

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Board Members

Scott Snyder, Chair
Elaine Navarro, Vice-Chair
Johnathan Baker
Gaelen McAllister
Rita Siong
Laura Tesler
Ryan Gail
Omar Alvarado
Lowell Alik

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: March 10th
Gilbert House Children's Museum
390 Liberty St SE
Salem, OR 97301
<http://www.cityofsalem.net/CTPAB>

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MEETING AGENDA

Tuesday, February 11, 2020

6:00 - 8:00 PM

Salem Multicultural Institute

390 Liberty St SE
Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. January 14, 2020 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
 - a. Declaration of any conflicts of interest related to Grant applications
 - b. Review of Event Grants – Questions for Organizations who did not attend the January meeting**
 - c. CTPAB Grant Scores – Due Monday, February 17, 2020**
6. Information Items
 - a. Cultural and Tourism Fund Reports – Jan. 2020
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – Jan. 2020
 - c. Facility Operating Grant Reports – Bush House Museum, Elsinore Theatre, A.C. Gilbert House Children's Museum, Salem Art Association, Salem Riverfront Carousel, Willamette Art Center, Willamette Heritage Center
 - d. Event Grant Reports – Enlightened Theatrics – 'Twas the Night Before Christmas 2019, Press Play Salem, Salem Riverfront Carousel – Santa at the Carousel
 - e. Capital Improvement Reports – None
 - f. Annual Reports – None
 - g. Upcoming CTPAB Meetings, Tours, and Events –
7. Appearance of Interested Citizens
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, January 14, 2020
The Grand Hotel, Marion Room
201 Liberty St SE – Salem, OR

<p>MEMBERS PRESENT Scott Snyder, Chair Jonathan Baker Gaelen McAllister Laura Tesler Ryan Gail Omar Alvarado</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II</p>	<p>MEMBERS ABSENT Elaine Navarro, Vice Chair Rita Siong Lowell Alik</p>
<p>GUESTS Roger Williams, Willamette Art Center Judy Hellman, Willamette Art Center Theresa Yvonne, Enlightened Theatrics Bryan Gonzalez, Festival Chorale Marie Bradford, Salem’s Riverfront Carousel Denise Magee, Salem Art Association Alicia Bay, Gilbert House Children’s Museum Jason Unruh, Hoopla Association</p>	<p>GUESTS Sally Litchfield Puhek, Elsinore Theatre Kathleen Fish, Salem Multicultural Institute Jessica Carpenter, Willamette Master Chorus Beth Yockey Jones, Oregon Symphony Michelle Cordova, Willamette Heritage Center Yvonne Putze, Deepwood Museum Ross Sutherland, Bush House Museum Kara Kuh, Travel Salem</p>

1. CALL TO ORDER
Chair, Scott Snyder, began the meeting at approximately 6:02 p.m. with 6 of 9 members present.

2. ROLL CALL
Members present: Scott Snyder, Jonathan Baker, Gaelen McAllister, Laura Tesler, Ryan Gail, Omar Alvarado and Chris Neider.
Members absent: Elaine Navarro, Rita Siong, Lowell Alik.

3. APPROVAL AGENDA AND MINUTES
a. Approval of today’s agenda and the December 10, 2019 CTPAB meeting minutes.

Motion: To approve today’s agenda and the December 10th, 2019 CTPAB meeting minutes.

Motion by: Gaelen McAllister
Seconded by: Jonathan Baker

<u>ACTION:</u>	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. Travel Salem – Strategic Plan presentation 30 minutes –

Travel Salem shared their 5-year strategic plan.

Motion: To approve today’s presentation of Travel Salem’s 5-year Strategic Plan

Motion by:	Gaelen McAllister
Seconded by:	Laura Tesler
<u>ACTION:</u>	APPROVED
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

- b. Declaration of any conflicts of interest related to Grant Applications
- Laura Tesler recused herself from Salem Art Association related applications.
 - Omar Alvaredo recused himself from scoring on the Odyssey application.
 - Ryan Gail recused himself from scoring on the Reed Opera House application.
- c. Review of Event Grants – Oregon Symphony Association in Salem request review at the January meeting

Oregon Symphony Association - Concert Series - 20-21 Salem Concert Season (20:10)

Q: Cost of ticket is \$90 each. Ticket price is \$46. Half has to be subsidized.

Q: How do you advertise your \$5 Oregon Trail concert tickets for low income benefit concerts?

A: Jackie Jones was present and answered. Family Building blocks, shared word-of-mouth info with several other agencies and offices.

Q: Why is so little money allocated towards marketing for the Salem Schools concert series?

A: This is marketed heavily through the schools and includes bussing.

Laura Tesler proposed the board as well as applicants come up with ways to seek increased awareness of what TOT is and does either through the recipients of Grants at their events, or some sort of awareness increasing plan.

