



City of Salem, Oregon
Salem Cultural and Tourism Promotion Advisory Board

June 14, 2022
6 PM – 8 PM, via Zoom
&

City of Salem Planning Division YouTube Channel

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

Si necesita ayuda para comprender esta información, por favor llame 503-588-6173

PARTICIPANTS

Board Members

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

Staff

Chris Neider, Staff Liaison; Kelly Kelly, Staff Support

AGENDA

1. Welcome and call to order
2. Approval of Agenda for June 14, 2022
3. Approval of Minutes from May 10, 2022
4. Public Comment - Appearance of persons wishing to address the Board on any matter other than those which appear on this Agenda
5. Items Requiring Action – None
6. Report on the Cultural Tourism Fund (Chris Neider)
7. Facility Operating Grant Reports – Bush House Museum 3rd Quarter, Deepwood Museum & Gardens 3rd Quarter, Elsinore Theatre 3rd Quarter, and Salem Multicultural Institute 3rd Quarter. (Chris Neider)
8. Event Grant Reports – Capital City Classic basketball tournament, Deepwood Museum & Gardens Annual Plant Sale, Festival Chorale Oregon Concert, Willamette Master Chorus Winter and Spring Concerts. (Chris Neider)
9. Capital Improvement Reports – None
10. Updates on the Americans for the Arts AEP6 Study – Next meeting June 27, 2022, 1-2pm & Upcoming Events (Chris Neider)
11. Roundtable discussion and Appearance of Interested Citizens – Opportunity for those attending the meeting to address the Board and share upcoming events. (All)

12. Other Business & Parking Lot items for future discussions (All)
13. Adjournment

Next Meeting: July 12, 2022

This meeting is being conducted virtually, with remote attendance by the governing body. No in-person attendance is possible. Interested persons may view the meeting online on [YouTube](#). Please submit written comments on agenda items, or pre-register to provide Public Comment on items not on the agenda, by 5 p.m. or earlier one day prior to the day of the meeting at cneider@cityofsalem.net

Special accommodations are available, upon request, for persons with disabilities or those needing sign language interpretation, or languages other than English. To request accommodations or services, please call 503-540-2371 (TTD/TTY 503-588-6439) at least two business days in advance.

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MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, May10, 2022
Remote Meeting via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

MEMBERS PRESENT
Felipe Gonzales-Chair
Laura Tesler – Co-Chair (arrived at 6:09 PM)
Gaelen McAllister
Scott Snyder
Ryan Gail
Omar Alvarado (returned at 6:18 PM)
Kelly Thomas (arrived at 6:12 PM)
Miranda Seble

STAFF PRESENT
Chris Neider, CD Program Manager III
Kelly, CD Staff Assistant

MEMBERS ABSENT
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
Sally Litchfield – Elsinore Theatre
Irene Bernards - Travel Salem
Bryan Gonzales - Festival Chorale

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 6:09 PM), Gaelen McAllister, Scott Snyder, Ryan Gail, Omar Olvarado, Kelly Thomas (arrived at 6:12 PM), Miranda Seble,

Staff Present: Chris Neider, Kelly Kelly,
Members Absent: Geoffrey Tiffany

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the April 12, 2022 CTPAB meeting minutes and today's agenda.

Motion: To approve the April 12, 2022 CTPAB meeting minutes and today's agenda.

Motion by: Felipe Gonzales

Seconded by: Scott Snyder

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. Discussion on Event and CIP grant award increase for next Grant Cycle

Laura Tesler proposed the idea of having dollars on hand for in-between-cycle events. Felipe Gonzales noted if there was enough interest, a sub-committee should be formed to set-up the guidelines, timelines and other application requirements to return to the larger group for further discussion. No motion was proposed.

Gaelen McAllister asked if unused grant funds could be earmarked to stay in the TOT fund for future use. Chris Neider noted the board's authority was not in budget setting but in determining how TOT Grant Funds in each year's Budget could be awarded.

The group discussed when funds granted are not used. Chris Neider noted this does not occur often as the board usually notes when an event doesn't likely merit the full \$10,000 award as part of the scoring cycle, or the organization itself only requests an amount between 2,000 to \$10,000 in the application process. Chris noted adequate receipts are required to receive the entire awarded amount, and the Capital Improvement Grants are a reimbursement-style grant, for ½ of the project's cost, up to \$10,000, based on receipts submitted. Unused funds are not available, per say, for another organization or event, due to the cycle deadlines, budget deadlines, and the way Completion Reports are submitted after the event was set to occur.

Scott Snyder affirmed that returning the large Event and Capital Improvement grant awards to \$10,000 was desirable for the Arts & Cultural organizations during this difficult time. Chris Neider confirmed the fund is healthy enough for that choice to be made by the board.

Michelle Cordova noted the Cultural Organizations would welcome the return to \$10,000 on Events and Capital Improvement Projects.

Motion: To return Large Event and Capital Improvement Grant totals to \$10,000 noting the board or applicant can request any amount between 2K-\$10K as appropriate.

Motion by: Scott Snyder
Seconded by: Felipe Gonzalez
ACTION: APPROVED
Vote: 7-0
Aye: 7
Nay: 0
Abstentions: 0

b. Discussion on potential grant application changes and subcommittee formation. Yvonne Putze of Deepwood noted she felt the application and awarding process went smoothly this cycle. Gaelen asked if a survey was sent out. Felipe noted this discussion was the opportunity for board and applicant input, with the possibility of a sub-committee being formed to deal with any proposed changes or concerns, then returning to the larger group with their feedback. Kelly Thomas expressed interest in incorporating green/sustainable practices and metrics into the scoring process, as well as matching the point systems to questions to simplify the process for those doing the scoring. Can the on-line system do the math calculations for us? Felipe noted the on-line process seemed pretty smooth, but with everyone's input and suggestions, it can get better and better.

Motion: To create a sub-committee to review the application questions, process and scoring, and to consider some language and metrics that encourage green/sustainable practices for the organizations and events interested.

