



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

June 11, 2024

6 PM – 8 PM, **In PERSON Library Anderson Room A**
and via Zoom
&

City of Salem Planning Division YouTube Channel

Link:

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

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503-588-6173

Board Members

Scott Snyder -Chair; Ryan Gail -Vice-Chair; Gaelen McAllister; Omar Alvarado; Carlee Wright; Roger Williams; Erin Zysett; Vacant; Vacant

Staff

Chris Neider, Staff Liaison; Kelly Kelly, Staff Support

AGENDA

1. **Welcome and Call to Order**
2. **Approval of Agenda for June 11, 2024**
3. **Typical CTPAB Year**
4. **Approval of Minutes from April 9, 2024, Sub-Committee Meeting Minutes May 1, 2024 and May 20, 2024.**
5. **Public Comment** - Appearance of persons wishing to address the Board on any matter other than those which appear on this Agenda.
6. **Items Requiring Action –**
 1. Review of TOT Grant Process Review Sub-Committee minutes and recommendations to Board.
 2. Nominations and election for CTPAB Chair.
7. **Cultural Tourism Fund Report – May 2024**

8. **Facility Operating Grant Reports** – 2nd Qtr Reports: Gilbert House Children’s Museum; Salem Multicultural Institute; 3rd Qtr Reports: Deepwood Museum & Gardens; Historic Elsinore Theatre; Hallie Ford Museum of Art; Historic Elsinore Theatre; Salem Art Association; Salem Multicultural Institute; Salem Riverfront Carousel; Willamette Art Center; Willamette Heritage Center
9. **Event Grant Reports** – Festival Chorale Oregon - “Stabat Mater” Concert; Press Play Salem – Magazine; Salem Main Street Association – Downtown Salem Winter Celebration 2023; Salem Public Library Foundation – Salem Reads; Sasquatch Sports - Capitol City Classic 2023; SenateAires & YMCA – Youth in Harmony Festival and Concerts; Willamette Master Chorus – Music for Our Children Concert.
10. **Capital Improvement Reports** – None
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)** – None
13. **Adjournment**

Next Meeting: will be July 9th

This meeting is being conducted in person with remote attendance available to the public. 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 signlanguage 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.

It is the City of Salem’s policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, and source of income, as provided by Salem Revised Code 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities.

A “Typical” Year for the CTPAB

July – Election of CTPAB Officers and begin of new 3-year Board member terms

August and September – Final revisions and changes for the new TOT Grant cycle

October – Annual **mandatory** TOT Grant Orientation (overview of any changes made to the TOT Grant Applications and Manual) and release of online applications

November – TOT Grant Applications Due

December – Start of TOT Grant Reviews (**Facility and CIP applications**) **Mandatory** attendance for those organizations whose applications will be discussed/reviewed.

January – TOT **Event Grant Application** Review **Mandatory** attendance for those organizations whose applications will be discussed/reviewed.

February – Final TOT **Event Grant Application** Review meeting. **Mandatory** attendance for those organizations whose applications will be discussed/reviewed.

March – Review of CTPAB member grant applications scores and recommendation of final TOT Grant funding for passing applications. Approval of City Manager’s recommended Cultural Tourism Fund budget, inclusive of the recommended grant awards.

April and May – City Budget hearings and initial review of the most recent Grant Approval Process. (How did things go?)

June – City Council Budget adoption, CTPAB review of grant application criteria for the next cycle and any recommended revisions. Distribution of TOT Grant Award Letters and Contracts with Awardees.

All CTPAB Meetings are open to the public. **Mandatory meetings** for **TOT Grant Applicants** are **October** and which ever month your application is reviewed **December, January, or February**.

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, April 9, 2024
Live and Remote (Hybrid) Meeting,
In Library Anderson Room B, moved to Room A, and via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

MEMBERS PRESENT
Scott Snyder-Chair
Ryan Gail - Vice Chair
Roger Williams
Carlee Wright
Omar Alvarado (arrived at 6:02 PM)
Erin Zysett
Vacancy (2)

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

MEMBERS ABSENT

Gaelen McAllister

GUESTS
Live Meeting held in Library Anderson Room B. Moved to Room A. Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube Live.

GUESTS
Irene Bernards - Travel Salem
Sally Litchfield - The Elsinore
Angie Villery – Travel Salem
Kate Van Ummersen – Salem Public Library Foundation

1. WELCOME AND CALL TO ORDER

Chris Neider began the meeting at approximately 5:59 p.m. with a quorum 5 of 7 members present. Omar Alvarado arrived at 6:02 PM

Chair, Scott Snyder opened and administered the meeting. Chris Neider took attendance.

Members Present: Scott Snyder, Ryan Gail, Roger Williams, Carlee Wright, Erin Zysett and Omar Alvarado (arrived at 6:02).

Members Absent: Gaelen McAllister

Staff Present: Chris Neider, Kelly Kelly,

2. APPROVAL OF AGENDA FOR APRIL 9, 2024

Motion: To approve the April 9, 2024, CTPAB monthly meeting agenda.

Motion by: Ryan Gail
Seconded by: Carlee Wright

ACTION: **APPROVED**
Vote: 5-0
Aye: 5
Nay: 0
Abstentions: 0

3. TYPICAL CTPAB YEAR

4. APPROVAL OF MINUTES FROM MARCH 12, 2024

Motion: To approve the March 12, 2024, CTPAB monthly meeting minutes.

Motion by: **Ryan Gail**
Seconded by: **Omar Alvarado**
ACTION: **APPROVED**
Vote: 6-0
Aye: 6
Nay: 0
Abstentions: 0

5. PUBLIC COMMENT – limited to three minutes per organization and pertaining to items on the agenda.

Sally Litchfield of The Historic Elsinore Theatre is considering LED Screens for the lobby rather than the outside LED signage applied for as a Capital Improvement Grant for FY24-25. Chris Neider recommended Sally send a change of scope letter to the board.

6. ITEMS REQUIRING ACTION –

1. Review of Travel Salem’s FY2022-2023 Annual Report

Angie Villery presented. Angie thanked Scott Snyder and Chris Neider for their service to the Travel Salem Board and for their work in the tourism industry for our community. Scott Snyder and the board members thanked Angie for the well put-together and well-presented report and information.

2. Discussion of Grant Process Review and Next Steps

The board reviewed previous year’s feedback collected by survey response. Sally Litchfield recommended you explain about moving in and out of and saving the grant application. Survey Gizmo/Alchemer is who responds to your email to save the application.

Ryan Gail felt it would be good to reach out again with a survey, to see how applicants felt about the changes made to the process and application this year – to help guide a sub-committee about any further changes needed.

3. Review of Parking Lot Items

1. Discussion for increasing CIP awards. Current funding level is tied to 50% matching of actual costs up to \$10,000 award amount. The maximum level of CIP funding is 10% of the overall annual TOT Grant Funding. See Council Policy C-1 funding allocation (60/30/10 split) – **March 2023 CTPAB meeting addition. Approved at the June 14, 2023, meeting increase to \$20,000 CIP award subject to max 10% of Council Policy C-1 requirement.**

Although the board already approved CIP grants of up to \$20,000, limited funding ratios could limit the number of \$20,000 CIP grants awarded in every given cycle, based on funding ratios requirements.

2. Discuss the idea of limiting the # of Event Grant Applications per Applicant. (or another

option example is to limit to one large dollar amount grant and one smaller dollar grant, what would that look like? \$10,000 and \$5,000 or a dollar range?)

The sub-committee can further address this. If application numbers grow beyond available funding in future cycles, some established limitations for organizations with similar events applying for multiple large grants may be established.

3. Discuss the Funding level \$10,000 vs \$7,500 or \$8,000 if the number of applications continue to increase year after year.