Festival Chorale – Alzheimers Series Stories (33:40)

Q: Why is so little money allocated towards marketing-only \$1600 allocated?

A: Bryan was there and answered. There is a lot of free marketing, and we distribute a lot of posters

Q: Where do you collect your demographics information/data?

A: Paper surveys completed at concerts provides their data. 100 responses from an audience of 400-600 is about normal.

B-17 Alliance Foundation – Fly-In - (38:54) No one there to answer questions

Q: What was last year's attendance, budget, was it a free event last year? Do you utilize Travel Salem's Free Calendar to market your event?

Great "Origins" story and history given.

The board had some ideas for sponsors they should seek.

Action: Invite to next meeting to respond.

Bush House – Family Exploration Day - (41:39) Ross Sutherland was present to respond.

Q: Can you tell us about your sponsors?

A: Bush House Museum and Salem Art Association are the sponsors.

Board encouraged going after local business sponsorships in the future.

Capital Cup Soccer & Timbers Football Club - (44:05) – No one present to answer questions

Scott noted the geographical issues have been addressed and resolved and allowed. Scott Snyder noted they have an overnights agreement with 7-8 quality local facilities.

Q: Budget questions related to unmatched revenues vs expenses. (\$90-\$144, \$54 deficit to address).

Timbers U-23 - (46.57)

Q: Budget questions here too. Laura wanted to know more of who their sponsors are?

Scott noted it looks like they have some sponsors pending or hoped for to button up.

Q: What was their attendance? About 5000 over course of season....Is that number for 5 matches?

Q: Will there be merchandise, food and beverages for a revenue source?

Q: For embracing culture of inclusiveness and diversity, what are they doing to address these issues? Please address.

Action: Invite them to return in February to answer questions.

Elsinore - The Music Man - (52:34) – Sally was present to respond to questions.

Q: Do you utilize Travel Salem for their free marketing?

A: All events are placed on the Travel Salem calendar, but marketing is handled internally, through Carlee Wright.

Q: Funding goals and Marketing – for Diversity and Inclusiveness goals, what is being done?

A: ASL interpretation is available. They are open to our suggestions for further inclusiveness.

Q: What do you do to stay relevant for younger and more diverse audiences?

A: The ticket sales have been shown to suffer without major name recognition offerings. Sally did note they have had great success with use of a variety of social medias being utilized.

Englewood Forest Festival – (60) No one available to respond to questions

Comments: Good marketing; Very homegrown, All volunteers, Very organized. Require each artist with a booth to advertise on their own FB page and social media connections.

Enlightened Theatrics – Reefer Madness - (1:02)

Q: In kind value of Google Ads – how many ads does it take to generate 20K in google ads?

A: They utilize Community Boost – Google Ads/FB, you are part of a \$10K grant for marketing.

Comment was to get local cannabis shops to sponsor.

Q: Looks like budget is in the negative.

A: Has to do with season ticket sales vs individual show sales

Q: Any plan for “haters” with slightly controversial topic?

A: Not expected.

Q: Is there a diversity or inclusion plan?

A: ASL is available, second Sundays

Little Women - (1:07)

Q: What do you do to address Diversity and Inclusion?

A: ASL, Salem for All (\$5 tickets); Free to Students with Thesbian Assoc cards; Student performance

Gilbert House – Dia Del Ninos - Alicia Bay was present to answer questions (1:10)

Q: Was it successful two years ago?

A: Yes, We did it with a Marion Co grant 2 year ago. Wanted to bring it back. Learned that it needed to be a free event. It is a relatively inexpensive event to host.

Q: What isn't getting funded? Legacy of Play will still also happen, with just some scaled back marketing.

Q: About 1500 are expected? A: Correct.

Cherryfest NW and Hoopla – Jason Unruh is here to answer questions (1:13)

Q: \$21 K under miscellaneous – what does that include?

A: Chris Neider put some line items together to make the form work.

Q: Is entertainment locked in? No: It is still being decided. They are looking at some Latino bands and will have a page in Spanish they are excited about. Worked closely with Woodburn event to learn and grow. We are excited and proud to see all ethnicities included and involved.

Q: Personnel Costs are listed under In Kind. What is the mechanism for that?

A: It included volunteer hours.

Hoopla - (1:18) Jason Unruh was present to answer questions

Q: Is there room to grow?

A: Yes. We have the streets to do it. We make sure it is a well-planned and facilitated event. We aim to keep Willamette, the Capital, happy with the event and its managements handle on clean-up, garbage, first aid, security, etc. We are 2nd largest in Nation.

Mano A Mano Family Center - (1:22) No one present to answer questions.
New event.

Q: Budget questions – didn't understand. In Kinds didn't match.

Q: 10th annual... How have they funded this event the previous 9 years?

Action: Invite them to come and talk to board next meeting.