Motion by: Felipe Gonzales
Seconded by: Scott Snyder
ACTION: APPROVED
Vote: 7
Aye: 7
Nay: 0
Abstentions: 0

Chris Neider noted the sub-committee needs to meet and be prepared with their feedback ahead of July.

Kelly Thomas and Laura Tesler agreed to represent the board. Yvonne Putze will sit in and offer cultural organization feedback. A few additional local organizations are encouraged to join to give their input on ideas about sustainable/green practices and their experience with the TOT grant cycle process.

c. Update and training/instructions for participating in the Americans for the Arts Economic

Impact Study.

Chris Neider reviewed the available resources for each organization to have on hand for their upcoming events. Gaelen McAllister provided a Google Doc in the Chat for volunteers to sign up, and for each Organization to list a contact for their event. Each organization should share their upcoming event details with Chris Neider and Kelly Kelly for the Master Calendar and provide a Contact for volunteer coordination. Survey supplies include Paper Copies of the American for the Arts Survey and are available in English and Spanish. QR codes are also available, so surveys can be taken electronically. Contact Chris or Kelly if you want supplies for your event, or if you want help with volunteers to be “feet on the ground” at your event, etc.

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, 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 23rd, 2022, 1-2 PM, via Zoom
- g. List of Upcoming Events - Action: Please contact Chris Neider to add your events for which you would be willing to have Economic Impact Survey taking occur.

Gaelen McAllister asked for follow-up on quarterly reports from Salem Amphitheater and determining some performance measures. She would like to have 3 metrics covered: Attendance at events, # of Events Booked, Number of out-of-town guests.
Action: Chris will make the request to the appropriate persons at the City.

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

9. ADJOURNMENT

The next regular meeting will be Tuesday, June 14th, 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: Let Chris Neider know if you would like to be added to the Zoom Invitation for the May 23, 1-2 PM Zoom Mtg for to the AEP6 Study Meeting.

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

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Cultural and Tourism Fund
Fund Status Report - For the Period Ending May 31, 2022

Item 6.a.

	FY 2021-22		FY 2020-21		FY 20-21 to FY 21-22	% Difference
	Budget FY 2021-22	Actual Thru 31-May	Budget FY 2020-21	Actual Thru 31-May		
Resources						
Beginning fund balance	1,395,440	1,836,848	399,320	382,474	1,454,374	380.25%
Tax collections	3,582,120	3,561,576	3,180,370	3,095,121	466,455	15.07%
Other agencies	5,400	5,145	5,400	3,931	1,214	30.88%
Interest earnings	2,500	10,141	2,500	6,712	3,429	51.09%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	13,200	12,000	13,709	(509)	-3.71%
US Treasury ARPA	1,637,570			1,548,520		0.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	6,635,030	5,426,910	3,599,590	5,050,467	376,443	7.45%
Expenditures by Division						
Conference Center Marketing	313,210	250,000	309,090	300,000	(50,000)	-16.67%
Tourism Promotion - Travel Salem	783,030	783,578	795,090	794,786	(11,208)	-1.41%
City Programs/Parks/CIP	1,570,920	1,396,354	1,582,240	1,505,740	(109,386)	-7.26%
Administration	314,650	271,378	275,140	265,216	6,162	2.32%
Major Tourist Attractions and Cultural Facilities	469,810	342,859	573,530	325,888	16,971	5.21%
Contingency	570,000	28,782	64,500	21,989	6,793	30.89%
Total Expenditures	4,021,620	3,072,951	3,599,590	3,213,619	(140,668)	-4.38%
Total Resources Less Expenditures	2,613,410	2,353,959	-	1,836,848	517,111	28.15%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,117	238,457	323,419	287,170	186,529	165,617	145,527	242,655	239,423	308,353	743,853	3,095,121	3,180,370
2021-22	-	442,382	452,411	500,380	329,491	292,454	293,911	192,287	297,030	341,728	419,502	743,853	4,305,430	3,582,120
% Chg		106.61%	89.72%	54.72%	14.74%	56.79%	77.46%	32.13%	22.41%	42.73%	36.05%	0.00%	39.10%	20.19%

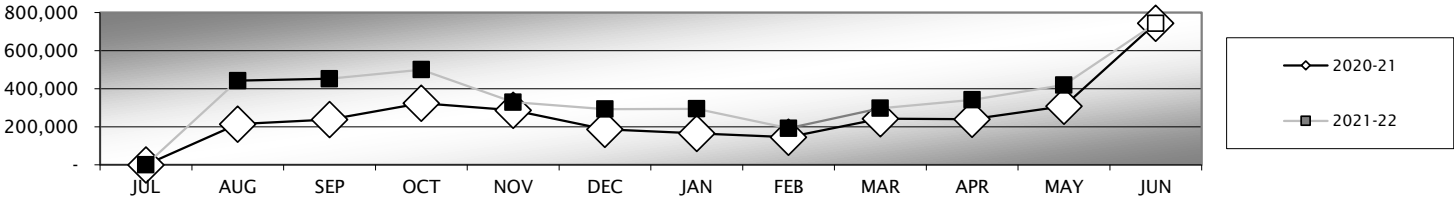


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021 compared to FY 2021-2022.

This revised hotel tax revenue chart - which is a fiscal year to fiscal year comparison rather than a "running year" comparison - reconciles to the City's general ledger. Tax receipts are recorded on a cash basis throughout the fiscal year and modified in June to record revenues earned in June and received in July. As the result, general ledger reports reflect no cash receipts in July of each fiscal year and two months of cash receipts in June.

YTD May FY 2020-21	2,351,268
YTD May FY 2021-22	3,561,576
Variance FY 20-21 to FY 21-22	51.47%

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

Bush House Museum

2. Name and location of facility

Bush House Museum | 600 Mission Street SE | Salem, Oregon 97302

3. Reporting period

3rd quarter

4. Total number of days open

0

5. Total hours of operation

361

6. Volunteer hours for period

58

7. Total attendance at facility

0

8. List the attendance and each type of activity

Museum tours / gallery visits : 0

Films / performances : 0

Student attendance : 0

Children's Entertainment : 0

Classes, Workshops, Camps : 0

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 0

Rentals : 0

9. Operating expenses funded by TOT for the period

\$6,935.00

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

\$10,049.17

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

Due to the COVID-19 health crisis, the Bush House Museum was not open for afternoon guided tours from January to March, 2022. While the Museum was not physically open to the public, Salem residents and visitors, as well as those living outside Salem, could access a virtual guided tour of the Museum's interior at <https://bushhousemuseum.org/> To date this two-part video has been viewed by 926 individuals and classrooms. The Bush House Museum is scheduled to reopen on Thursday July 7, 2022.

