difficult.

Gaelen McAllister noted the line-item in the TOT Budget to staff the Amphitheater came as a surprise to the TOT Board and she feels it is the duty of the Board to better understand the decision, why it was not located in the Parks Budget or why revenues from the Amphitheatre can’t go to the TOT Budget to offset the on-going staffing expense.

Robert Chandler explained the nexus that the amphitheater is expected to feed the TOT Budget, and the Parks Budget is strapped. He noted the initial nature of the line-item, while they get things up and running.

Scott Snyder noted there are also line-items for marketing softball and capturing sporting events for the Salem market.

Gaelen noted that it seems odd to allow these things into the TOT Budget with no metrics

or criteria on performance or feedback on specific spending reported back to the Board. Gaelen asked that regular feedback and updates be provided and Robert noted he is happy to attend CTPAB meetings with updates.

Gaelen McAllister noted the Amphitheater pricing seemed low and asked if it will cover costs.

Robert Chandler noted fees are initially low to get things up and running, and City Council has waived fees for certain specific groups, which has not been done in the past, but is a decision the City Council is empowered to make.

Gaelen McAllister, Yvonne Putze, Kathleen Fish and Michelle Cordova, of local Cultural Organizations, all noted their concern over fees as listed, as being unrealistically low and undercutting the local Culturals as a venue for weddings and other events, as well as possibly not providing the needed revenue to offset expenditures on-going.

Kathleen Fish, Salem Multicultural Institute noted they were uncertain they would be utilizing the Amphitheater for World Beat, as there were too many unanswered questions and unknowns, and a void of communication or the needed details to make that decision in the needed timeframe.

Robert Chandler encouraged her to make contact with Kathleen Swarm to begin to get the needed answers.

Miranda Seble, new CTPAB member, noted 2% towards retaining an expert to help make the Amphitheater successful may not be a bad investment. Miranda also noted the openness of the Amphitheater makes it its own unique venue, well suited for some events, and poorly suited for others, making venues such as Deepwood, Elsinore and others always uniquely worth the rental fees.

Kelly Thomas noted the failed and recently demolished Amphitheater in his former hometown (Henderson Pavilion) and affirmed the need to give our newly donated Amphitheater the chance to be successful and profitable.

Ryan Gail asked about the CTPAB's role in determining items added to the TOT budget. Chris Neider noted the TOT Board specifically has authority as related to TOT Grant funding. Beyond that, it is an advice and feedback role, forwarded to the City Manager, Budget Committee and the City Council by staff.

Laura Tesler noted her strong disagreement with accepting the line-item for staffing of the Amphitheater to come out of the TOT budget and stated all should expect the line-item for staffing the amphitheater will never go away and allowing one without fuss will open the floodgates for more to slip into the TOT budget. She would prefer to fight the acceptance of the line-item now, continue in meetings with City officials and the budget committee as necessary.

Motion: To approve the TOT budget with the line-item for the Gerry Frank Amphitheater staff position, per Robert Chandler's explanation that it is an 18-month, limited-duration position to get the amphitheater up and running smoothly.

Motion by: Scott Snyder

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 5-1

Aye: 5

Nay: 1
Abstentions: 0

Motion: To request to receive ongoing data and updates the first 18 months of the Amphitheater being up and running.

Motion by: Gaelen McAllister
Seconded by: Felipe Gonzalez
ACTION: APPROVED
Vote: 6-0
Aye: 6
Nay: 0
Abstentions: 0

5.b. Review of Parking Lot Items

All Parking Lot items were discussed briefly and tabled till next meeting, as nothing needed attention this night.

6. INFORMATION ITEMS

- a. Cultural and Tourism Fund Reports – March 2022
- b. Cultural and Tourism Fund Revenue (Tax) Reports – March 2022
- c. Facility Operating Grant Reports – AC Gilbert’s Children’s Museum
- d. Event Grant Reports – Press Play Salem
- e. Capital Improvement Reports – None
- f. Update – AEP6 Study – Americans for the Arts – 2nd Meeting April 25th, 2022, 1-2 PM, via Zoom

Action Item: Set meeting of subcommittee ahead of April 25th AEP6 Meeting, to get organized and prepared.