4. Consider changing the point scale of the Rubric. Going back to 100-point scale? Or stay with the 25-point max? (Chris included 3 years of scores using 100-point scale for review in this agenda packet.)

5. Review of Annual Facility Operator equal dollar amount distribution/award vs highest to lowest scored.

6. Capital Improvement Projects (CIP) 5-year for City Owned Buildings or Facilities. I believe this was a request to see what is listed on the City's CIP for TOT funded projects for FY 2025 to FY 2030.

7. Further refinement to the application questions, and possible further character limitations to recipient's answers.

8. Consider adding local business focus for supplies, vendors, etc. utilized for grant projects and events.

9. Discuss and consider no corrections or additions to grant applications after deadline. Specifically, the budget sheet must be correct as submitted by application deadline.

4. Establish Sub-Committee for Parking Lot Review Items

A sub-committee of Ryan Gail, Carlee Wright and Roger Williams was recommended for review of the TOT Grant Application process and parking lot items. Add 3 facility operators and schedule sub-committee meeting ahead of next TOT meeting. Have sub-committee report recommended changes or improvements back to board at June meeting.

7. CULTURAL TOURISM FUND REPORT - None – Too early. Not Available

8. FACILITY OPERATING GRANT REPORTS – 2nd Qtr Reports – Hallie Ford Museum of Art and Salem Art Association

9. **EVENT GRANT REPORTS – None**

10. **CAPITAL IMPROVEMENT GRANT REPORTS – None**

11. **ROUNDTABLE DISCUSSION AND APPREARANCE OF INTERESTED CITIZENS – Opportunity for those attending the meeting to address the Board and share upcoming events (All):**

Sally Litchfield reviewed the upcoming events at The Elsinore Theatre. Michael W Smith, April 25, 7:30 PM, Sheng Wang, Apr 26, 7:30 PM, Peking Acrobats, Apr 27, 7:30 PM. Irene Bernards invited all to the Travel Salem Open House, May 16, 3-6 PM, 630 Center St. Carlee Wright noted Press Play will soon be putting out its Summer Edition. Salem Press Play will be celebrating its 6 -yr anniversary. 10,000 hard copies will be printed this summer, and will be distributed in Iron Man Swag Bags. Omar Alvarado shared May 11 will be the Tianguis de Salem Event at Riverfront Park, 2-6 PM. Chris Neider noted the City of Salem TOT Sponsorship Banners, and yard-style signs, are available for your TOT-Sponsored Events. Just check them out with Kelly or Chris. There are 3 Banners and 16 yard signs available for your events.

12. **Other Business & Parking Lot Items for Future Discussion (All) –**

- Discuss limiting organizations to 1 event, or maybe 1 large and 1 small.
- Discuss returning scoring matrix to 100.
- Discuss funding levels of \$10,000 vs something less if numbers of applications may continue to grow beyond funding each cycle.
- Discuss Facility Operator Grants being funded equally vs by high to low scores each year.
- Discuss non-acceptance of corrections or addendums beyond the application deadline.
- Discuss further refinements to the application questions, and possible further character limitations to recipients' answers.
- **Action Item:** At the April TOT meeting, select a sub-committee of Board and Facility Operator members for committee discussions. Bring proposals back to the May or June Board Meeting for votes.

13. **Adjournment -**

With no further business, the meeting was adjourned at approximately 7:38 PM.

Next Meeting: Next meeting will be Tuesday, May 14th, 6 PM, in Library Anderson Room Room A, as well as via Zoom. Chris Neider mentioned the possibility of planning for Facility Operator Tours in May and June. Further details will be announced and shared forth ahead of the May meeting.

Tonight's meeting is being conducted in person, with remote attendance via Zoom as an option and possibility. 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 .

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Respectfully Submitted,

Kelly Kelly, Board Staff Support

MINUTES
TOT GRANT PROCESS REVIEW SUB-COMMITTEE MEETING NOTES
Wednesday, May 1, 2024
Live and Remote (Hybrid) Meeting,
In CD Large Conf Room 305 and via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

Ryan Gail – CTPAB Board
Roger Williams – CTPAB Board
Carlee Wright – CTPAB Board
Alicia Bay – Gilbert House Children’s Museum
Yvonne Putze – Deepwood Museum & Gardens
Kathleen Fish – SMI – World Beat Gallery

STAFF PRESENT

Chris Neider, CS Program Manager III
Kelly Kelly, CS Staff Assistant

1. WELCOME AND CALL TO ORDER

Chris Neider began the meeting at approximately 3:05 with 3 CTPAB Board Members and 3 Facility Operators present to operate as the TOT Grant Process Review Sub-Committee.

Chris Neider and Kelly Kelly, CTPAB board staff liaisons, were also present.

Establish Sub-Committee for Parking Lot Review Items

A sub-committee of Ryan Gail, Carlee Wright and Roger Williams was recommended for review of the TOT Grant Application process and parking lot items. Add 3 facility operators and schedule sub-committee meeting ahead of next TOT meeting. Have sub-committee report recommended changes or improvements back to board at June meeting.

Other Business & Parking Lot Items for Future Discussion (All) –

- Discuss limiting organizations to 1 event, or maybe 1 large and 1 small.
- Discuss returning scoring matrix to 100.
- Discuss funding levels of \$10,000 vs something less if numbers of applications may continue to grow beyond funding each cycle.
- Discuss Facility Operator Grants being funded equally vs by high to low scores each year.
- Discuss non-acceptance of corrections or addendums beyond the application deadline.
- Discuss further refinements to the application questions, and possible further character limitations to recipients’ answers.

- **Action Item:** At the April TOT meeting, select a sub-committee of Board and Facility

Operator members for committee discussions.

- Bring proposals back to the June Board Meeting for votes.

Meeting Minutes:

Review of TOT Grant Manual, Applications and scoring process in general.

Chris reviewed the current version of the TOT Grant Manual with the group.

Changes in order listed suggested: Start with Facility Operator, then Capital Improvements, then Events and Projects.

Capital Grants: Keep at up to \$20,000, with a 50% match of actual **receipts**.

Carlee: Clarify URL/link request wording so folks actually give us their Social Media links. We want to be able to click on them.

Alicia: Definitions clarified in a Definitions Section:

i.e. What do we mean by DEI (page 10 in current manual)

Concern is some Projects or Capital Improvements are not in themselves DEI supportive. Applicants should refer back to their entire facility or organization mission and how improved facilities improve their ability to forward their mission statement, etc.

Carlee: Thinks if applicants are reading the manual, the rubric is well explained. Hyperlinks to the applicable part of the manual were suggested. Chris noted it is already the same document (a link within a link??).
References to the applicable part of the manual are helpful.

Ryan: Clarified having a CTPAB member and some Applicants at Orientation to answer questions and share experience is very helpful.
Tips page (page 10): Carlee thinks it is overwhelming. Move links to the bottom. Reorganize. Tips/Additional Resources to top, Links to bottom.

Chris: Asked group how COS/TOT grant process compares to other grant processes and programs?

Yvonne: It is more approachable. Chris can be reached for questions, which is super helpful.

Alicia: Budget/Bank Statements requirement for Facility Operators is overwhelming. Matching is not required anywhere else. 990 instead would be simpler. How was your TOT money used? It becomes general operating money.

Carlee: Great way to simplify process for Facility Operators. Let's make this simpler and better for the Facility Operators.

Ryan: Page 16. Actual financial scoring criteria. What meets this for us and operators?

Chris: How can we make this simpler for the operators, yet still see what we want to see? What percentage of your money is coming from TOT?

Yvonne: The cash referral process for us is the complicated thing. No other grants require this process of us.