January to March 2022, the Bush House Museum continued working to enhance Salem's appeal as a tourist attraction by initiating a strategic planning process which will include a diversity based reinterpretation of the historic house and grounds.

In response to the Oregon Black Pioneer's urging to "tell the whole story" of Asahel Bush, including his public support of Oregon's Black Exclusion Law in the late 1850s, the Bush House Museum has been working to "reimagine" the Museum's interpretation and programming. Given that the one of the cornerstone tenants of the Bush House Museum is to serve Salem residents and visitors, a community-wide strategic planning process has been established to guide the Museum in becoming more relevant to a diverse audience.

To oversee this strategic planning process, a Reimagining Committee has been formed "to help craft a new vision and mission statement for the museum with an anti-racist and diversity, equity and inclusion lens." This diverse gathering of individuals will also be considering ways the arts in the Museum can help to tell different truths, create dialogue and ultimately be a catalyst for healing. The planning process will include opportunities for community input and engagement in the document review process.

Reimagining Committee members include:

- Matthew Boulay, Executive Director of the Salem Art Association (SAA)
- Kimberli Fitzgerald, Historic Preservation Program Manager for the City of Salem
- Sandra Hernandez-Lomeli, Director of Latinos Unido Siempre (LUS)
- David Gutterman, professor of Politics, Policy, Law and Ethics and Women's and Gender Studies at Willamette University
- David G. Lewis, a member of the Confederated Tribes of the Grand Ronde and a full-time instructor of Anthropology and Native Studies at Oregon State University
- Steph Littlebird, a member of the Confederated Tribes of the Grand Ronde and artist, writer and curator.
- Rich McCloud, Salem artist and musician
- Zachary Stocks, Executive Director of the Oregon Black Pioneers and
- Ross Sutherland, Director of the Bush House Museum.

Starting with no set agenda, this facilitated planning process will provide the Museum with a professionally developed document to guide the Museum's interpretation, programming and collecting priorities into the future. Suggestions have already been received from community members that include focusing less on the life of Asahel Bush, and more on the lives of those who lived and worked in the house, or sharing the history of minority communities living in Salem during the Bush Family's time in the house.

Complementing these efforts in early 2022, two Willamette University worked on projects related to the reimagining of the Museum. One intern assisted the Director to reorganize the Archive and storing historic photographs more appropriately. A second student researched the exhibitions by artists of color that were installed in the Bush House Museum while it was the home of the Salem Art Association from 1953-1965.

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.

In the Bush House Museum's 2021-2022 TOT Facilities Operating Grant application, two measurable outcomes were presented. The first is to "increase the number of local and out-of-town visitors to BHM" and to "increase the diversity of visitors to BHM."

The first goal would be to increase visitation in both categories of visitor 10%, by developing a diversity based Museum tour which related to current events. The second goal would be achieved by marketing this diversity based tour to a broader audience, using diversity based communication channels such as Spanish language newspapers and radio stations.

The Bush House Museum continues working to develop a diversity based guided tour which will interpret the history of the Bush Family household rather than focusing so heavily on the life of Asahel Bush. (1824-1913) The Museum has received a grant to develop K-12 educational curriculum for elementary, middle school and high school students based on the Salem Remembers Timeline. This online resource provides information on a range of Salem's underrepresented residents from the 1830s to the 1930s. <https://bushhousemuseum.org/salem-remembers-timeline/>

The implementation of a diversity based guided tour will enable the Museum to market to a diverse range of Salem residents and visitors. The avenues for this marketing effort are still being identified. The Bush House Museum looks forward to partnering with other local cultural-heritage sites as part of the Museum's marketing efforts.

14. Submitted by

Ross Sutherland

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

ross@BushHouseMuseum.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-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 Deepwood

2. Name and location of facility

Deepwood Museum & Gardens

3. Reporting period

3rd quarter

4. Total number of days open

90

5. Total hours of operation

920

6. Volunteer hours for period

200

7. Total attendance at facility

4852

8. List the attendance and each type of activity

Museum tours / gallery visits : 493

Events, Festivals, Experiences, Other Programs : 4359

9. Operating expenses funded by TOT for the period

\$7,945.00

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

\$6,105.00

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

This quarter we held our Erythronium Festival/plant sale to attract locals and tourists to the community. By purchasing social media advertising we targeted potential attendees from outside the local area and it worked. We brought people in from the Portland area, south of Eugene and along the coast specifically to attend the plant sale, museum home tours and guided tours of the native area and formal gardens. The FOD ED did sampling surveys to determine what brought people to the event over Friday/Saturday and the range of communities attending. While we certainly missed tracking some attendees we had 1633 counted including people ranging from young adults through senior citizens. We also recruited at least one garden volunteer through the event. More information will be reported in the Special Event funding report.

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 is to increase awareness of Deepwood Museum & Gardens - goal to grow attendance by 10%. We had an extremely strong first quarter and absolutely surpassed our goal. We utilized Travel Salem marketing resources, press releases, posters in the community and Social Media to spread the word about visiting Deepwood. We also saw a very notable impact through our participation with our reciprocal programs. Out of 493 museum home tours 249 were from out of the 50 mile radius- which we consider an extremely nice balance of welcoming our locals and tourists. Museum home tours are tracked as ticket category and if from within or outside of the 50 mile radius including state of residence. We also participated in the Capitol's Spring Break Passport program which brought local and expanded area visitors. We sold out a large number of tours even when doubling up docents each hour and at times conducted guided outdoor tours with brief indoor peak following that programming.