Sub-committee consists of: Felipe Gonzalez, Gaelen McAllister, Scott Snyder, Matthew Boulay, Yvonne Putze, Alicia Bay, Michelle Cordova, Bryan Gonzalez, Kathleen Fish.

7. APPEARANCE OF INTERESTED CITIZENS

(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)

Thank you to the guests who came in support of their grant proposals, cultural and tourism promotion and cultural diversity and quality of life events happening in Salem. The Board appreciates their interest and input in the grant awarding process and in cultural and tourism promotion in Salem. Many of the guests present tonight introduced themselves and their upcoming events.

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

Add 4-question survey, similar to last year’s, collecting feedback about TOT Application process to parking lot items.

9. ADJOURNMENT

The next regular meeting will be Tuesday, May 10th, 2022, 6-8 PM, via Zoom and YouTube Live. Contact Chris Neider ahead of the meeting to confirm your desire to participate and receive the meeting Zoom link.

** Chris Neider noted for now, CTPAB meetings will continue to be Virtual.

ACTION: Chris Neider will be sending out the Zoom Invitation for the April 25, 1-2 PM Zoom Mtg to the AEP6 Sub-Committee: Felipe Gonzalez, Gaelen McAllister, Scott Snyder, Matthew Boulay, Yvonne Putze, Alicia Bay, Michelle Cordova, Bryan Gonzalez, Kathleen Fish.

With no further business, Felipe Gonzalez adjourned the meeting at approximately 8:17 PM.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Types of Organizations/Activities that are Eligible for the Audience-Intercept Survey Process

This definition is intended to support the AEP6 study's local and state research partners as they choose the diverse, inclusive, and representative SAMPLE of performances, events, exhibits, and facilities where they will seek to collect audience-intercept surveys.

A more detailed definition of eligibility will be provided later this spring. The fuller document will be used by the study partners to create their comprehensive list of all eligible arts and culture organizations that are located in their community.

In short, if it displays the characteristics of a nonprofit arts and culture organization and has an identifiable budget/attendance and leadership, study partners are encouraged to consider it as a potential organization from which to collect audience-intercept surveys.

- ***Traditional nonprofit*** arts and culture organizations, programs, events, venues, and facilities (e.g., performing arts, visual arts, museums, etc.)
- ***Municipally owned/operated*** institutions, programs, venues, and facilities (e.g., a city-operated museum or gallery)
- ***Unincorporated*** community arts and culture organizations and programs (i.e., without a formal legal status)
- ***Fiscally sponsored*** arts and culture organizations, programs, events, venues, and facilities
- Arts and cultural programs ***embedded in non-arts organizations*** (e.g., faith-based organizations, community/senior centers, health facilities, libraries, etc.)
- ***College and university facilities*** such as galleries, theaters, and performing arts centers (not educational programming such as a College of Fine Arts)
- ***Living collections*** such as botanical gardens, zoos, and aquariums
- ***Historical and heritage societies*** (and other historical/heritage organizations or sites)
- ***Private arts councils***
- ***Municipal arts agencies*** (e.g., an arts commission or a department of cultural affairs)

For-profit/commercial businesses and individual artists are excluded from the AEP6 methodology.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

1. Organization name

Hallie Ford Museum of Art

2. Name and location of facility

Hallie Ford Museum of Art, Willamette University; mailing address: 900 State Street; street address: 700 State, Street; Salem, OR 97301

3. Reporting period

2nd quarter

4. Total number of days open

60

5. Total hours of operation

300

6. Volunteer hours for period

164.5

7. Total attendance at facility

4193

8. List the attendance and each type of activity

Museum tours / gallery visits : 3979
Films / performances : 0
Student attendance : 214
Children's Entertainment : 0
Classes, Workshops, Camps : 0
Events, Festivals, Experiences, Other Programs : 0

9. Operating expenses funded by TOT for the period

\$0.00

10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)

\$7,685.00

11. Total income from other sources

\$212,596.25

12. What did your organization do to contribute to Salem's appeal as a tourist destination? Highlight one activity that occurred during the period.

This past fall, the Hallie Ford Museum of Art presented two exhibitions that attracted excellent crowds, in spite of the coronavirus pandemic and our ongoing requirements for face masks, social distancing, and proof of vaccination. "Time in Place: Northwest Art from the Permanent Collection" explored the concept of place through the lens of time. Organized by curator Jonathan Bucci, the exhibition explored the concept of place as expressed in Northwest art over the past 9,000 years. Combining social, political, and environmental themes alongside individual interpretations of the Northwest landscape, the exhibition looked at how our sense of place develops through time and relationship with the land.