Harmony on the Water – Rivers of Life Center (1:24) No one present to answer questions.
Held similar event 2 years ago.

Action: Invite to next meeting

Questions about application.

Rotary Club – Multi Sport Festival – No one present to answer questions. (1:25)

Q: Were there only 300 people involved? If so, that is a lot of \$ per person for TOT to sponsor on a per person basis.

Salem Art Fair Festival - (1:26) Denise was present to answer questions – 71st year of event.

Q: Do proceeds (net profit) from this event help fund the Salem Art Association?

A: \$10K from TOT goes specifically to marketing

Q: What does the 127K include?

A: Overall budgeting for the year-long planning.

Make Music Day - (1:29) – No one present to answer questions

Q: Unclear about sponsorships on budget.

Q: They referred to Pioneer Trust's 501-C-3. Also the Salem Foundation. What is the relationship and is it allowed.?

Action: Chris, can you confirm if the use of Pioneer Trust and Salem Foundation's 501-C-3's is allowed?

Action: Invite them to come to answer questions.

Salem Mainstreet Association – Electric Alley Artification - (1:33) No one present to answer questions

Q: How do they anticipate effecting room nights with this project?

Action: Invite them to come and respond to questions about the application.

Library Foundation Project - (1:35) No one present to answer questions

Q: This is a repeating event. How did they fund this previous to TOT?

A: Laura Tesler knew they once had a budget for this, then the Library Foundation picked it up.

Action: Invite to come to answer questions about the application.

World Beat Festival - (1:37) Kathleen was there to respond to questions

Salem Riverfront Carousel – Santa at the Carousel – Maria was present to answer questions.

Maria noted Santa will be retired this year. Mrs. Santa will still be available.

Q: Gaelen noted the event was highly supported by ticket sales, food, photo's, etc. but the TOT amount still amounts to 30%, This surprised Gaelen.

A: Chris explained changes to the budget form.

Westminster Festival of Fine Arts - (1:42) No one present to answer questions

Scott noted this is a well-run and high quality event, but it is a fund raiser for the church.

Gaelen explained the difference of SAA's event being more diverse and offering more of everything for everyone. A church art sale for the church fundraising is likely not a Grant TOT can offer.

Artisan's Village - (WAC) (1:44) Roger was present to answer questions.

40% of the Budget is from TOT.

Q: Do they expect to develop more business sponsorships to help them out?

A: They have found this very difficult. Local business does not seem interested in sponsoring. Laura Tessler noted agreement with the difficulty of getting business sponsors.

Willamette Heritage Center – Heritage Rail Day – Michelle was present to answer questions. (1:47)

This is a grand opening event – opening up the caboose and tying in the educational aspect.

Q: How many community partnerships do you hope to have?

A: At least four or five – still in process at the moment.

Q: Laura - did you seek support from the railroads?

A: Yes – no takers. No interest. She was surprised too.

Comment from board - hopefully rail enthusiasts will turn into long-term donors.

The caboose will be an on-going exhibit after the close of this grand-opening event.

Master Chorus Concert - Trail Band (1:51) Jessica was present to answer questions.

Q: Is this a one-time concert?

A: This is support for two concerts out of 4 with TOT funds.

One is the Veteran's concert. One is the Sat/Sun Concert at Willamette University.

The Veteran's Concert - is able to be free admission with TOT funding assistance.

They do target their Social Media to new and diverse audiences.

Q: Do the other two concerts go into the Red?

A: There is other fund-raising and donations to cover the other two.

Non-501-C- Events or Projects: (1:57)

Odyssey - (1:57)

Q: Is this a First time Event?

A: 1st time for Odyssey event, but the collective has hosted other events up till now.

Q: You are budgeting to make a little profit. What will you use it for?

A: We will put it back into additional events?

Q: What was your attendance at previous 5 events?

A: Small (10) to large (300).

Q: Are you considering a new location?

A: We are considering moving to Bush Park, which should even save some costs.

Our Heritage, Our Museum, Our City (2:00) No one present to answer questions

Action: Invite to answer questions.

Capital City Classic - (2:01) No one present to answer questions

Huge event at Willamette in December. Aspire to add girls bracket and grow the event.

Goal: 20,000 people. Gym seats 2500-3000. It is a 6-day event.

Q: Is Travel/Travel Salem -- the Hampton Inn Suites on the Invitation?

Q: Is their Agility Fund money going towards Capital City Classic?

Q: Budget just says, "Travel-Hampton Inn Suites". Ask for clarification.

Action: Invite to answer questions about event.

Spirit of Oregon - High Street Hustle - no one here to respond to question

1300 runners. People loved to course for the run.

Q: What does the Profit go to?

Action: Invite to meeting to answer questions.

Beautification of Peace Garden - (2:06) No one to answer questions.