14. Submitted by

yvonne putze

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

yvonne@deepwoodmuseum.org

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

[Deepwood ED Guiding Tour Group.jpg](#)
[GLobal Tea Exhibit- France Feature.jpg](#)
[Plants available for purchase at event.jpg](#)
[Tea & Coffee Service Items in Global Exhibit.jpg](#)
[Tea Exhibit - Childrens Tea Sets and dresses.jpg](#)
[native trail tour during Festival.JPG](#)
[Global Tea Exhibit China Feature.jpg](#)
[Flashback Friday Example.jpg](#)
[Social Media promotion about Erythronium in Bloom.jpg](#)

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

Historic Elsinore Theatre

2. Name and location of facility

Elsinore Theatre 170 High St SE, Salem, OR 97301

3. Reporting period

3rd quarter

4. Total number of days open

28

5. Total hours of operation

112

6. Volunteer hours for period

822.5

7. Total attendance at facility

4241

8. List the attendance and each type of activity

Museum tours / gallery visits : 1

Films / performances : 26

Student attendance : 671

Children's Entertainment : 14

Rentals : 1

9. Operating expenses funded by TOT for the period

\$7,702.50

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

\$203,755.36

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

Capacity restrictions from the pandemic had been lifted but the impacts of COVID were still unclear for indoor performance venues. We weren't sure how quickly patrons would feel comfortable coming to indoor performances and sitting close to others. And lead time for contracting with artists is often three to six months out. As a result, January through March 2022 had us primarily showing movies, five of which were in our new family series in Spanish.

Our John Denver tribute show had 459 people in attendance. Our "Whose Live Anyway" on January 15 sold 1240 tickets and 239 (19% were from beyond 50 miles). This was close to a sold out show and it was wonderful to have people back enjoying entertainment at the Elsinore.

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.

Our Etix system shows 22% of purchased tickets came from beyond 50 miles. The #1 goal for the year was to put more heads in beds by increasing the full season's % of purchasers beyond 50 miles from 15% in FY19 to 19% this year.

14. Submitted by

Sally Litchfield

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

Sally@ElsinoreTheatre.com

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

[Spanish Speaking ElRey and Brads Reptiles.jpg](#)

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 Multicultural Institute

2. Name and location of facility

World Beat Gallery 390 Liberty Street, SE Salem, 97302

3. Reporting period

3rd quarter

4. Total number of days open

30

5. Total hours of operation

150

6. Volunteer hours for period

300

7. Total attendance at facility

184

8. List the attendance and each type of activity

Classes, Workshops, Camps : 52

9. Operating expenses funded by TOT for the period

\$7,870.00

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

11. Total income from other sources

\$40,672.00

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

Our favorite activity during this period took place over Spring Break when we participated in the Capitol Foundation's Spring Break Passport to Fun. It was a lively week in the gallery, with children being the main demographic. Our favorite quote from the guest book came from a child named Annie, who wrote: "This space is really cool and a good way to see little things about different cultures." The week kicked off with a hands on class in calligraphy and Chinese knot-tying for children. We also had a group of youth from the Marion County Juvenile Department who came with their adult supervisors as part of an effort to expose them to a variety of activities around the area. Wei Anderson, who curated the exhibit, was on hand to give a tour. They asked excellent questions and were interested in hearing about Chinese history, culture and art. Finally, we were able to hire a part-time Assistant Director in mid-February.

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.

Goal: Gallery attendance > 2,000 visitors

Outcome: 154 visitors came between January 26 and March 31.

Method: Guestbook

14. Submitted by

Kathleen Fish

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

kathleen@salemmulticultural.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

Sasquatch Sports

2. Name of program or event

Capitol City Classic

3. Location of program or event

Willamette University in Salem, Oregon (and some other locations in Salem)

4. Description of activity

The CCC is the premier basketball event in the Mid-Willamette Valley, held in December each year and featuring high school boys, high school girls, and youth elements.

5. Completion date(s)

4th quarter

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

865

7. Estimated volunteer hours to administer program or event

1750

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$48,500.00

10. Was the event free?

No

11. Amount of admission ticket, if any

2.00

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

A number of local businesses sponsored the Capitol City Classic, some on a cash and others on an in-kind basis. We also received support from Willamette University, our host site, and a number local area high schools. We partner with many organizations, and receive one form or another of support from many, including Travel Salem. We hired a number of local vendors from whom we obtained valuable goods and services. We have partnerships with a number of local and regional media companies as well.

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?

The Capitol City Classic increased room nights by an estimated 15.9% to a projected 219, and that when coupled with our all-time record attendance of 19,000+ both reflect an increase of tourism in Salem generated by the CCC which in turn should have fueled an increased overall economic impact. It was our best year in terms of attendance, in spite of the fact we were still coming out of a pandemic societally, and we had some Covid-19 protocols required for attendance. All spectators had to show proof of vaccination or a negative test in the previous 72 hours to attend any CCC games. So, to improve and grow as we did despite those protocols, and after one year off due to the pandemic as well, we were ecstatic with the success of the event.

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?

The Capitol City Classic brought a high-quality sporting event with nationally-ranked teams and athletes to Salem. As such, the CCC brought a nearly week-long major sports entertainment event to the fabric of the community in December. Beyond that, the event involved kids of all ages (grades 4-12), both high school school boys and for the first time high school girls, kids from all socioeconomic backgrounds and many races. The event intentionally involved schools with varying demographic profiles and from different parts of the country, adding to the cultural learning possibilities for all. The CCC also puts on a free basketball clinic open to any and all youngsters in Salem interested in learning some basketball fundamentals.

15. How many attendees did your activity attract?

19055

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

A combination of a clicker at the gate and session-by-session counts.

17. Estimated percentage of Salem residents and/or guests

54%

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

46%

**19. Estimated percentage of overnight tourists (hotel/motel)
(Overnight tourists are defined as guests traveling greater than 50 miles for an event)**

5%

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

Surveyed zip codes from a sample of attendees at the CCC on each of the six days of the event.