Objects were drawn exclusively from the permanent collection of the Hallie Ford Museum of Art and included a number of works that have never been exhibited before, including the remnants of a sandal from Fort Rock in Eastern Oregon that was more than 9,000 years old, as well as a mural by the late Carl Hall from the Rowell home on Fairmont Hill in Salem before it was removed a number of years ago and donated to the Hallie Ford Museum of Art. Other artists featured in the exhibition include Michael Brophy, James Castle, Robert Kentta (Siletz), D.E. May, Robert McCauley, April Waters, and Marie Watt (Seneca), among many others.

In addition to "Time in Place: Northwest Art from the Permanent Collection", we presented "Claudia Cave: Interiors and Interiority", a major retrospective exhibition for this highly regarded Corvallis, Oregon artist and Salem native whose drawings and paintings range widely in subject matter, from spiky female figures and zooming canines and occasional cats to smoothly excavated landscape forms and house interiors. Organized by guest curator Roger Hull, the exhibition featured works on loan from public and private collections throughout the region, including the Hallie Ford Museum of Art.

TOT dollars were earmarked exclusively for promotion and advertising of our two fall exhibitions, including print and electronic ads in the Oregonian/Oregon Live, Oregon Arts Watch, and the Salem and Eugene weeklies, as well as radio ads on OPB and the classical music station in Portland. In addition, TOT ads were used to fund a large 12.5 x 24 foot banner on the west façade of our building that promoted "Time in Place: Northwest Art from the Permanent Collection", as well as announcement cards and posters that promoted both fall exhibitions.

13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.

As part of our TOT grant from the City of Salem, we identified two outcomes related to CTPAB goals that we hoped to achieve this year: increase attendance at the Hallie Ford Museum of Art by 10% in 2021-22, and increase attendance at our education programs by 10% during the same time period. Both goals were intended to increase our impact on cultural tourism and enhance the quality of life in Salem. Unfortunately, neither goal will be achieved as a result of the coronavirus pandemic.

Nevertheless, in spite of the pandemic, building capacity limitations, social gathering restrictions, and proof of vaccination requirements, our attendance has remained brisk and robust this past year in spite of the many challenges we've faced. Of the 4,193 visitors who attended during the quarter, 3,947 visitors (94%) came from within a 50 mile radius of Salem/Keizer; 57 visitors (1%) came from beyond a 50 mile radius of Salem/Keizer but within Oregon; 187 visitors (5%) came from outside of Oregon but within the United States; and 2 visitors (0%) came from abroad.

While our attendance figures were down this fall compared to last summer, we still had an average daily attendance of 70 visitors and continued to have an important economic impact on the city and region. Based on a daily rate of \$166 per night per visitor (Source: Travel Salem), for example, our 246 potential overnight visitors had a minimum economic impact of \$40,836 during the fall; this figure could easily double if they stayed longer than one night. Moreover, this figure does not include our 3,947 day visitors who, at an average daily rate of \$114 per visitor (Source: Travel), had a significant financial impact on the local economy.

Similarly, because of social gathering restrictions imposed by the State of Oregon, education programs planned in conjunction with our exhibitions have been cancelled through the spring of 2022 and we are therefore unable to implement our CTPAB goal of increasing attendance at lectures, films, gallery talks, and the like by 10% this year. However, we do intend to resume educational programming beginning this summer in conjunction with our forthcoming David Roberts exhibition and continue into the fall and beyond if there's not another spike in the coronavirus or one of its variants.

14. Submitted by

John Olbrantz

15. Email address of person to receive confirmation email message.

jolbrant@willamette.edu

Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

1. Organization name

Salem's Riverfront Carousel

2. Name and location of facility

SRC 101 Front St. NE

3. Reporting period

3rd quarter

4. Total number of days open

62

5. Total hours of operation

364

6. Volunteer hours for period

110

7. Total attendance at facility

23862

8. List the attendance and each type of activity

Children's Entertainment : 23862

Off site activities / events : 165

9. Operating expenses funded by TOT for the period

\$7,047.00

10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)

\$0.00

11. Total income from other sources

\$85,115.00

12. What did your organization do to contribute to Salem's appeal as a tourist destination? Highlight one activity that occurred during the period.