Q: Board is unclear of the vision. Would like to see a drawing.

Q: The board needs more things clarified. Do they have permission from the City?

Q: 50% of budget was under "Misc." More clarification needed.

Action: Invite to meeting to answer some questions.

Reed Opera House - (2:07) No one present to answer questions.

New owners are looking for ways to keep the event space upstairs a significant historic location on the map.

Q: Numbers of expected visitors was high.

Action: Board would like them present to ask some clarifying questions.

Press Play - Carlee not present to answer questions (2:09)

Q: How many culturals use her Booklet to market their events?

Action: The Board would like Chris Neider to invite each applicant to attend the next meeting (in February) and be present for any questions related to their Grant application. In March Chris needs to have the scores tallied. The Board can review the scores and funding and consider any changes or additions to fund.

Action: Chris - please resend an excel Scoring Sheet to board members. Some were unable to access the form on line.

Next Steps - At the February 11th meeting, applicants can attend the meeting and answer questions about their applications. Board members need to submit their grant application scores to Chris Neider after the February 11th meeting. He will present the tallied scores for the Board's review at the March 10th meeting. At the March 10th meeting, "2nd Look" reviews may occur to reconsider additional organizations events that did not meet the cut-off, etc. Grant Contracts based on the scores and decisions of the March 10th meeting go on to City Council for Budget approval, and approved contracts go out by July 1st for signatures.

6. INFORMATION ITEMS

- a. Cultural and Tourism Fund Reports –
- b. Cultural and Tourism Fund Revenue (Tax) Reports –
- c. Facility Operating Grant Reports – Willamette Heritage Center
- d. Special Event Reports – Enlightened Theatrics – The Rocky Horror Show and Willamette Heritage Center – Magic at the Mill 2019
- e. Capital Improvement Reports – None
- f. Annual Reports – None
- g. Upcoming Events –

7. APPEARANCE OF INTERESTED CITIZENS

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

With no further business, Chair Scott Snyder adjourned the meeting at approximately 8:26 p.m.

The next regular TOT board meetings will be held Tuesday, February 11, 2020, at 6:00 PM, at the Salem Multicultural Institute, 390 Liberty St SE. The main agenda item will be 501-C and Non-501 C Event and Project Grant Application review and scoring.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Declaration of Conflicts of Interest

Laura Tesler has recused herself from the Salem Art Association.

Omar Alvarado is a part of the Odyssey Co.

Ryan Gail has recused himself from the Reed Opera House event application.

Cultural and Tourism Fund

Fund Status Report - For the Period Ending January 31, 2020

Item 6.a.

	FY 2019-20		FY 2018-19		FY 18-19 to FY 19-20	% Difference
	Budget FY 2019-20	Actual Thru 31-Jan	Budget FY 2018-19	Actual Thru 31-Jan		
Resources						
Beginning fund balance	473,000	660,962	662,000	789,396	(128,434)	-16.27%
Tax collections	4,137,870	2,276,342	4,443,500	2,128,004	148,338	6.97%
Other agencies	5,400	(305)	5,800	1,753	(2,058)	-117.42%
Interest earnings	2,500	7,876	4,100	4,444	3,432	77.23%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	7,000	12,000	9,500	(2,500)	-26.32%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	4,630,770	2,951,875	5,127,400	2,933,097	18,778	0.64%
Expenditures by Division						
Conference Center Marketing	300,090	150,045	294,210	147,105	2,940	2.00%
Tourism Promotion - Travel Salem	1,030,720	504,616	1,110,880	477,997	26,619	5.57%
City Programs/Parks/CIP	1,737,560	1,003,251	2,237,760	1,192,611	(189,360)	-15.88%
Administration	339,690	189,024	308,920	170,605	18,419	10.80%
Major Tourist Attractions and Cultural Facilities	618,000	329,535	600,000	314,775	14,760	4.69%
Contingency	120,000	10,885	120,000	-	10,885	0.00%
Total Expenditures	4,146,060	2,187,356	4,671,770	2,303,093	(115,737)	-5.03%
Total Resources Less Expenditures	484,710	764,519	455,630	630,004	134,515	21.35%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2018-19	-	477,793	481,996	380,983	273,710	297,508	216,014	244,990	259,593	341,781	340,016	773,726	4,088,110	4,443,500
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	244,990	259,593	341,781	340,016	773,726	4,236,449	4,137,870
% Chg		9.10%	10.56%	-8.59%	32.77%	-4.84%	5.28%	0.00%	0.00%	0.00%	0.00%	0.00%	3.63%	2.38%