Alicia: Doesn't want cash accruals process requirement. 990 is most required. Checking and bank statements never required elsewhere.

Carlee: Doesn't want bank statements in the future.

Yvonne: Narrative question that covers what TOT graders want to see. What percentage to marketing? Multiple choice or boxes to check to keep narrative simple.

Action: Get rid of transformation process for Facilities. Figure out narrative Q&A that gives the answers wanted for scoring. This change will simplify the process by at least ½ for Facility Operators.

Kelly: Noted poorly or incorrectly completed Budget Sheets was a repeated concern for scoring.

Carlee: Feels incomplete or incorrect budget sheets should not be accepted. Should make it clear they are supposed to be balanced. Make decision to NOT ACCEPT applications with unbalanced budget sheets. At least give a ZERO for budget portion of score, which may give a total low score below 18.75.

Ryan: How to deal with information received verbally after deadline.

Yvonne, Alicia and Kathleen: All agreed this should not be allowed after application deadline. Would all like to see this change and not be allowed in the future. No testimony beyond what is in application is allowed elsewhere.

Action: Don't allow additional testimony beyond application process moving forward. Make this change clear at Orientations, etc.

Yvonne: Those that did a good job don't get any questions asked. Those that do poorly get to correct a poor application verbally at the meeting of the committee, after application deadline.

All: Rely on applications as turned in. No longer require applicants to come or be present for questioning. Score application based on what is turned in. Make it clear there will no longer be follow up questions to clarify scoring.

Carlee: Scorers can leave feedback why they scored things low, based on information given, and clarify what would be more helpful or useful for a better score in the future.

The group hopes staff (Chris and Kelly) will do a quality review as applications come in, ahead of the deadline, for quality control checks ahead of the application deadline, to try to received complete applications, ahead of deadline.

Technical Review: Chris says a basic technical review occurs, not a complete review and assessment of each application.

Chris: Leans towards “take as submitted” for process.

Whatever an applicant submits, that’s how it is and what gets graded.

Alicia: There should be a “wall” between board members grading and discussing, and applicants or members of the public. This change needs to be implemented moving forward.

Yvonne: Asked if “discussion” of the grant has to happen at a public meeting? Is there value to have discussion vs just read and score the application? Score outside of meetings without dialogue. If we take away the forum for asking questions, is there any point to have the board discuss at public meetings?

Change Recommended for New Facility Operator qualifications:

Limit how many years old events can be for someone interested in becoming a new Facility Operator. Add a 5-year old or newer limitation for previous qualifying events.

Yvonne: Question: feels like she cuts and pastes for Facility, Event, Event. Feels redundant.

Chris: noted it is ok to cut and paste and repeat as is appropriate, since applications are separate entities. It is more important for tracking each separate application.

Question: Should we keep the bonus points in the scoring rubric?

Ryan: 1st question in Facility and Event application. Repetitive? Scoring criteria too similar to scoring and question about funding goals (page 14)?

Chris: questions are aligned to scoring rubric points, breaks up application questions into smaller pieces, like organizational structure, programming, services, staffing, volunteerism.

Carlee: If an applicant reads through the manual, they will be able to line up their answers with the wanted points.

Chris: The questions are designed in coordination with the scoring rubric, to isolate aspects we want to know about and give points for.

Kathleen: Agrees both parts of questions as listed are valuable to isolate and get to the things the board wants to know and give points for.

Yvonne: Question about sufficient staffing – What is sufficient?! Are they not being sufficient although what they do with three staff should really have 8 staff? Maybe word smith for a word more explaining than “sufficient”? What is the acceptable outcome for that answer? What would be unacceptable? What meets the scoring criteria well?

Carlee: Appendix with definitions, IE, DEI, Sufficient. Look at other grant applications for key terms. Putting applicants and scorers on same page.

Next meeting will be Monday, 5/20, 3-5 PM.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

MINUTES
TOT GRANT PROCESS REVIEW SUB-COMMITTEE MEETING NOTES
Monday, May 20, 2024
Live and Remote (Hybrid) Meeting,
In CD Large Conf Room 305 and via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

Ryan Gail – CTPAB Board
Roger Williams – CTPAB Board
Carlee Wright – CTPAB Board
Alicia Bay – Gilbert House Children’s Museum
Yvonne Putze – Deepwood Museum & Gardens

Kathleen Fish – SMI – World Beat Gallery

STAFF PRESENT

Chris Neider, CS Program Manager III
Kelly Kelly, CS Staff Assistant

1. WELCOME AND CALL TO ORDER

Chris Neider began the meeting at approximately 3:11 with 3 CTPAB Board Members and 2 of 3 Facility Operators present to operate as the TOT Grant Process Review Sub-Committee.

Present: Ryan Gail, Carlee Wright, Roger Williams, Alicia Bay, Yvonne Putze
Absent: Kathleen Fish

Chris Neider and Kelly Kelly, CTPAB board staff liaisons, were also present.

There were no questions about the previous meeting minutes or agenda.

Motion: Ryan Gail moved to adopt the previous meeting minutes and the current agenda.

Carlee Wright seconded the motion. The vote passed 5-0.

Chris Neider reviewed the **2024 Grant Process Survey Feedback** with the group.

Chris needs to clarify that multi-year grants are not feasible with our budget cycle and city government style.

Check-in with IT on the translation feature of the on-line grant application and forms. It has a translation feature, but it may not be as good as we would like. If not up to par, we need to address this issue with our applicants, and make them aware of available options and services, so they can have their applications in order ahead of the deadline.

If turned in ahead of deadline, staff can review and address 2nd language applications for completeness and confirm translation is acceptable in time for board review/scoring.

Facility Operators will no longer be asked for their bank statements and accrual process. Turning in their 990's should meet our needs. If not, address what narrative or question that gets to what the board wants to know. Facility operators indicate this will greatly simplify and improve the application process for them and they are pleased with this proposed change to the Facility Operator application process.

The March agenda packet provided the passing scores and staff sent "congrats and next steps" emails to all the recipients awarded, explaining the 80% award for amounts over \$3,000. This should be adequate so all understand they have been successful and what amounts they can expect, next steps required, and what the timeline will be.

A "key dates" email or listing on the web page would be a good thing. Bullet Points of Key Dates on the web page was suggested.

Regarding manual/questions:

A place for facility operators to note and separate their different types of attendance would be helpful. IE, They have paid attendance, Tour attendance, Event attendance, open hours attendance vs visitors to the grounds/gardens. Answering this accurately is challenging.

Update City of Salem CTPAB website to show \$20,000 CIP award amount increase. Note this is a "matching" grant and recipient has to have receipts for \$40,000 to receive the full \$20,000 and it is a reimbursement, after the project has been completed.

Regarding discussion and a vote each year about Facility Operator Grant amounts being the same, vs high to low according to their scores, the sub committee wants to keep that a discussion each year, vs making a policy to equalize amounts always.

The sub committee members wanted to re-confirm there are character limits built-in to the on-line applications, and each question should show what the character limit is.

The sub committee generally prefers to keep large event grants at the \$10,000 amount. The discussion to reduce can happen again if the number of applications warrants it. The committee prefers to respond as needed each cycle vs reduce the grant amounts generally.

The committee wanted to remind the board members that award amounts could be reduced by the board individually if deemed appropriate also.

On the budget sheet, change the "examples" to clarify they are sample details only and can be changed or omitted.

In Summary:

Removing feedback with applicants during meetings, and therefore the requirement for an applicant to attend to respond to questions will be an important change. Chris will need to make this change very clear in Orientations, since it is a big culture shift, but one the committee feels will be important and a feature that levels the fairness factor for all, based on whatever they turn in.

Chris reminded all that the staff are happy to address questions or concerns about the grant application process, budget sheets, etc., AHEAD of the turn-in deadline.