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

The second measurable outcome at the Capitol City Classic was the number of teams in our youth tournament. We had a goal of increasing the participation in our youth tournament by 20% to 90 teams. The actual number of teams who participated was 121, representing an all-time high and a whopping increase of more than 60%. The method used to track this outcome was simply counting the actual teams that played in the youth tournament, so this outcome is 100% accurate and not an estimate/projection.

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

The most effective resource used for marketing and promotion of the Capitol City Classic is debatable., but the out-of-state team (Cane Ridge High School of Nashville, Tennessee) that the funding from this TOT grant helped make possible was an extremely effective marketing tool for us. Cane Ridge featured a player, Brandon Miller, who proved to be a great attraction with monumental talent. A future NBA star who is already 6'9" and a 5-star college recruit, Miller will be attending the University of Alabama next year on basketball scholarship. He and his teammates were a huge draw with CCC fans.

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

We take pride in the Capitol City Classic's openness and welcoming environment. We recruited and invited teams with diverse socioeconomic profiles; offered the free kids clinic that attracted kids of all backgrounds and abilities; employed and involved folks with strong diversity and equity profiles, like the SBOA (Salem Basketball Officials Association). The SBOA has a wonderfully diverse pool of referees who reflect our community and its diversity well, so it is great to have them involved in the CCC.

24. Submitted by

Chris Roche

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

[Receipts for Cane Ridge HS \(TN\) Flights to CCC in OR.pdf](#)

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

capitolcityclassic1@gmail.com

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

Friends of Deepwood

2. Name of program or event

Erythronium Festival/Plant Sale

3. Location of program or event

12th & Lee Deepwood Museum & Gardens Parking Lot and grounds

4. Description of activity

Event aimed at educating the public about native plants, the nature trails and gardens of Deepwood while raising funds for the care and preservation of Deepwood Museum & Gardens.

5. Completion date(s)

3rd quarter

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

240

7. Estimated volunteer hours to administer program or event

48

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$2,000.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

0

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

We were able to utilize business support with matching funds for the TOT grant which was a big help in offsetting the expense for the tent and other event components such as overnight security. Additionally we received plant donations from two businesses and three individuals, plus two businesses sold us plants at wholesale cost. We also received marketing support from one business as a sponsorship.

We are excited to look at how to continue strengthening business involvement.

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?

Overnight stays are relatively minimal as it's generally something people attend for an hour or maybe a few hours if they participate in nature trail, garden and home tours. However based on survey sampling, we had about 10% of our attendees from out of the 50 mile radius. Several coming from over an hour specifically for this event.

Also exciting to have out of town guests interested in exploring other things in Salem (including eating out, shopping and attractions) while in town for our event. Distribution of the Experience Salem brochure helped promote other things to do in the city.

Sales were far greater than in past years, most vendors sold out of the majority of plants brought day one and where possibly heavily restocked and sold out again on day two.

To help attract more out of town attendance we also did a major promotion during the month of March with 11 other attractions in the the Greater Portland area to offer reciprocal benefits. All museum tours were filled both days of the Festival in part through this promotion.

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?

The return of this event which has been an annual staple event in March for decades was really well received. Locals were very excited about getting to come back to the sale and the tent that was funded through the TOT grant allowed us to have a space that had better ventilation to minimize risks of germ sharing. It also allowed vendors to display more plants. Attendance is extremely diverse and we market to various audiences to help make everyone feel welcome especially through poster placement and social media marketing.

The event had a great positive vibe and brought everyone involved a lot of joy.

15. How many attendees did your activity attract?

1633

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

at the door of the tent attendees were counted and we also tracked participation in tours of the trails and gardens.

17. Estimated percentage of Salem residents and/or guests

90%

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

10%

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

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

2%

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

sample surveying at entrance

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

In addition to our goals for Salem residents/out of town guests reported on above, we had a goal of increasing awareness of Salem cultural activities specifically the grounds of Deepwood Museum & Gardens. One of our goals toward this desired outcome was attracting young families and people who had never been to Deepwood. We had a wonderful cross section of ages including many young families. We made sure to consider this objective with social media efforts. Many of the families reported they'd never been to the grounds before and some never new the property was in Salem. A great example of why we like to do events like this despite how demanding they are on staff hours-well worth the effort when you see the enthusiasm and joy the event brought to so many people.

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

Social media (including paid advertising boosts) and our e-newsletter were the most effective tools based on the attendees surveyed. However, we utilized Travel Salem resources like the calendar and had press coverage that also brought attendees. Additionally we spent marketing resources on printing posters and postcards for distribution across Salem.

Results captured regarding social media reach included people driving from the Coast, Eugene and Portland metro area to attend the event.

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

We do a broad range of marketing segments in social media- this is an area we have in plans for the following year to focus on more.

24. Submitted by

Yvonne Putze

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

[Gathering for Garden Tour.jpg](#)

[Guided Nature Trail Tour.jpg](#)

[Natives in sale.jpg](#)

[One of Several TOT signs seen on tent wall.jpg](#)

[Garden Tour Underway.jpg](#)

[Museum home on plant sale day.jpg](#)

[Erythronium in peak bloom museum home in background.jpg](#)

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

yvonne@deepwoodmuseum.org

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

Festival Chorale Oregon

2. Name of program or event

Mass No. 6 in E-flat Major by Franz Schubert

3. Location of program or event

Elsinore Theatre

4. Description of activity

Choral Performance

5. Completion date(s)

2nd quarter

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

360

7. Estimated volunteer hours to administer program or event

355

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$2,500.00

10. Was the event free?

No

11. Amount of admission ticket, if any

25

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

Local businesses and organizations provided financial assistance by purchasing program advertising and provided marketing assistance by allowing us to display posters at their places of business. Holy Cross Lutheran Church provided board meeting space and rehearsal space. The Elsinore Theatre was our performance venue and provided additional promotional assistance. Salem Symphonic Winds and Walker Middle School provided instrument and equipment rental. PageWorks Graphics Design provided marketing services.

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?

An estimated 10% of attendees were overnight tourists, with an additional estimated 57% of attendees being out-of-town tourists. Attendees patronize local businesses, such as restaurants, bars, and hotels.