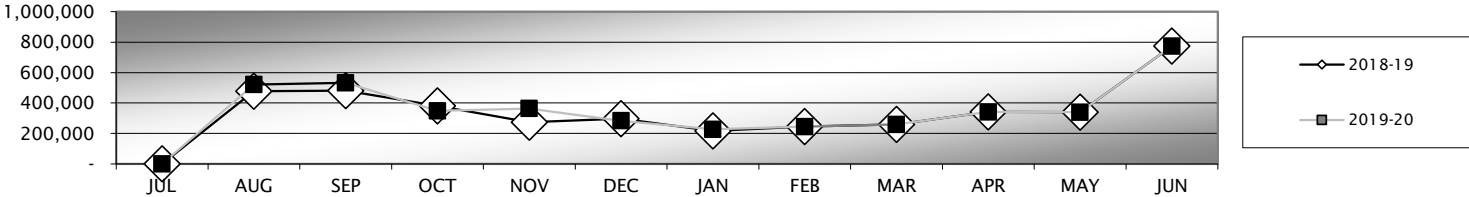


Chart and graph demonstrate actual revenue for FY 2018-2019 and FY 2019-2020.

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 January FY 2018-19	2,128,004
YTD January FY 2019-20	2,276,342
Variance FY 18-19 to FY 19-20	6.97%

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

2nd quarter

4. Total number of days open

42

5. Total hours of operation

157.50

6. Volunteer hours for period

108

7. Total attendance at facility

6881

8. Operating expenses funded by TOT for the period

\$10,050.00

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

10. Total income from other sources

\$22,220.00

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

For over a decade, the Bush House Museum and Deepwood Museum & Gardens, formally Historic Deepwood Estate, have partnered each December to host Holiday Open Museums, on the first and second Sundays of the month. Both museums provide free admission, self-guided tours, colorful decorations, live music and light refreshments. Deepwood's staff and volunteers are in period clothing and Santa Claus is featured in the Solarium. Bush House Museum collaborates with Bush Barn Art Center's Holiday Showcase to increase Museum visitation of holiday shoppers.

For many years, Holiday decorations at the Bush House Museum have been a collaborative effort between the Museum and the Mission Street Parks Conservancy (MSPC), formerly Friends of Bush Gardens. Typically, Museum staff have decorated the staircase and fireplace mantels with artificial garlands and the MSPC has provided boughs for the main entry doors, a live tree and natural greens and berries to augment the artificial garlands.

Due to a number of considerations, the MSPC was not able to provide the same level of assistance with holiday decorations in December 2019. It was mutually agreed upon that the Bush House Museum would be solely responsible for holiday decorations and the MSPC volunteers were gratefully thanked for their many years of service. It was decided to decorate the Museum only with artificial greens, berries and fruit to minimize the potential fire hazard from dried holiday décor. This would also lengthen the tour days Salem residents and visitors had to enjoy the Museum decorated for the holidays.

In past years, the holiday decorations were installed after Thanksgiving and were on display the first three weeks of December. With artificial décor, the Museum is now being decorated from early November through mid December. This lessens the rush for Museum staff and volunteers and decorating costs are kept low by reworking existing decorations and purchasing high-quality artificial berries and fruit that can be used each year. This transition was supported in part by a generous donation from a long-time volunteer of the Bush House Museum and the Mission Street Parks Conservancy.

Since 2019 was a transitional year, the Bush House Museum marketed the Holiday Open Museums as it has in the past, through the Travel Salem event calendar, press releases to media outlets and other avenues. Closer to the events there was a focus on social media to boost attendance. Attendance increased from 272 visitors in 2018, to 418 in 2019 which is a 53.7% increase in visitors to the Holiday Open Museums.

Based on this success, the Bush House Museum will increase marketing efforts for the 2020 holiday season to attract more paid visitors during November and December as well as increasing attendance at the Holiday Open Museums. The Museum will also work collaboratively with other Salem-area cultural | heritage organizations to market their events and performances at the 2020 Holiday Open Museums.

12. Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

The attendance at Bush House Museum activities, and offsite programming was 6,881 people from October to December 2019. This includes: 6,000* visitors to Sally Bush's Conservatory; 786** visitors to the Museum and 95*** people participating in offsite programming.

*Beginning with an average of 7,205 visitors registered on the automatic counter for the three month period, divided by three equals 2,402 per month. Assuming one fifth of these 2,402 visitors are Mission Street Parks Conservancy volunteers and people counted more than once, that leaves 2,000 visitors per month. October through December would equal approximately 6,000 visitors.)

**Visitors include: 207 visitors on paid guided tours, 161 students on grant funded field trips, and 418 on self-guided tours during the Holiday Open Museums.

***Program participants include: 75 people attending the Historic Glass Slide presentation in collaboration with Gaiety Hollow | Lord & Schryver Conservancy, and 20 students attending a class presentation by the Bush House Museum Director at the Willamette University History Department.