It was also agreed that having past applicants and board members at both orientations, to help potential applicants understand the process and what the board looks for on a successful application is important.

All agreed what gets turned in by the deadline is what gets scored. No additions, no addendums.

Chris reminded the board there is already a provision if the scope of a grant request or event needs to change, the applicant is required to put their request in writing and bring it before the board for a vote and re-approval based on the new scope.

Chris reminded the board members providing scores that their feedback is useful and wanted, and to please provide feedback, both positive and negative, as they are able.

Business & Parking Lot Items for Future Discussion (All) –

- Discuss limiting organizations to 1 event, or maybe 1 large and 1 small.
 - Discuss returning scoring matrix to 100.
 - Discuss funding levels of \$10,000 vs something less if numbers of applications may continue to grow beyond funding each cycle.
 - Discuss Facility Operator Grants being funded equally vs by high to low scores each year.
 - Discuss non-acceptance of corrections or addendums beyond the application deadline.
 - Discuss further refinements to the application questions, and possible further character limitations to recipients' answers.
- Bring proposals back to the June Board Meeting for votes.

CTPAB regular meeting will be Tuesday, June 11, 6 PM.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Cultural and Tourism Fund
Fund Status Report - For the Period Ending May 31, 2024

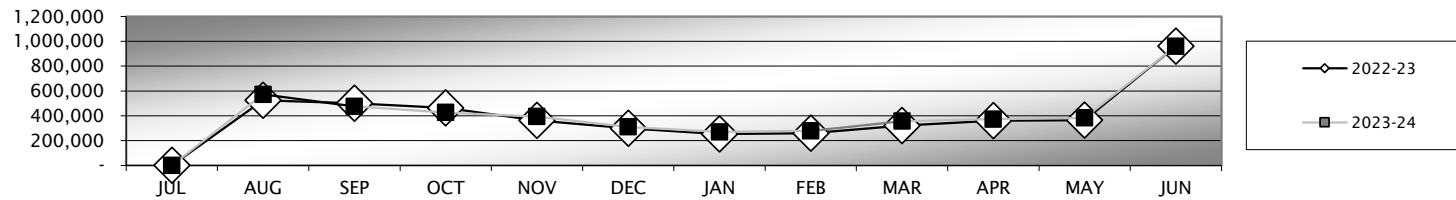
Item 7.a.

DRAFT	FY 2023-24		FY 2022-23		FY 22-23 to FY 23-24	% Difference
	Budget FY 2023-24	Actual Thru 31-May	Budget FY 2022-23	Actual Thru 31-May		
Resources						
Beginning fund balance	3,881,480	4,448,476	2,047,540	4,027,727	420,749	10.45%
Tax collections	5,470,140	3,838,903	4,191,730	3,708,059	130,844	3.53%
Other agencies	5,400	4,664	5,400	5,815	(1,151)	-19.79%
Interest earnings	16,800	120,623	7,000	67,842	52,781	77.80%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	11,002	12,000	14,500	(3,498)	-24.12%
US Treasury ARPA	-	-	-	-	-	0.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	9,385,820	8,423,668	6,263,670	7,823,943	599,725	7.67%
Expenditures by Division						
Conference Center Marketing	477,020	397,500	419,170	349,308	48,192	13.80%
Tourism Promotion - Travel Salem	1,192,540	857,608	1,047,930	743,362	114,246	15.37%
City Programs/Parks/CIP	2,037,030	1,904,369	1,912,390	1,813,012	91,357	5.04%
Administration	364,300	514,012	495,380	435,848	78,164	17.93%
Major Tourist Attractions and Cultural Facilities	785,520	600,820	557,750	513,000	87,820	17.12%
Contingency	240,280	43,245	231,540	24,242	19,003	78.39%
Total Expenditures	5,096,690	4,317,554	4,664,160	3,878,772	438,782	11.31%
Total Resources Less Expenditures	4,289,130	4,106,114	1,599,510	3,945,171	160,943	4.08%

Item 7.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	765,084	4,326,660	3,582,120
2022-23	-	525,418	500,915	463,249	362,096	299,411	252,499	258,434	319,851	360,554	365,633	960,785	4,668,844	4,191,730
2023-24	-	572,372	475,634	426,730	393,630	310,464	269,934	278,181	356,000	373,150	382,808	960,785	4,799,688	5,470,140
% Chg		8.94%	-5.05%	-7.88%	8.71%	3.69%	6.90%	7.64%	11.30%	3.49%	4.70%	0.00%	2.80%	-12.26%



4,948,975
5,245,914
5,471,886

Chart and graph demonstrate actual revenue for FY 2019-2020, FY 2020-2021 and FY 2021-2022 compared to FY 2022-2023.

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 2022-23	3,708,059
YTD May FY 2023-24	3,838,903
Variance FY 22-23 to FY 23-24	3.53%

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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, 1116 Mission Street SE, Salem

3. Reporting period

3rd quarter

4. Total number of days open

91

5. Total hours of operation

910

6. Volunteer hours for period

529

7. Total attendance at facility

5323

8. List the attendance and each type of activity

Museum tours / gallery visits : 177

Student attendance : 41

Events, Festivals, Experiences, Other Programs : 6843

Rentals : 22

9. Submitted by

yvonne putze

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

yvonne@deepwoodmuseum.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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

Gilbert House Children's Museum

2. Name and location of facility

Gilbert House Children's Museum

3. Reporting period

3rd quarter

4. Total number of days open

77

5. Total hours of operation

539

6. Volunteer hours for period

100

7. Total attendance at facility

22863

8. List the attendance and each type of activity

Museum tours / gallery visits : 21145

Student attendance : 551

Classes, Workshops, Camps : 469

Rentals : 698

9. Submitted by

Alicia Bay

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

executivedirector@acgilbert.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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

3rd quarter

4. Total number of days open

65

5. Total hours of operation

325

6. Volunteer hours for period

1175

7. Total attendance at facility

3804

8. List the attendance and each type of activity

Museum tours / gallery visits : 3138
Student attendance : 502
Classes, Workshops, Camps : 16
Events, Festivals, Experiences, Other Programs : 148

9. Submitted by

John P Olbrantz

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

jolbrant@willamette.edu

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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

3. Reporting period

3rd quarter

4. Total number of days open

21

5. Total hours of operation

84

6. Volunteer hours for period

1517

7. Total attendance at facility

11246

8. List the attendance and each type of activity

Films / performances : 21

Rentals : 1

9. Submitted by

Sally Litchfield

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

Sally@ElsinoreTheatre.com

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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 Art Association

2. Name and location of facility

Bush Barn Art Center & Annex, and Bush House Museum -- 600 Mission St. SE, Salem

3. Reporting period

3rd quarter

4. Total number of days open

89

5. Total hours of operation

356

6. Volunteer hours for period

204.75

7. Total attendance at facility

4084

8. List the attendance and each type of activity

Museum tours / gallery visits : 3059

Films / performances : 0

Student attendance : 0

Children's Entertainment : 0

Classes, Workshops, Camps : 104

Events, Festivals, Experiences, Other Programs : 818

Off site activities / events : 55

Rentals : 0

9. Submitted by

Kelly Harms

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

kelly@salemart.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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 97301

3. Reporting period

2nd quarter

4. Total number of days open

60

5. Total hours of operation

480

6. Volunteer hours for period

150

7. Total attendance at facility

325

8. List the attendance and each type of activity

Museum tours / gallery visits : 175

Films / performances : 35

Classes, Workshops, Camps : 115

9. Submitted by

Kathleen Fish

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

kathleen@salemmulticultural.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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 97301