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?

An estimated 33% of attendees were Salem residents, whose lives were enriched by experiencing a culturally significant choral masterwork. For Salem residents who sang in the chorale or played in our orchestra, months of preparation provided an even richer cultural experience and a musical community. And by employing professional soloists and orchestra musicians, we helped to sustain a local talent pool of musicians that comprise numerous local arts organizations.

15. How many attendees did your activity attract?

318

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

Ticket Sales

17. Estimated percentage of Salem residents and/or guests

33%

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

57%

**19. Estimated percentage of overnight tourists (hotel/motel)
(Overnight tourists are defined as guests traveling greater than 50 miles for an event)**

10%

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

Survey

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

Goal 1 - Audience attendance of 400

Outcome 1 - We had an attendance of 318

Goal 2 - 25% of attendees at or below median household income (~\$55,000)

Outcome 2 - More than 32% of attendees at or below median household income

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

Direct mailings and posters were our most effective marketing resources, followed by social media and online calendars (including Travel Salem).

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

We did not specifically target Spanish language groups or other underrepresented population groups. That said, more than 32% of our attendees reported income less than Salem's median household income of \$55,920 (according to the 2015-2019 American Community Survey). And, we once again provided on-street parking in front of the theatre for passenger pick up and drop off and for holders of disabled parking permits to improve accessibility for the 20% of our audience who live with a disability.

24. Submitted by

Bryan Cruz Gonzalez

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

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

bcgonzalez@juno.com

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

Willamette Master Chorus

2. Name of program or event

WMC Winter Concert

3. Location of program or event

Willamette University Hudson Hall

4. Description of activity

Annual winter concert.

5. Completion date(s)

3rd quarter

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

600

7. Estimated volunteer hours to administer program or event

1200

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$15,000.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

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

Willamette Master Chorus has a memo of understanding with Willamette University to provide support for our events in the way of a venue, storage, staffing for the sound board during rehearsals and concerts. WMC engages local business to purchase small ads to print in the programs to help reduce some of our expenses and promote local businesses. Hawkins Design is contracted to support our website update needs and graphic design needs for concert posters and programs. Statesman Journal, Salem Reporter, and Oregon Arts Watch helped support WMC with promoting the first in-person concert we held in two years.

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?

For this first return to live performances, we had 216 reservations for the free concert. Out of this number, over 50 of the guests have addresses outside of the Salem/Keizer area including about 10 guests from Washington and California. Other guests traveled from Portland, the Oregon Coast, Newberg, and McMinnville area. We are not sure about lodging accompanied with the visit to the concert, but we expect some of these 50 guests stayed at least one night, filled up with fuel in our community, and visited local restaurants during this visit.

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?

This concert was offered free of charge and available for all to enjoy. This is an excerpt from the concert program notes by Dr. Paul Klemme which highlight some of the focus of this particular concert.

One of the things that the Willamette Master Chorus values is the diversity of music and culture that surrounds us every day. The organization recognizes the land in which we live, and work was first inhabited by native people and tribes.

The men of the Chorus offer Ute Sundance. It is a song of renewal sung by the Ute Tribe at the beginning of the new year and is one of the Ute's most important rites of passage. Debts, misunderstandings, and grudges are forgiven, so that no one needs to start the new year with old negativity. The young men of the tribe enact a dance, personifying the release of the pain experienced in the community during the past year. The Willamette Master Chorus offers this sentiment in performing this piece honoring the Ute Tribe. The music is adapted by Ute native Valerie Naranjo and arranged for chorus by Portland State University faculty member Ethan Sperry.

During this concert we take a special moment to offer thanks to the men and women who helped all of us deal with, and move through, the epic ice storm of 2021. When I think of that challenging week in February, I am amazed at the perseverance and hard work it took to restore power, regain Wi-Fi, and remove damaged trees from streets and power lines. Chorus member Mark Lindsey has set this text to Ryan Amend's melody, offering thanks to Lineworkers everywhere.

15. How many attendees did your activity attract?

216

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

Ticket Reservations

17. Estimated percentage of Salem residents and/or guests

78%

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

22%

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

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

5%

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

Estimate, based on some guests who traveled more than 60 miles.

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

The primary goal of WMC is to keep living our mission's organization of promoting choral excellence through musical collaboration, education, and performance. If you love music, you know how a great concert can improve your mood. Concerts are good for you. "Music is the medicine of the mind," as John A. Logan, a 19th century political figure who served as a general for the Union in the Civil War, famously said.

WMC desires to bring a sense of connection through our performances and enrich the lives of those in our community. Enjoying live music with friends, family, or even strangers provide a sense of togetherness and helps individuals feel connected. Participating in or attending a concert can be one of the best ways to spark a new level of motivational or inspiration, giving youth the desire to start or continue their own musical journey.

WMC wants to give people a special treat from the everyday experience. Life is amazing but we all encounter troubles and attending a live music event provides a break and a breath of fresh air from some of our worries. A mini vacation from everyday life and a chance to have your spirits lifted! Following the almost two-year hiatus from the stage, we feel we did create a sense of community and lifted spirits with this event.

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

We engaged All Classical Portland for radio spots, social media ads, and news outlet partners who assisted in promoting the event. Word of mouth promotion by our chorus members is always effective as well.

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

We communicated with music teachers in the local schools, specifically Title 1 schools, about the free concert available to their students and families.

24. Submitted by

Jessica Carpenter

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

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

jessica@willamettemasterchorus.org

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

Willamette Master Chorus

2. Name of program or event

WMC Annual Spring Concert

3. Location of program or event

Willamette University Hudson Hall

4. Description of activity

Live music concert

5. Completion date(s)

4th quarter

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

600

7. Estimated volunteer hours to administer program or event

1200

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$21,000.00

10. Was the event free?

No

11. Amount of admission ticket, if any

25.00

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

Willamette Master Chorus has a memo of understanding with Willamette University to provide support for our events in the way of a venue, storage, staffing for the sound board during rehearsals and concerts. WMC engages local business to purchase small ads to print in the programs to help reduce some of our expenses and promote local businesses. Hawkins Design is contracted to support our website update needs and graphic design needs for concert posters and programs. Statesman Journal, Salem Reporter, and Oregon Arts Watch helped support WMC with promoting the first in-person concert we held in two years.