Of the 207 visitors on paid guided tours, 84 were from Salem (40%) | 52 were visiting from out-of-town within 50 miles (25%) | 12 were visiting from Oregon beyond 50 mile (6%) | 55* were from other state (26%) | 4 were visiting from other countries (2%) and 2 people did not provide zip code information (1%). Based on these visitation numbers, 136 visitors (65%) were "day visitors" and 71 (34%) were "overnight" visitors. These numbers were obtained by asking visitors for their residential zip codes at the time they obtained their tour tickets.

*Out of state visitors came from Arkansas, California, Colorado, Iowa, Nevada, New Jersey, North Carolina, South Carolina and Washington.

In comparison with the previous year, October to December 2018, there were 162 visitors on paid guided tours, 65 were from Salem (40%) | 19 were visiting from out-of-town within 50 miles (12%) | 21 were visiting from Oregon beyond 50 miles (13%) | 36 visitors were from other states (22%) | and 21 did not provide zip code information (13%). Based on these visitation numbers, 84 visitors (52%) were "day visitors" and 57 (30%) were "overnight visitors".

Comparing this visitation data, there was a 27.8% increase in paid visitation to the Bush House Museum from 2018 to 2019 during this period. While visitors from Salem remained at 40% there was a 173% increase in out-of-town visitors within 50 miles. This resulted in a 61.9% increase in "day visitors" to the Museum over the same time last year. There was a 42.9% reduction in visitors from Oregon beyond 50 miles and a 52.7% increase in visitors from other states. Overall there was a 24.5% increase in "overnight visitors" to the Museum.

13. Submitted by

Ross Sutherland

14. 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.

[TOT Holiday Open Museum 1.docx](#)

[TOT Holiday Open Museum 2.docx](#)

[TOT Holiday Open Museum 3.docx](#)

[TOT Holiday Open Museum 4.docx](#)

2. Thank You!

Thank you for submitting your report.

**Bush House Museum Holiday Open Museum
December 1 & 8, 2019**



The Bush House Museum Dining Room at the Holidays

**Bush House Museum Holiday Open Museum
December 1 & 8, 2019**



The Christmas Tree in the Bush House Museum Sitting Room

**Bush House Museum Holiday Open Museum
December 1 & 8, 2019**



Visitors looking into Sally Bush's Bedroom

**Bush House Museum Holiday Open Museum
December 1 & 8, 2019**



The Pine Family Singers perform “Jingle Bells” with two young visitors

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

The Historic Elsinore Theatre

2. Name and location of facility

The Elsinore Theatre 170 High St. SE, Salem, OR 97301

3. Reporting period

1st quarter

4. Total number of days open

24

5. Total hours of operation

6. Volunteer hours for period

1154

7. Total attendance at facility

6260

8. Operating expenses funded by TOT for the period

\$10,257.50

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

\$0.00

10. Total income from other sources

\$460,035.24

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

On August 31, 2019, Jeff Foxworthy was in the house and 1015 tickets were sold! Well known artists create excitement and bring people from all around Oregon. He is one of the most respected and successful comedians in the country. He is the largest selling comedy-recording artist in history, a multiple Grammy Award nominee and best-selling author of more than 26 books. Widely known for his redneck jokes, his act goes well beyond that to explore the humor in everyday family interactions and human nature, a style that has been compared to Mark Twain's. Our zip code report from E-tix shows 22% (189 tickets) were sold to zip codes beyond a 50-mile area.

12. Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

For the 1st quarter, Etix shows 34% of tickets purchased from beyond 50 miles. This seems high and is probably skewed by some purchases by third-party tickets who resell our tickets to people who think they are buying from our authorized ticket sight. Unfortunately, there is no way to determine which tickets have been resold. Last year, first quarter sales from beyond 50 miles were 17% and we wanted to see improvement beyond that benchmark.

**Our 24 events includes 2 days of Wednesday film series with 2 shows each day (4 events total)

13. Submitted by

Sally Puhek

14. 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.

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

The Historic Elsinore Theatre

2. Name and location of facility

The Elsinore Theatre 170 High St. SE, Salem, OR 97301

3. Reporting period

2nd quarter

4. Total number of days open

53

5. Total hours of operation

53

6. Volunteer hours for period

3481

7. Total attendance at facility

20680

8. Operating expenses funded by TOT for the period

\$10,257.50

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

\$0.00

10. Total income from other sources

\$678,382.00

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

Jay & Silent Bob Reboot Roadshow came to the Elsinore on December 11th. It was our number one selling show for the quarter and nearly a sell-out with over 1200 tickets sold. This was the 2nd consecutive year they have played at the Elsinore and they haven't played in Portland during that time which helps broaden the geographic area from which the show draws. Fans of the cannabis loving pair of "stoners" are certainly outside the Elsinore customer profile of the past. This show helps us diversify our audience and get the Elsinore on the radar of new customers. Our Etix zip code tells us that 44% of ticket sales (526 people) came from beyond a 50 mile distance. This was 20% of all sales beyond 50 miles for the quarter(2602 people).

12. Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

For the 2nd quarter, Etix shows 44% of tickets purchased came from zip codes beyond 50 miles. This percent was boosted beyond average by the Jay and Silent Bob show. Last year, first quarter sales from beyond 50 miles were 8%. We are extremely happy with the increase and hope to see them continue.

13. Submitted by

Sally Puhek

14. 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.

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

Gilbert House Children's Museum

2. Name and location of facility

Gilbert House Children's Museum

3. Reporting period

2nd quarter

4. Total number of days open

81

5. Total hours of operation

567

6. Volunteer hours for period

402

7. Total attendance at facility

19748

8. Operating expenses funded by TOT for the period

\$10,480.00

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

\$0.00

10. Total income from other sources

\$265,045.00

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

We hosted our annual Noon Year's Eve event on December 31st. Over 800 people joined us to watch balloons drop at noon and celebrate 2020 with our young visitors. Gilbert House Children's Museum offers additional activities for children and their families welcome to new year. Over 300 of the attendees live outside the Salem-Keizer area. Zip codes are collected at admission.

12. Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

Gilbert House Children's Museum hosted two free admission days. The first was the Monday of Thanksgiving break and we welcomed 1,143 people to experience the Museum. The second free admission day was to celebrate the 30th anniversary of the opening of Gilbert House Children's Museum and 492 people attended our celebration. The Museum added three free admission days in 2019 to make our hands-on exhibits and outdoor play area more accessible to people in our community. Every person was counted for attendance and one adult was asked to answer three survey questions. The answers were recorded in our database. One question asks about the primary language spoken in the home. The results of the marketing survey indicate that Spanish is the primary language spoken at home for five percent of the attendees. Visitors are also asked for their zip code. Thirty-eight percent of the attendees of the November event were from outside the Salem-Keizer area. Forty percent of the visitors in December were from outside the Salem-Keizer area.

13. Submitted by

ALICIA BAY

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

executivedirector@acgilbert.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

Salem Art Association

2. Name and location of facility

Bush Barn Art Center and Annex

3. Reporting period

2nd quarter

4. Total number of days open

72

5. Total hours of operation

465

6. Volunteer hours for period

506.25

7. Total attendance at facility

4591

8. Operating expenses funded by TOT for the period

\$10,567.50

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

\$0.00

10. Total income from other sources

\$105,077.00

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

Holiday Gala and Art Exhibitions, November 8-December 24, 2019

The Holiday Showcase held November 8 – December 24, 2019 at the Bush Barn Art Center provided over 50 artists with a venue to sell ceramics, jewelry, traditional art, textiles, ornaments, and more. The Holiday Gala Party held on the evening of November 8, drew over 500 guests where they enjoyed fine art, live music, food and beverages. The opening Holiday Gala coincided with two opening receptions for the following art exhibitions:

James Kirk: This Is Absolutely, Positively the Very Last Art Show, November 9 – December 24, 2019

James Kirk, a beloved, Pacific Northwest Oregon artist, presented a collection of drawings and watercolor paintings in what he called "This is Absolutely, Positively the Very Last Art Show." With an extensive career as a watercolor artist and educator, Kirk has mentored and inspired a multitude of artists and educators for decades throughout his long career as a professor at Oregon State University and Western Oregon University. He is a prolific and accomplished water color artist whose work demonstrates mastery of the use of light and color, and his works are featured in numerous private and public collections. Throughout the three-hour reception on November 8, a long cue of people stood waiting for their turn to speak with Kirk. He graciously met with every person who waited in his line that evening, giving them his undivided attention, many who were former students, models, and patrons.

Latinos Unidos Siempre Graffiti Art Exhibit, November 5 – December 8, 2019

The month-long graffiti art exhibit by Latinos Unidos Siempre (LUS) was also opened to the public in the Bush Barn Annex during the reception on November 8. The exhibit addressed the complex history of graffiti and how it connects to the social, political and cultural issues of the Latinx community and the use of graffiti through youth advocacy and representation in the urban arts. LUS Director Sandra Hernandez Lomeli said, "The exhibit reflects the work of LUS to combat local and national systemic and social issues impacting people of color and youth." Holding the opening of the LUS graffiti show on the same night as the Holiday Gala party provided an opportunity for Latinx youth artists to intermingle with artists and art patrons from the broader community, bringing awareness to the issues facing Latinx youth.

The Bush Barn Annex focuses on building community collaborations that prioritize diversity, equity, and inclusion, and provides a place for underrepresented groups and individuals to be part of diverse, dynamic programming. For many years, SAA has been building a trusting relationship with the Latinx community, and the graffiti exhibit was the culmination of a year-long project between SAA and LUS in which Latinx youth in NE Salem connected with artists in SE Salem to find empowerment through their art.