3. Reporting period

3rd quarter

4. Total number of days open

56

5. Total hours of operation

336

6. Volunteer hours for period

1000

7. Total attendance at facility

318

8. List the attendance and each type of activity

Museum tours / gallery visits : 150

Classes, Workshops, Camps : 168

9. Submitted by

Kathleen Fish

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

kathleen@salemmulticultural.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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 Salem, OR

3. Reporting period

3rd quarter

4. Total number of days open

86

5. Total hours of operation

595

6. Volunteer hours for period

98

7. Total attendance at facility

21129

8. List the attendance and each type of activity

Children's Entertainment : 19789

Off site activities / events : 60

Rentals : 1280

9. Submitted by

Marie Bradford Blevins

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

marieb@salemcarousel.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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 Fair & Expo Center, 2330 17th St NE, Salem OR 97301

3. Reporting period

3rd quarter

4. Total number of days open

82

5. Total hours of operation

743

6. Volunteer hours for period

1010

7. Total attendance at facility

2179

8. List the attendance and each type of activity

Student attendance : 181

Children's Entertainment : 588

Events, Festivals, Experiences, Other Programs : 38

9. Submitted by

Lisa Joyce, Executive Director

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

lisa@willametteartcenter.com

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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

66

5. Total hours of operation

396

6. Volunteer hours for period

2509

7. Total attendance at facility

6760

8. List the attendance and each type of activity

Museum tours / gallery visits : 1716

Student attendance : 537

Classes, Workshops, Camps : 64

Events, Festivals, Experiences, Other Programs : 175

Rentals : 5959

9. Submitted by

Michelle Cordova

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

michellec@willametteheritage.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

"Stabat Mater" by Antonin Dvorak

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

420

7. Estimated volunteer hours to administer program or event

280

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$0.00

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. Salem Symphonic Winds and Waldo Middle School provided instrument and equipment rental. The Elsinore Theatre provided a discounted rental fee.

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?

FCO events draw concertgoers from across the mid-Willamette Valley. These audience members patronize local businesses, such as restaurants and bars, before and after FCO events. An estimated 42% of attendees at this event were local while 58% were nonlocal. According to the Arts & Economic Prosperity 6 (AEP6) study, local attendees of events in Salem spend an average of \$32.32 per person beyond the cost of admission, while nonlocal attendees spend an average of \$44.81 per person. This means the event generated an estimated \$14,700 in local spending beyond ticket sales. FCO events also generate revenue for the Elsinore Theatre, one of Salem's key cultural facilities.

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?

FCO events engage Salem residents with culturally significant choral masterworks, both as audience members and as choir members. 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. By employing professional soloists and orchestra musicians, we helped to sustain a local talent pool of musicians that comprise numerous local arts organizations. FCO offers discounted admission for seniors and students and participates in Salem for All!, which provides cultural experiences to Salem residents of low incomes. 37% of our attendees reported income less than Salem's median household income of ~\$56,000, 22% live with a disability (FCO pays for city permits to provide disabled parking in front of the Elsinore), and 7% identify as LGBTQ.

15. How many attendees did your activity attract?

371

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

Ticket Sales

17. Estimated percentage of Salem residents and/or guests

42%

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

33%

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

25%

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 371

Goal 2 - 25% of attendees at or below median household income (~\$56,000)

Outcome 2 - 37% 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 screen ads at Salem Cinema, 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, 37% of our attendees reported income less than Salem's median household income of ~\$56,000. And, we once again provided on-street parking in front of the venue for passenger pick up and drop off and for holders of disabled parking permits to improve accessibility for the 22% 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.

[Salem 23-24 TOT Grant Financial Report - Dvorak.pdf](#)

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

Press Play Salem

2. Name of program or event

Press Play Salem issue 18

3. Location of program or event

Salem

4. Description of activity

arts + entertainment + culture magazine and website

5. Completion date(s)

2nd quarter

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

0

7. Estimated volunteer hours to administer program or event

360

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$6,367.00

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?

Press Play Salem issue 18 was assisted by advertising purchases or exchange from Hallie Ford Museum of Art, Salem Main Street Association, Willamette Art Center, Pentacle Theatre, Corbin University, Oregon Artists Series Foundation, Theatre 33, Enlightened Theatrics, Chemeketa Auditorium, Venti's Cafe, Salem on the Edge, The Moxie Initiative, the Elsinore Theatre and Salem Convention Center.

We received photography support from BenMa Photo and content, writing, editing, design/layout and/or personnel support from Carlee Wright, Tracy Torres, Aoife Murphy, Brian Hart, Anne Lapour, Rowan Wright, Erin Zysett and more.

Our content (stories, photos, highlights, etc.) included more than 80 Salem people, places, organizations, businesses, events and more.

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?

Press Play Salem contributes to CTPAB's goals of increasing the overall economic impact of tourism in Salem as a free source promoting Salem opportunities, from events to people to businesses. We are a go-to source of what's happening, where it's happening, and who's doing what in the realm of Salem arts + entertainment + culture. In addition to people visiting the area being able to pick it up at one of its local distribution points, they can read a digital copy online before/or while visiting our city. This further aids in their plans for what to do while in town. We enable participation in our community by providing information about area events and opportunities. We have had several advertisers and/or activities that were mentioned in the magazine tell us that people mentioned that they saw the info in Press Play Salem.

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?

Enhancing the quality of life for Salem residents, Press Play Salem is the go-to guide and an invaluable resource for arts + entertainment + culture coverage bringing together stories about the people, places, and things to do in Salem, with an added calendar of events for what's happening in our community. The information we provide helps engage the citizens of Salem, and those who visit our community. As a high-quality, professionally produced printed publication and dynamic interactive magazine, we are instilling a sense of pride in the members of our community. We aim to help create something that contributes to our community members taking pride in where they live, as they can see and read about the unique, fun and cool things happening in our own backyard. This overall engagement has a ripple effect as people read, learn and share the interesting things to see covered through Press Play Salem.

15. How many attendees did your activity attract?

10000

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

combination of print run plus online readership stats

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)**

1%

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

guesstimate

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

The two measurable outcomes documented in our application were: increased market share and social media activity.

Increasing market share, documented through our website traffic and engagement, increased. We had 7.3K users and more than 27K page views between Nov 2023 and February 2024 with majority of activity from users in the USA, but also from Ireland, Canada, India, France, Philippines and New Zealand.

Additionally, statistics for the readership of the digital edition include 2,470 impressions with 93% of our readers in the USA. Top countries where the magazine was read include USA, Philippines, Australia, New Zealand, Canada, and Spain.

Our social media activity was documented through increased engagement. Our social media visits increased 16.5% on Facebook and 27% on Instagram. We also increased 45 new followers on Facebook and 119 on Instagram during the period.

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

Thankfully, our magazine is its own most effective marketing resource. Additionally, we leverage our website and email list (The Playlist), as well as social media to let people know where and when we drop off magazines, when a new issue is available, when we publish a new story online, etc.

You can visit www.pressplaysalem.com to view (and download) the current digital edition of Press Play Salem — and also access a database of back issues, stories and additional content.

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

While we did not specifically target Spanish language communities, we do serve underrepresented populations as our magazine and website are available free of charge. Additionally, our magazine is available in print at a number of high-traffic locations (such as the public library) and also our website is accessible for free 24-7.

24. Submitted by

Carlee Wright

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

[SelectImpressionsInvoice_133462.pdf](#)

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

pressplaysalem@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

Salem Main Street Association

2. Name of program or event

Salem's Downtown Holiday Traditions

3. Location of program or event

Salem, OR

4. Description of activity

Downtown Salem holiday lighting, parade and other activities

5. Completion date(s)

4th quarter

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

60

7. Estimated volunteer hours to administer program or event

400

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$69,500.00

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?