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?

We had 193 reservations for first live performance where WMC sold tickets. We offered two performances and with a 75% limit on capacity, which unfortunately we did not get near this amount of ticket sales. Out of this number, over 30 of the guests have addresses outside of the Salem/Keizer area including about 2 guests from California. Other guests traveled from Portland, the Oregon Coast, Newberg, and McMinnville area. We are not sure about lodging accompanied with the visit to the concert, but we expect some of these 30 guests stayed at least one night, filled up with fuel in our community, and visited local restaurants during this visit.

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?

This theme of this concert was perseverance for all who have endured the past couple of years however with a highlight on our teachers and on cultures who have preserved in the face of many obstacles over the years. The WMC also highlighted the war in Ukraine and partnered with musicians from Ukraine & Russia to share music and a non-profit out of Portland to solicit assistance for those in need. Here is an excerpt from the concert program notes by Dr. Paul Klemme which highlight some of the focus of this concert.

The Willamette Master Chorus completes the 2021-22 concert season with "Songs of Perseverance." The past two years have presented many challenges and the WMC community has certainly persevered. Not only have the last two years heightened our will to persevere but they have caused us to reflect on the many people in our county and around the world who have had to endure though hardship and pain through no fault of their own. To them we dedicate this concert.

It is with great joy that we bring you these concerts in person as well as on-line. The pandemic has taught us two things. First, that while live music is the best option and is irreplaceable, and secondly, it is now important to share our music online through the miracle of technological tools such as livestreaming and YouTube recordings. This time has also caused us to react to how our global community is becoming more connected every day. It is very clear that we are a world made up of many people of different cultures and traditions. The pandemic has made us sit up and take notice of our surroundings and the history that has brought us to this place. Today we take a musical look at a small sliver of indigenous life in North America by performing "The Song of the Salish Chief" by Peter Bjerring. We also acknowledge the vast amount of spiritual songs that were sung by enslaved people during the 19th century in the United States. As the school year comes to a close we wish to publicly thank and honor educators for their perseverance in standing alongside the young people of our community. Thank you, teachers, and educational support staff. Finally, 2022 has begun with an episode that we cannot ignore -- the tremendous hardship that the people of Ukraine are enduring presently. In solidarity, we open our concert with music from Ukraine.

We welcome Anton Belov, noted WMC soloist and music faculty member at Linfield College to lead the singing of the Ukrainian National Anthem. The lyrics come from a patriotic poem written in 1862 by Pavlo Chubynsky. In 1863, Mykhailo Verbytsky, a western Ukrainian composer and Greek/Catholic priest, composed music to this text Professor Belov continues with a Ukrainian folk song "Ridna Maly Moya" and is accompanied by Arsen Gulua who emigrated from Ukraine to the United States and is presently on the music staff at Willamette University. This popular Ukrainian song is based on a poem by Andriy Malyshko. It is a remembrance confession of a lyrical hero where his mother gives him a "rushnyk" (an embroidered cloth usually draped over religious icons and ritual foods and is also used for handfasting at weddings) as a sign of a life path. It is set to music by composer Platon Maiboroda. Arsen Gulua's wife Aysa shares the 1st movement of Third Piano Sonata by Elena Gnatovskaya (1949-2007). Gnatovskaya studied composition with Professor Y. J. Ishenko at the Kiev Conservatory of Music in the 1980's. Her compositions include chamber, vocal, and symphonic genres. Her series of Music for Children includes over 50 piano pieces and have played an important part in her career as a composer. The 3rd Piano Sonata is the most tonally accessible out of her four piano sonatas. It was written with a "classical" model in 2000 and represents a predominantly lyrical side of the composer. In addition to a clear key of B \flat major, the compound meter, in which the first movement is written, provides this music with a tender flexibility and kindness. It is an honor to have the Gulus and Professor Belov with us.

"Song of the Salish Chief" was commissioned by the Vancouver Chambers Singers in 1986. The text is from a 1954 radio play by poet Earle Birney and was later published separately as a poem, entitled "Speech of the Salish Chief". Birney's connection with Vancouver and the University of British Columbia are longstanding. The Salish tribes are predominantly from the Pacific Northwest; specifically, Montana, Washington, Oregon, and British Columbia. The text evokes the life of the Salish people from the time the Chief (Narrator) was a boy watching the ways of his father, also a chief, until the demise of this nation as the result of many encounters with the white man. The music and text depict the early journeys of the Salish people, the weaving of baskets by the women, the joys and excitement of a successful hunt, the Chief's first potlatch and finally, the sadness of watching his long houses burn and the tragic fate of his nation. Composer Bjerring's music takes its cadences from the rhythms and textures of the old man's life. As a youth the Chief watches with awe as the newcomers make "slaves of the waterfalls and magic from the souls of rocks", but he also lives to witness the white man enslaved, in turn, by his own technologies. The Chief's reverie turns to the serenity of his childhood and the tradition ways of his people.

"We Shall Be Known"... "calls us to learn to lead in love in these times of Great Turning. It inspires us to appreciate the good company we keep, and go deep into 'the well', our source our creativity, connection, and ability to thrive - now!" Composer Karisha Longaker, of the duo MaMuse, first received this song in a dream. She says: "I woke from a dream where two dear old musical friends (one of whom has already passed) were beckoning me to come to my 'creative

place'. I followed them, their smiles and warm hearts asking me to come forward... I awoke from the dream with the first part of the song singing through me: 'We shall be known by the company we keep'. It haunted me (...) and later rest of the words found themselves in the pages in my journal."

Two quite different kinds of sacred music have sprung from the African American experience. One is gospel music; the other is the spiritual. While gospel music and spirituals share many things, and while the distinctions between them are easily and often blurred, they stem from different eras and situations and are in no way identical.