Happy Valentines Day! On February 12 & 13 we celebrated Valentines day as A Day of Love. We had free activities for families to enjoy together. Children could create a Valentine card for their favorite pony and put the card into the horses fed bag that were tied around the Carousel gate. We offered a selfie Valentine both and families could write on a Valentine paper heart and attached them to the tree of love painted on our front sliding glass doors. We also offered a "Buy In" to upgrade their experience for \$10 which included four free rides, a food craft - Love munch Crunch, butterfly and heart crafts. 75 families purchased the "Buy In" and we had over 900 plus visitors for the event. This event was advertised in English and Spanish on all of our media outlets.

13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.

One of our benchmarks was to have an increase in sales over last year. This information is track through our profit & loss repots. We had a 262% increase over last year. \$9878 in token sales 2021. 35,793 token sales 2022.

14. Submitted by

Marie Bradford Blevins

15. Email address of person to receive confirmation email message.

marieb@salemcarousel.org

Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.

[SKM_C250i22041512520.pdf](#)

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

1. Organization name

Friends of the Visual Arts dba Willamette Art Center

2. Name and location of facility

c/o Oregon State Fairgrounds, 2330 17th St NE, Salem OR 97301

3. Reporting period

3rd quarter

4. Total number of days open

68

5. Total hours of operation

688

6. Volunteer hours for period

875.25

7. Total attendance at facility

2234

8. List the attendance and each type of activity

Student attendance : 782

Events, Festivals, Experiences, Other Programs : 567

9. Operating expenses funded by TOT for the period

\$7,422.50

10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)

\$7,500.00

11. Total income from other sources

\$49,350.00

12. What did your organization do to contribute to Salem's appeal as a tourist destination? Highlight one activity that occurred during the period.

Winter (TOT 3rd quarter) is typically quieter and slower than the rest of our quarters. However, our winter classes were held this quarter and all classes were at maximum capacity. The WAC also added more open studio time for pass holders which brought our attendance rate up to a record high. We held 5 Empty Bowls throw-a-thons, as well as patrons coming in during open studio time and throwing and/or glazing bowls.

13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.

Facility attendance increased from 2063 in 2021 to 2234 in 2022, an increase of 8.29%. Data was collected by daily sign-in sheets, volunteer sheets, and by hand tally. The increase was due to the fact that classes were expanded, attendance was way up, pass holders increased, and Empty Bowls throw-a-thons were well attended.

14. Submitted by

Doug Dacar

15. Email address of person to receive confirmation email message.

director@willametteartcenter.com

Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

1. Organization name

Willamette Heritage Center

2. Name and location of facility

1313 Mill St. SE, Salem OR 97301

3. Reporting period

3rd quarter

4. Total number of days open

63

5. Total hours of operation

378

6. Volunteer hours for period

1203

7. Total attendance at facility

8447

8. List the attendance and each type of activity

Museum tours / gallery visits : 411
Events, Festivals, Experiences, Other Programs : 2372
Off site activities / events : 75
Rentals : 5589

9. Operating expenses funded by TOT for the period

\$7,610.00

10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)

\$6,642.00

11. Total income from other sources

\$155,480.00

12. What did your organization do to contribute to Salem’s appeal as a tourist destination? Highlight one activity that occurred during the period.

We were very excited to offer a one-day special family-friendly event during Spring Break. Families paid an admission price to attend the event, but in exchange, we provided a free, one year family membership (value of \$60). We gave away 57 family memberships that day and saw 209 people in attendance. We offered 4 different activity booths (make your own water wheel, learn train signals, play with pioneer toys, and learn about the Oregon Trail bartering system) and provided tours of the mill building. Overall, it was a huge success and we attracted many families that would have otherwise possibly not come.

13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.

Outcome: Increase visitors to WHC from outside of Salem area to support economic impact.

Goal: Out of town guests will represent 5% over the course of the year.

Method: Ask museum attendees where they are from when paying admission.

We achieved this goal during the Spring Break one-day event (159 attendees were from Salem; 50 were from areas in Oregon that was 50+ miles away).