Local business supported through donations, access to power for the holiday lights and use of buildings to hang them. They also extended their hours to be available to the public during the parade and events. There was a lot of collaboration for marketing, planning and execution of the various events.

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 event was successful not only on the night of the parade, but throughout the season to bring people downtown to shop, eat and utilize lodging. Retailers and restaurants reported increased activity on the night of the parade and throughout the month.

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?

Since all of the events were free or low barrier, we saw a lot of diversity both in parade participants, attendees and coming downtown throughout the season. People from all walks of life and cultures said they enjoyed the vibrancy and warm feel the lights and activities provided for the season.

15. How many attendees did your activity attract?

10000

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

Estimate

17. Estimated percentage of Salem residents and/or guests

80%

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

20%

**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

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

In speaking with downtown business after the events of the holiday season they did report an increase in activity for their businesses during the parade and other activities. The goal was for this to happen, and we used these conversations to track the goal.

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

Social media, digital newsletters, targeted emails to specific groups, banners and posters were used for overall marketing. Social media proved to be the most effective resource for reach and to gauge interest and participation.

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

No targeted advertising was dedicated to underrepresented populations.

24. Submitted by

Derek Gilbert

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.

info@salemmainstreetassociation.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

Salem Public Library Foundation

2. Name of program or event

Salem Reads

3. Location of program or event

Salem Public Library and Salem Community

4. Description of activity

A book club for everyone. Each year a committee selects books that meet our criteria for material for good community conversations, is in paper back, and various electronic formats and available in both English and Spanish. The titles go to a public vote and the book is chosen.

5. Completion date(s)

4th quarter

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

281

7. Estimated volunteer hours to administer program or event

210

8. Amount of funds provided by TOT

\$9,000.00

9. Amount of funds provided by other sources

\$33,845.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

0.00

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

Dr. Mariko Plescia, Department of Romantic Languages, UO
Elsinore Gallery - Art Exhibit support
Oregon Artists Series Foundation - Art Exhibit Support
Jessica Ramey, Art Department, art store downtown, gallery space and art supplies
Salem Art Association – Curation of Salem Reads Art Exhibit in Library Art Hall
Kara Piltcher, Lunaria Gallery - Art Exhibit Support for tour to regional Libraries
Press Play - print and electronic promotion
Travel Oregon - promotion
Westside Newspaper -promotion
Mom's Magazine - print and electronic promotion
Salem Reporter - electronic promotion
KMUZ - on air promotion, two live, one recorded on air radio programs
Salem City Club - Meeting on Genealogy by Willamette Valley Genealogical Society
Friends of the Salem Public Library
Salem Public Library - staff to manage 18 programs in the Library and around Salem
Garten - printing and mailing
ABC Printing – printing

Sponsorship supporters valued at \$17,675

Capital Toyota
HomeSmart Realty
Pioneer Trust Bank
Sherman Sherman Johnnie and Hoyt
Grove Mueller Swank, CPA's
Salem Public Library, Library Advisory Board
AmeriTitle
Ticor Title
Fidelity National Title
Saalfeld Griggs
First American Title

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?

This event is unlikely to have provided any room nights. The goal of the event is to enhance the quality of life for all community members in Salem.

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: One Book, One Community promotes literacy and helps connect people in the Salem community by presenting a book with topics ripe for community discussion. The Inheritance of Orquidea Divina by Zoraida Cordova has themes of death, loss, flowers, emigrant families, poverty, genealogy, and family power structures. It features a Hispanic author and Hispanic characters and is available in Spanish. Salem Reads enhances the quality of life in Salem, by inviting the entire community to participate in a city wide book club.

The Salem Public Library offers inclusivity in many ways. Our seismic retrofit brought the entire building up to current ADA standards for those who need improved mobility access. All Salem Reads events are free, parking is free for up to 3 hours, and there are no longer overdue fees on books, making the library accessible to all income levels. Salem Reads is promoted in English and Spanish. Salem Reads uses gender neutral language and honors the pronoun preferences of program participants. Like the Library, Salem Reads strives to be genuinely inclusive.

Salem Reads is seen as an opportunity to increase the Library's visibility, and act as a catalyst to make the community stronger and more connected. We have collaborated with a long list of Salem organizations and businesses to produce this community enhancement.

15. How many attendees did your activity attract?

3756

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

Number of people attending events, and book circulation.

17. Estimated percentage of Salem residents and/or guests

97.4%

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

2.6%

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)

Measurement of attendees by zip code at the Dec 2023 book give away.

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

Our goal was to increase Spanish language participation and our measurement was Spanish book circulation. Over the last three seasons only eight Spanish books circulated total, 2022-1, 2023-7. With more Spanish language Facebook, radio, and print promotion and a Hispanic author, Spanish circulation in 2024 went up 17% over the previous year, to 42 Spanish books circulated. As the Library continues asking what the Spanish speaking community wants and how they want it delivered, I think we will continue to see marked increase in Spanish book circulation.

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

1. Library email and Facebook English messaging – 202,360 impressions (89.5% of messages, 10 weekly emails, with matching Facebook posts and boosts mid December through Feb, May for book vote)
Library Facebook Spanish messaging via Cuidad de Salem -21,190 impressions (10,5% of messages, 10 weekly emails, with matching Facebook posts and boosts mid December through Feb, May for book vote
2. Salem Reporter - electronic newspaper, 5 weeks, 28,000 readers per week, 140,000 impressions
3. Print advertising- Press Play, Mom's Magazine, Westside Newspaper, Latin American Times and printed event schedule, 622,000 impressions
4. Library and Foundation website traffic - est 6200 on Library website and 1086 individual views on the Foundation website
5. Radio Spanish KWIP, Radio Poder, English KMUZ Community Radio

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

Yes, we chose a book with a Spanish translation; gave away Spanish edition, 382 copies total (60 in the book giveaway, 322 to Salem Keizer School District classroom kits).
Recently the Book Selection Committee decided to only choose books for the public vote that are in both English and Spanish, ensuring all future Salem Reads include the Hispanic members of Salem's community.
Promoted Salem Reads on City of Salem Spanish FaceBook, Cuidad de Salem which reaches 2,119 followers.
Printed promotional posters and book marks in Spanish.
Promoted on Radio Spanish KWIP, Radio Poder, and the El Latino de Hoy newspaper

24. Submitted by

Kate Van Ummersen

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

[SPLF Invoice #1 \\$9,061.27 total 1 of 6.pdf](#)
[SPLF Invoice #2 \\$9,061.27 total 2 of 6.pdf](#)
[SPLF Invoice #3 \\$9,061.27 total 3 of 6.pdf](#)
[SPLF Invoice #4 \\$9,061.27 total 4 of 6.pdf](#)
[SPLF Invoice #5 \\$9,061.27 total 5 of 6.pdf](#)
[SPLF Invoice #6 \\$9,061.27 total 6 of 6.pdf](#)

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

salemlibraryfoundation@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

Sasquatch Sports

2. Name of program or event

2023 Capitol City Classic

3. Location of program or event

Salem, Oregon (Willamette University, Corban University, & five Salem-area high schools)

4. Description of activity

The Capitol City Classic is the premier holiday basketball event in the Mid-Willamette Valley and one of the best events of its kind in the country. Featured events include high school basketball tournaments for both boys and girls (with both varsity and sub-varsity team levels participating), a youth basketball tournament (boys and girls in grades 3-8), and a free kids clinic for area youth. The event is held over the course of 10-12 days in December, with activity on eight of those days.