Musically, the spiritual is low-tech. Slaves were mostly prohibited from playing instruments. They weren't supposed to sing in a group. Slaveholders and overseers considered such an assembly to be potentially subversive. The enterprising slaves would sing anyway, often in the woods, turning a huge washtub upside down to deflect their voices from reaching the master's ears. The spiritual, then, was a rural phenomenon, created by people with precious few material resources, making music under horrible circumstances. The sheer will to live, and to communicate in song, somehow triumphed for the most part over despair. We have no authors or composers to credit for this corpus of work. Even though slaveholders finally decided (around 1800) that slaves were worth evangelizing, the slaves' music held no interest or appeal for the more educated owners. The spirituals' tunes and styles evolved in oral tradition before phonographs or ethnomusicologists were there to capture any of them.

Spirituals like "Hold On" use the language of the Bible to challenge oppression. Obviously, "Hold On" is an admonition to cling to faith, to keep grasping every rung on the ladder to heaven. This spiritual does not express doubt about God's care or justice. It is a call to solidarity. Its message is as urgent now as when it was written. It cries out to the community: no matter what oppression we face, we must hold on to faith, and hold on together.

Chorus member Madison Hall wrote the text and composed the music for a piece written specifically for the altos and sopranos of the Willamette Master Chorus. Please enjoy this premier performance of "I Wish for Spring."

"A Yearning for Learning" is a collaboration between Chorus members Ryan Amend and Mark Lindsey. Today we give a "thank you" to educators and teaching support staff in all educational institutions. Without a doubt our children needed help and counsel to get through the last two years of Zoom, hybrid learning, masks, or no masks. Mark wrote the text and Ryan took this tune from Ron Angel and arranged it for treble voices. Please enjoy the premier performance dedicated to educators.

Judy Rose is the choir teacher and composer at Lane Middle School in Portland, Oregon. The Willamette Master Chorus is proud to present her most recent composition entitled "A Jubilant Day." In her coaching with the WMC she states; "Some days are just rough. But if you can summon the inner strength to change your approach and look for new opportunities, you can find a jubilant day. I believe that getting through what we are all experiencing in the world right now, that there has to be some joy in the world. If there is to be that joy, we must create it. By creating music, poetry, dance, works of art, we are creating that joy for others to hear."

I wish you sustained peace and joy. I also hope that this concert heightens those feelings by persevering and fostering faith in humankind.

15. How many attendees did your activity attract?

193

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

Ticket sales

17. Estimated percentage of Salem residents and/or guests

85%

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

15%

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

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

5%

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

Estimate, based on some guests who traveled more than 60 miles.

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

The primary goal of WMC is to keep living our mission's organization of promoting choral excellence through musical collaboration, education, and performance. If you love music, you know how a great concert can improve your mood. Concerts are good for you. "Music is the medicine of the mind," as John A. Logan, a 19th century political figure who served as a general for the Union in the Civil War, famously said.

WMC desires to bring a sense of connection through our performances and enrich the lives of those in our community. Enjoying live music with friends, family, or even strangers provide a sense of togetherness and helps individuals feel connected. Participating in or attending a concert can be one of the best ways to spark a new level of motivational or inspiration, giving youth the desire to start or continue their own musical journey.

WMC wants to give people a special treat from the everyday experience. Life is amazing but we all encounter troubles and attending a live music event provides a break and a breath of fresh air from some of our worries. A mini vacation from everyday life and a chance to have your spirits lifted! Following the almost two-year hiatus from the stage, we feel we did create a sense of community and lifted spirits with this event.

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

We engaged All Classical Portland & KBZY for radio spots, social media ads, printed posters to put up around town, email blasts, and press releases & interviews to news outlet partners who assisted in promoting the event. Word of mouth promotion by our chorus members is always effective as well.

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

We communicated with music teachers in the local schools, specifically Title 1 schools, about the concert available to their students and families and targeted social media advertising within the Salem community to reach anyone with a passion for music.

24. Submitted by

Jessica Carpenter

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

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

jessica@willamettmasterchorus.org

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>
6/3/2022	Salem Art Association	Public Opening for Artist in Residence, Michael Hernandez	5:30-7:30 PM	Bush Barn Art Center
6/3/2022	Parks and Recreation	First Friday Concerts	8-9 PM	Gerry Frank Amphithater
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
6/8 - 6/12/2022	Theatre 33 at Willamette Univ	Acts of Creation	7 PM Weds-Sat., 2 PM Sat., Sun.	Pelton Playhouse, Willamette University Campus
6/10/2022	Ceili of the Valley Society	2nd Friday Ceili (Irish Dancing)	7:00 PM	VFW Hall 630 Hood St NE
6/18-6/19/2022	Theatre 33 at Willamette Univ	More of You	2:00 PM	Willamette University Campus TBD
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
6/28/2022	Oregon Artists Series Foundation	Indelible: Artist Portraits by Diane Beals	5-7 PM	Salem Convention Center Level 2 Gallery
7/1/2022	Parks and Recreation	First Friday Concerts	8-9PM	Gerry Frank Amphithater
7/8/2022	Salem Art Association	Public Opening for James Southworth	5:30-7:30 PM	Bush Barn Art Center
7/13 - 7/17/2022	Theatre 33 at Willamette Univ	Secrets of Teaching Online	7 PM Weds-Sat., 2 PM Sat., Sun.	Pelton Playhouse, Willamette University Campus
7/15 to 7/17/22	Salem Art Association	Salem Art Fair & Festival	All Day	Bush's Pasture Park
7/22-24, 2022	Enlightened Theatrics	All Shook Up	Fri/Sat 7:30 PM Sun, 2 PM	Grand Theatre, 191 High St NE
7/23/2022	Gilbert House	Gilbert House for Grown-Ups	6-9 PM	Gilbert House
7/23 - 7/24/2022	Theatre 33 at Willamette Univ	Biosphere	2:00 PM	Willamette University Campus TBD
8/6/2022	Salem on the Edge Art Gallery	Plein Air Invitational Show	9 AM-7:30 PM	Downtown Salem