14. Submitted by

Michelle Cordova

15. Email address of person to receive confirmation email message.

michellec@willametteheritage.org

Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

Please use this form to report how your facility has enhanced Salem tourism or cultural opportunities for our residents.

1. Organization name

Salem Public Library Foundation

2. Name of program or event

Salem Reads: One Book, One Community

3. Location of program or event

One event was in person at Main Library, all others virtual

4. Description of activity

Community Reading project that encourages everyone to read the same book, then attend programs on the themes of the book, each year in February.

5. Completion date(s)

1st quarter

6. Estimated professional/staff hours to administer program or event

250

7. Estimated volunteer hours to administer program or event

100

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$23,000.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

12. How did local businesses or organizations assist in this activity?

Salem City Club hosted a Shake-Alert meeting featuring experts on the earthquake early warning system for the West Coast.

Carlee Wright volunteers with program development and Press Play Salem promoted our events across all their platforms.

KMUZ, Community Radio, hosted two radio shows on Salem Reads, Talking About Art and Willamette Wakeup. Willamette Genealogical Society hosted a workshop on how to research your family tree.

Brooks Historian, Megan Hattie Stahl, and Portland Director of the Japanese American Museum of Oregon, Chisao Hata, lectured on the experience of local Japanese during the interment.

Guerra Interpreting and Willamette Sign Language Interpreting translated programs into Spanish and ASL.

Local book stores, Readers Guide in West Salem, Book Bin, and Books Read & Books New in East Salem.

Artists in Action, a Salem Art Association managed our Salem Reads Art Exhibit.

Elsinore Framing provided logistics for the gathering of art before the exhibit and the return to artist after.

Library Advisory Board provided funds and the Friend of the Salem Public Library provided promotion in their store.

Salem Library staff provided extensive electronic program support.

13. How did this event contribute to the CTPAB's goal of increasing room nights/revenue and increasing the overall economic impact of tourism in Salem?

Salem Reads did not contribute because was virtual and we did not host out of town guests due to the pandemic.

14. How did this event contribute to the CTPAB's goal of enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem's residents?

Salem Reads contributed greatly to the goal of enhancing the quality of life in Salem.

We offer books that focus on diverse topics, include many ages, races, and ethnicities and cover difficult subjects like racism, exclusion, and suicide. We choose such books with the focus of providing a forum for the community to have important civil conversations on topics as a catalyst to community education and engagement.

Our virtual format allowed more access to programs for elderly, Spanish speakers, hard of hearing persons, and those who found the convenience of staying at home while participating in cultural events.

15. How many attendees did your activity attract?

2567

16. How were attendees counted (Example: ticket sales, count at gate or estimate)?

Program head counts

17. Estimated percentage of Salem residents and/or guests

99%

18. Estimated percentage of out-of-town tourists (less than 50 miles)

1%

19. Estimated percentage of overnight tourists (hotel/motel)

(Overnight tourists are defined as guests traveling greater than 50 miles for an event)

0%

20. What method was used to arrive at this percentage (Example: survey, estimate)

Survey of one in person event, estimate at others

21. Report on the other measurable outcome documented in your application. Include the outcome, goal and method used to track.

Our other outcome goal was for Community Partner Engagement in the form of sponsorships or gift in kind support. We maintained all of our prior year sponsors and adding one new business, increasing sponsorship revenue by \$1,200. See community partner list above on question 12 for other examples of engagement. Tracking method was number of partnership organizations, their contribution to programs and financial support in the form of logos on our event schedule. We are very grateful to the many generous organization that support Salem Reads.

22. What was the most effective resource used for marketing and promotion?

We a wide variety of media outlets, but the Library Facebook and email outreach was the best. We sent 18 boosted Facebook posts and 10 email messages totaling nearly 300,000 messages.

We used various print publications, Press Play Salem, Mom's Magazine, Westside Newspaper.

KMUZ radio spots, Foundation email lists and our Foundation website.

Electronic promotion included Salem Reads, electronic calendars including Travel Salem, and Salem City Club emails.

Distributed 4,000 printed event schedules at the Library and around town.

23. Did you target any Spanish language or underrepresented population groups? (Explain)

Guerra Interpreting and Willamette Sign Language Interpreting translated programs into Spanish and ASL.

Salem Reads planners are focusing on books that are also available in Spanish. We'll continue offering translations services at future events.