5. Completion date(s)

4th quarter

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

1250

7. Estimated volunteer hours to administer program or event

250

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$92,280.00

10. Was the event free?

No

11. Amount of admission ticket, if any

10

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

Note - expanded answer to #11 above that would not fit in box: General Admission - \$10; Seniors/Active Military - \$8; OACA - \$8; Students - \$5; Kids 5 & Under - Free. Our youth tourney ticket prices varied by site, time and location from free to \$8 at the highest.

In terms of this question, local businesses are involved as sponsors, vendors and exhibitors at the event. Sponsors provided both financial support and in-kind support, much of the in-kind being in the form of marketing/advertising inventory. The Capitol City Classic works with Travel Salem to build relationships in town and help with marketing the event some, too. The tournament works with Willamette University as the host site of our high school boys event and Corban University as the host site of our high school girls tournament . The Capitol City Classic works with local high schools – North Salem, South Salem, Sprague, West Salem and McNary in 2023 – to host the event's youth tournament. The CCC cross-promotes with Hoopla, the largest 3x3 basketball tournament in Oregon, held in Salem each summer, and a number of other events and activities 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 attracts participants and fans from across the Pacific Northwest and beyond. Our high school tournaments alone had a total of 32 varsity teams and 49 sub-varsity teams from Oregon, California, Pennsylvania, and North Carolina. The CCC also had teams this year come from virtually all parts of Oregon, in addition to the states noted above. These teams all have followers that came to support their teams and watch them play. The youth tournament also draws teams from a regional population and multiple states. All told, the CCC attracts roughly 180 teams to Salem each year, and across all of the events and tournament games (HS boys; HS girls; sub-varsity games; youth tourney), our combined attendance hit 40,410 over the eight days of our event. The influx of out-of-towners from the CCC who are staying, eating and playing contributes significantly to the local economy in Salem. An estimated 55% of our fans were from the Salem area, while 45% were from out of the area. We project about 5% or so of our out-of-area attendees stayed in hotels. We believe we had a record number of room nights sold in 2023 and improved our overall economic impact as well. The attendance figures shared relate to both the Capitol City Classic high school events (6 days) and the Capitol City Showcase youth tourney (2 days) the weekend before the high school event, the latter being an event for which we are including attendance and room night figures for the first time in 2023.

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 enhanced the quality of life for Salem residents by helping fill an activity void in the space on the calendar right before Christmas. For young basketball players, it brings a youth tournament for boys and girls in grades 4-8 to participate in, featuring teams, coaches and players from both inside and outside the Salem-area. For high school kids, it brings a national-level, showcase tournament to Salem, something for which they can play in or aspire to participate in, building memories that may last them a lifetime as they compete against and get to know future NBA players in some cases. Local businesses benefit from the out-of-town visitors that come and stay in Salem during the eight days of events held all over Salem (Willamette U; Corban U; five high schools). We also host a free kids basketball clinic, run in conjunction with the Salem Hoops Project, which focuses on serving kids from lower-income families and situations and teaches them basic basketball skills in a low-pressure, fun-filled environment. The Tournament invites teams from schools with a wide range of cultural and socioeconomic backgrounds, working hard to make the experience and opportunities available to as many young people as possible. The CCC is proud of the diversity of schools, players and fans involved with our various tournaments. It's a source of great pride and strength for our event.

15. How many attendees did your activity attract?

40140

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

Our attendance figures come from counts with clickers supplemented by ticket sales and gate receipts.

17. Estimated percentage of Salem residents and/or guests

55%

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

40%

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)

In 2023, these figures were calculated from daily samples we took at the boys high school tournament on five of the six days. We coupled that sample data with some estimates in terms of guests per room and duration of stay, then extrapolated from the boy high school event to both the girls event and the youth tourney to arrive at our figures.

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

Our second outcome goal was to increase our number of community partners by 20% or more, from 40 to 48 or more. We increased community partners to 50, an increase of 25% over the event in the year prior, and we tracked this simply by counting them.

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

Our marketing efforts were strong again in 2023, thanks in part to a number of trade deals secured by the event and our continued growth in the area of social media. Radio, newsprint, online and billboard advertising all helped with top of mind awareness. We had live broadcasting of games by both CCTV and live-streamed our games for fans who were unable to attend in person for whatever reason. The TOT funding helped us in the area that might be the most effective resource for marketing and promotion: Bringing great teams to the CCC. Our TOT grant helped us bring Lincoln Park High School from Pennsylvania, featuring heralded five-star recruit Meleek Thomas to the event, something that without question helped us attract fans and added prestige to the tournament. Having a team like Lincoln Park and a talent like Meleek Thomas is a huge resource in marketing and promotion.

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

Yes. The Capitol City Classic has always been committed to providing opportunities to participate in our event to a wide range of youngsters. We understand that the experience the kids who participate in our event have is a special one, and we want kids from every part of our community to have access to the event and be welcome at it. So, playing in the CCC is a privilege for teams, and genng to do so is something many programs hope for. We have gone out of our way to include big schools and small schools, public schools and private schools, schools with a more wealthy demographic and those with a demographic with fewer resources. For example, in 2023, Lake Oswego played in our event, but so too did North Salem. Benson was a participant in the girls event, but so was Sprague. Little Cascade

Christian from Medford played, but so did West Salem. Culturally, schools like Woodburn (with a stronger Hispanic population) and Lincoln Park (with a stronger African-American population) both were invited and participated in our tournament. Our youth tournament is open to all, and welcomes teams of varying abilities, too. From an admissions perspective we have routinely made student tickets affordable, and often have offered Salem-Keizer students special deals making the event free or almost free. The Kids Clinic - which as mentioned previously is run in conjunction with the Salem Hoops Project and targets low-income students - is free, and so too is our Contest Extravaganza. So in all of these ways, we are working hard to be inclusive and welcoming and diverse, in terms of our participant teams, our youth teams, and overall access to the event. We believe we are the better for all of these efforts, too.

24. Submitted by

Chris Roche

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

[Receipt for Lincoln Park Travel.pdf](#)

[2023 CCC Posters.pdf](#)

[ScorebookLive.com Article - CCC becoming elite, cant-](#)

[miss tournament for boys and girls basketball teams \(SBLive, Dan Brood, 12-23-23\).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

Oregon SenateAires, and the YMCA, support our Next Generation – Youth in Harmony

2. Name of program or event

A capella Youth Festival and Barbershop Show

3. Location of program or event

Morning Star Community Church, 4775 27th Ave SE, Salem OR 97302

4. Description of activity

A show to highlight a capella musical entertainment put on by our youth in Salem; along with Masterpiece, an award-winning Gold Medalist Quartet that has travelled throughout the United States and Europe, three local medalist a capella quartets representing men, women and mixed groups, and our own award winning local barbershop chorus, the Oregon SenateAires.

5. Completion date(s)

2nd quarter

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

500

7. Estimated volunteer hours to administer program or event

750

8. Amount of funds provided by TOT

\$8,250.00

9. Amount of funds provided by other sources

\$7,000.00

10. Was the event free?

No

11. Amount of admission ticket, if any

15.00

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

We had multiple businesses contacting us upon hearing our ad on the radio regarding the show. Those local businesses worked with us on providing tickets, printing flyers, and using word-of-mouth advertising to spread the news about the show. That generated additional business contacts for supporting our Youth In Harmony for Salem.

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 estimate nearly \$12,000 was contributed directly to the Salem economy resulting from this event. To reflect the impact in the Salem area, we only used 10% from our attendance to gather a breakdown of the total amount shown above. The estimated breakdown is as follows; Hotel costs (\$3,140), restaurants (\$8,500), and purchased items from local stores (\$300). This is in addition to the \$1,849 for lodging and \$600 for food that our featured guest quartet, MASTERPIECE, spent in Salem.