24. Submitted by

Kate Van Ummersen, Executive Director of Salem Public Library Foundation

Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.

[Library Foundation reimbursement request email.docx](#)

25. Email address of person to receive confirmation email message.

salemlibraryfoundation@gmail.com

2. Thank You!

Thank you for submitting your report.

**Master TOT Events Calendar
May - July, 2022**

<u>Event Date</u>	<u>Organization</u>	<u>Event Name</u>	<u>Time</u>	<u>Location</u>
5/6/2022	Salem Art Association	Public Exhibition Opening for Black Matter & Frank Miller	5:30-7:30 PM	Bush Barn Art Center
5/7/2022	Salem Art Association	Public Exhibition Opening for Howard Street Murals	12-2 PM	Bush Barn Art Center
5/7/2022	Willamette Heritage Center	Sheep to Shawl	10-4 PM	WHC
5/7-8/13/2022	Hallie Ford Museum of Art	April Waters: Water-Ice-Sky, Antarctica	Tues-Sat, 12-5 PM	Hallie Ford Museum of Art, Willamette University
5/13/2022	Ceili of the Valley Society	Ceili Dancing	7:00 PM	VFW Hall, 630 Hood St NE
5/13-15, 2022	Enlightened Theatrics	The Rainbow Fish Musical	Fri/Sat 7:30 PM Sun, 2 PM	Grand Theatre, 191 High St NE
6/3/2022	Salem Art Association	Public Opening for Artist in Residence, Michael Hernandez	5:30-7:30 PM	Bush Barn Art Center
6/4 - 8/27/2022	Hallie Ford Museum of Art	David Roberts: Artist & Traveler	Tues-Sat, 12-5 PM	Hallie Ford Museum of Art, Willamette University
6/21/2022	Make Music Day Assoc	Make Music Day	10 AM-10 PM	All Over Salem (Downtown, Parks, Etc)
6/21/2022	Willamette Heritage Center	Make Music Day	3-10 PM	WHC
6/24-6/26/2022	Salem Multicultural Institute	World Beat Festival	Fri: 5:00 PM	Riverfront Park
6/27/2022	Gilbert House	Summer Block Party	10-2 PM	Gilbert House
7/8/2022	Salem Art Association	Public Opening for James Southworth	5:30-7:30 PM	Bush Barn Art Center
7/15 to 7/17/22	Salem Art Association	Salem Art Fair & Festival	All Day	Bush's Pasture Park
7/23/2022	Gilbert House	Gilbert House for Grown-Ups	6-9 PM	Gilbert House
7/22-24, 2022	Enlightened Theatrics	All Shook Up	Fri/Sat 7:30 PM Sun, 2 PM	Grand Theatre, 191 High St NE
8/6/2022	Salem on the Edge Art Gallery	Plein Air Invitational Show	9 AM-7:30 PM	Downtown Salem

CTPAB Parking Lot

1. Review and discuss the option to increase grant funding from \$7,500 to \$10,000 per CIP and Event/Project Grants.
2. Discuss the ability to have “hybrid” in-person meetings via Zoom – **On hold until City Council resumes in-person meetings. CN 4/12/22**
3. Grab bag event funding – option to include “unallocated” funding in the annual budget for small event awards being requested, outside of the annual grant cycle. – **Funding is primarily application driven, the larger the number of grant submissions and the greater the number of passing scores, the more funding needed. However, if all grant applications are approved for funding, then there will be no “unallocated” funds available for providing grab bag style funding. Other things to consider, the CTPAB has not determined minimum and maximum dollars for any potential mid-cycle grants, nor application process. CN 4/12/22**
4. Rotate in-person meetings at local Cultural Heritage sites. – **Should be okay with advanced notification to potential guest attendees. CN 4/12/22**



Oregon Cultural Trust www.culturaltrust.org

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Cultural Development Grants

\$5,000-\$40,000

Guidelines published

May 6 – deadline

<http://culturaltrust.org/grants/how-to-apply/>

Aili Schreiner, aili.schreiner@biz.oregon.gov

Cultural Coalition Grants

\$500-\$5,000

Guidelines published on county coalition websites

<http://culturaltrust.org/about-us/coalitions/>

Aili Schreiner, aili.schreiner@biz.oregon.gov



Oregon Arts Commission www.oregonartscommission.org

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Arts Learning Grant

\$10,000

Guidelines published

May 2 – deadline

www.oregonartscommission.org/grants/arts-learning

Liora Sponko, liora.sponko@biz.oregon.gov

Arts Build Communities Grant

\$3,000-\$7,000

Guidelines published

October 3 – deadline

www.oregonartscommission.org/grants/arts-build-communities

Liora Sponko, liora.sponko@biz.oregon.gov

**Small Operating Grants
(Budgets < \$150,000)**

\$1,000-\$3,000

Guidelines published

March 28 – deadline

<http://www.oregonartscommission.org/grants/small-operating-grants>

arts.grants@biz.oregon.gov

Operating Support Grants

\$3,000 - \$50,000

Guidelines published

March 28 – deadline (new applicants must submit letter of intent)

• **Interim application:** Arts Services, Literary, Theatre, Visual Arts

• **Full application:** Dance, Film/Media, Interdisc., Music

<http://www.oregonartscommission.org/grants/operating-support>

Kat Bell, kat.bell@biz.oregon.gov

O. Hm. Oregon Humanities www.oregonhumanities.org

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Public Program Grants

up to \$10,000

Guidelines published

March – deadline

oregonhumanities.org/programs/public-program-grants-2

Dawn Smallman, grants@oregonhumanities.org



Oregon Heritage www.oregon.gov/oprd/HCD/OHC

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Preserving Oregon Grant	\$1,000-\$20,000	Guidelines published	
			April 13 – letter of intent deadline
			May 10 – application deadline
		www.oregon.gov/oprd/HCD/FINASST/Pages/grants.aspx	Kuri Gill, Kuri.Gill@oprd.oregon.gov
Diamonds in the Rough	\$1,000-\$20,000	Guidelines published	
			May 10 – application deadline
		www.oregon.gov/oprd/HCD/FINASST/Pages/grants.aspx	Kuri Gill, Kuri.Gill@oprd.oregon.gov
Oregon Museum Grant	\$500-\$10,000	Guidelines published	
			April 13 – application deadline
		www.oregon.gov/oprd/HCD/FINASST/Pages/grants.aspx	Kuri Gill, Kuri.Gill@oprd.oregon.gov
Historic Cemeteries Grant	\$500-\$10,000	Guidelines published	
			April 13 – application deadline
		www.oregon.gov/oprd/HCD/FINASST/Pages/grants.aspx	Kuri Gill, Kuri.Gill@oprd.oregon.gov
Oregon Heritage Grant	\$1,000-\$20,000	Guidelines published	
			Fall 2023 – application deadline
		www.oregon.gov/oprd/HCD/FINASST/Pages/grants.aspx	Kuri. Gil, Kuri.Gill@oprd.oregon.gov
Oregon Main Street Revitalization Grant		Guidelines published	Spring 2023
		www.oregon.gov/oprd/HCD/FINASST/Pages/grants.aspx	Sheri Stuart Sheri.Stuart@oprd.oregon.gov
Veterans & War Memorials Grant	\$1,000-\$150,000	Guidelines published	December 2023 - application deadline
		www.oregon.gov/oprd/HCD/FINASST/Pages/grants.aspx	Kuri Gill, Kuri.Gill@oprd.oregon.gov
Oregon Heritage Conference			April 27-29, 2022 Virtual
		www.oregon.gov/oprd/HCD/OHC/Pages/Conference.aspx	Kuri Gill, Kuri.Gill@oprd.oregon.gov
Oregon Main Street Conference			Fall 2022
		www.oregon.gov/oprd/HCD/SHPO/Pages/mainstreet.aspx	Sheri Stuart, Sheri.Stuart@oregon.gov
Oregon Heritage Mentor Corps		http://mindyourcollections.org	heritage.mentorcorps@oregon.gov



Travel Oregon <http://industry.traveloregon.com>

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Travel Oregon Competitive Grants Program

Guidelines are still being developed.
Stay informed by signing up to receive
Travel Oregon industry emails: [https://
industry.traveloregon.com/about/
contact/email-newsletters/](https://industry.traveloregon.com/about/contact/email-newsletters/)



Industry.TravelOregon.com/Grants

Guidelines published: Late spring 2022

Application open: Summer of 2022



Grants@TravelOregon.com