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 event gathered students from local high schools and middle schools for a workshop on a capella singing in the barbershop harmony style. The students had never been together as a group, and a majority of those students were from schools considered to be economically-disadvantaged and non-English language learners. The show included a female quartet, a mixed voices quartet, three male quartets, and the SenateAires male chorus to show the diversity of musical talent available in the greater Salem area. Students were able to interact with these very talented musicians, and to actively participate in learning songs which they then performed on the show, demonstrating inclusiveness and diversity and showing how music can bring everyone together in harmony. One teacher who attended the workshop shared with our chorus leadership how he witnessed several of his students (who had been at the workshop) gathering other students together in school, teaching them short segments of songs, to show them how easy it is to simply get together and sing.

15. How many attendees did your activity attract?

288

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

Attendees were counted by using the registration table to track tickets sold at the event, and by tracking on-line ticket purchases using the internet.

17. Estimated percentage of Salem residents and/or guests

48.0%

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

12.5%

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

39.5%

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

The chorus kept track of attendee addresses for cash ticket sales sold by its members selling 10 or more tickets-and we then verified credit card addresses for pre-show, on-line ticket sales. This sample represented 52.8% of all tickets sold and the resulting percents shown above were then applied to total ticket sales of 288.

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

Kids participating in our Youth In Harmony show have shown they want to continue singing four part a capella, which is a catalyst in establishing Salems' first-of-a-kind four part a capella Youth choir. We will be working with the Salem Keizer music educators in August-2024 to establish a date in the 2024-25 school calendar when we can put on another Youth show. According to the Salem Keizer school district, there are over 2,000 students enrolled in music, with 18% of those students representing non-English language learners, and 84% of those students being economically disadvantaged. The continuation of our Youth In Harmony event for Salem will truly provide diversity, inclusiveness, and equity for the entire Salem community.

The SenateAires TOT grant was approved on March 8, 2023, the contract was sent out July 1st, and the grant was signed on August 11, 2023. In February 2023, prior to approval, the SenateAires began working with the Salem-Keizer School District to secure a building at one of their schools for a show in the fall of 2023. At that time, the school district was trying to hire a Facility Manager who would be responsible for making all those contracts, but they were having difficulty filling that position. They would not allow us to book any event or facility until that position was filled to make an agreement with

them. It was late August 2023 before we had an agreement with the School District that the SenateAires show could be scheduled for Nov. 11, 2023.

From August to November 2023, we had made contractual agreements with our special International Gold Medalist quartet and highly trained clinicians, and created a marketing campaign with promotional material, promoting the show and workshop. We were informed just 10 days prior to our event it had to be cancelled. The school district informed us a facility manager had not been hired to secure contracts for outside building use, and that the building would be closed and not available for any use.

With such late notice, we could not locate and secure a facility in time and had to postpone the show. We then started working on securing a new date and facility. Concerned about securing a date with the school district, yet needing a facility large enough to hold a show, we secured a date (April 6, 2024) and venue (Morning Star Community Church) that would be available for us to hold the event. Our goal was to provide two shows, so we chose to have an "afterglow" (or a 2nd show), where guests and patrons were treated to performances by show quartets and groups.

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

The absolute most effective resource used to generate interest in this show/activity was taking the International Champion Quartet to several of the schools. At the school visits, the quartet performed and shared the history of the barbershop harmony style of music and what makes it special and applicable to anybody wanting to sing and perform this truly American style of music. The quartet members shared their life-changing experiences that were made possible through singing together.

They also taught a couple of easy to learn songs, and song segments where they invited the students to perform with them in front of their peers and classmates. After each small ensemble performed, they were asked how they felt. To a person they were inspired and appreciated the opportunity to hear themselves sing, seeing the smiles and positive support of their friends and classmates. For many, this was the first time they sang in a small ensemble as a featured singer. When the bell rang ending the class, many students wanted to stay longer and talk to the quartet to ask questions. Many wanted to sing another song with them or learn more about this special style of music. Students were invited to come to the open workshop the next day (Saturday), to share in more singing and craft building.

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

We did not specifically *target* any underrepresented population or multi-cultural group. When talking with the school music educators prior to the show, we emphasized everybody can sing, and used the international champion quartet to involve the kids in teaching them a short song, then singing it with them. We fully believe the art of singing bridges all cultural and diversity issues and reflects how inclusive this 'hobby' truly is. At the Saturday workshop, 25 students attended from throughout Salem, and of those 25 students, 50% were bi-lingual and multi-cultured.

24. Submitted by

Kevin Stephens, Oregon SenateAires

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

[BUDGET-EXPENSES Youth in Harmony April 19, 2024.pdf](#)

[ATTACHMENT A HEADLINER \\$8,723.09 total expenses.pdf](#)

[ATTACHMENT B FACILITY \(line 6 of budget\) \\$302.00.pdf](#)

[ATTACHMENT B FACILITY \(line 7 ONLY from budget\) \\$143.00.pdf](#)

[ATTACHMENT B FACILITY \(lines 1-3 of budget\) \\$1,921.00.pdf](#)

[ATTACHMENT B FACILITY \(lines 4 & 5 from budget\) \\$123.84.pdf](#)

[ATTACHMENT C YOUTH CHOIR \\$245.54 total expenses Youth In Harmony SenateAires.pdf](#)

[ATTACHMENT D AFTERGLOW - 2ND SHOW \\$712.91 TOTAL EXPENSE RECEIPTS .pdf](#)

[ADVERTISING POSTER : FLYER and LANGUAGE for Youth In Harmony Show SenateAires.pdf](#)

[PHOTO COLLAGE Youth In Harmony.pdf](#)

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

salemchorusmusic@gmail.comn

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

Winter Concert: Music for Our Children

3. Location of program or event

Rogers Music Center, Hudson Hall at Willamette University

4. Description of activity

Live Music Concert

5. Completion date(s)

4th quarter

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

360

7. Estimated volunteer hours to administer program or event

450

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$21,500.00

10. Was the event free?

No

11. Amount of admission ticket, if any

27.00

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

There was a collaboration with music educators from the Salem Keizer School District (also other local districts) to recruit, audition and rehearse the elementary students for the Honor choir. We worked with Willamette University employees and student employees for printing, tech support and promotion of this concert.

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?

This event was held on March 2 & 3rd, it involved guest musicians from throughout the region. Some did require an overnight stay in a local hotel. There were families and guests of the students that also came from out of town to attend the concert. The concert time was 3:00 PM each day. This gives our patrons time to eat and visit other sites in Salem before and after the concert.

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?

Live music enhances the lives of people of all ages. We had a wider range of ages attending this concert than some of our others. This is due to the music performed and the tickets sold to families. The students were selected only on their vocal skills and came from throughout the city of Salem. This made the Honor Choir a diverse group.

15. How many attendees did your activity attract?

616

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

ticket count (free and paid)

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)

2.5%

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

estimate, based on address of ticket purchased

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

The guest musicians brought their own following to the concerts. This exposed new people to Salem and the WMC and it meets our goal of wanting new patrons at our concerts. This is not measurable at this time but will be as we track attendance at future events.

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

We marketed this concert through Facebook boosted ads, community calendars, radio, posters, word of mouth and Travel Salem website and visitors guide. The most effective for this concert was Facebook and word of mouth due to the collaborations with students and guest musicians.

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

We did not market specifically to these groups, but they did attend the concert due to the diversity and locations of the schools that the Elementary Honor Choir students attend.

24. Submitted by

Christine Whiteside, Executive Director

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

[WMC Winter Concert Expense Summary.pdf](#)

[WU Print Inv 2024-04-18 Winter.pdf](#)

[WMC March Invoice Labor.pdf](#)

[Hawkins Design and Web.pdf](#)

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

christine@willamettemasterchorus.org

2. Thank You!

Thank you for submitting your report.