An additional panel discussion for the graffiti exhibit was held on Saturday, November 23rd from 5:00-6:30 p.m. The Panel Focus was: "Dismantling the School to Prison and School to Deportation Pipeline." The five panelists included a mental health specialist, a youth, someone incarcerated as a youth who is now an adult, a parent of an incarcerated youth who is now an adult, and a youth advocate. The panel discussion was attended by over 70 people and followed with a Community Potluck from 6:30-8:30 p.m.

12. Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

During the second quarter, SAA made significant progress on meeting outcome 1 & 2 below:

- Outcome 1: SAA's Galleries Program will display 18 free exhibits in its three exhibition galleries and offer at least 15 free events: receptions, art talks, Fine Art Fridays, and the Young Artists' Showcase awards ceremony.

The galleries program offered 6 free exhibitions and 1 open reception, and 3 free art talks.

- Outcome 2: The Annex will offer 8-10 free artist exhibitions and 12+ free Artist in Residencies with slots dedicated to LGBTQ+ individuals or group, a focus on women, and other groups sharing an aspect of a culture.

The Bush Barn Annex offered 3 free exhibitions, 1 reception, 5 artist-in-residencies, and 2 panel discussions, one which focused on the Latinx community.

13. Submitted by

Denise Magee

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

denise@salemart.org

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

[LUS Exhibit.pdf](#)

[James Kirk Exhibit.pdf](#)

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant

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

1. Organization name

Salem's Riverfront Carousel

2. Name and location of facility

SRC 101 Front St. NE

3. Reporting period

2nd quarter

4. Total number of days open

91

5. Total hours of operation

867

6. Volunteer hours for period

2240

7. Total attendance at facility

21,864

8. Operating expenses funded by TOT for the period

\$8,835.00

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

\$0.00

10. Total income from other sources

\$119,552.00

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

Santa at the Carousel - Santa's visits with children is truly a magical moment for both parents and child. In 2019 we had 11 days scheduled for Santa visits. 4285 visitors visited with Santa. 332 guests traveled 50 miles or more. 840 children wrote a letter to Santa that we had available in English and Spanish and deposited in his mailbox and our elves worked diligently to respond back to each child. This event was promoted through, digital billboard ads in English & Spanish, FaceBook, our website, Travel Salem, Children's Northwest Magazine and in The Keizer Times holiday magazine.

12. Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

One our performance measures was to have an increase in Santa visits over last year's visit. This year we had 11 days versus 12 days last year. We had an -18% decrease in visits with Santa which I believe is due to the Ice Skating rink don't in Riverfront Park this year.

This information is captured from our quick survey that we ask from those waiting in-line to see Santa. How many are in your party? Did you travel more that 50 miles? And questions regarding the picture process.

13. Submitted by

Marie Bradford Blevins

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

marieb@salemcarousel.org

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

[3AYTN3dA.jpeg](#)

[5lAqhQlw.jpeg](#)

[bF1TACxw.jpeg](#)

[m6kO8CCg.jpeg](#)

[FQKXw3OQ.jpeg](#)

[z5mUr2Jw.jpeg](#)

[FB customer experience with Santa 12.24.19.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

Friends of the Visual Arts dba Willamette Art Center

2. Name and location of facility

% Oregon State Fairgrounds, 2330 17th St NE, Salem OR 97301

3. Reporting period

2nd quarter

4. Total number of days open

84

5. Total hours of operation

637

6. Volunteer hours for period

794

7. Total attendance at facility

4229

8. Operating expenses funded by TOT for the period

\$9,590.00

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

\$0.00

10. Total income from other sources

\$71,412.00

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

Willamette Art Center held our 13th annual Empty Bowls Sale the weekend of November 15-17th. We have consistently sold enough bowls to be able to donate \$20,000 to the Marion-Polk Food share for the past 13 years. This brings our total donations to over \$220,000 since we began in 2007. Over 1200 bowls were produced by WAC artists this year. A major portion of this sale takes place during a three-day period. Our loyal sponsors, Salem Electric, Grand Hotel, John Gear Law Office; and, this year MAPS Credit Union came on board as a sponsor. These sponsors have given support for the past nine years. We had 683 local and regional attendees. We also held our annual two-day Holiday Sale December 7 & 8th which showcased WAC artists as well as local artists' work.

12. Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

Facility attendance has increased from 3143 in 2018 to 4229 in 2019, a 34.55% increase. Data was collected by daily hand tally.

13. Submitted by

Roger O. Williams, Executive Director

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

cotton_60@msn.com

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

[2nd Quarter Supporting Doc.pdf](#)

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant

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

1. Organization name

Willamette Heritage Center

2. Name and location of facility

Willamette Heritage Center, 1313 Mill St. SE, Salem OR 97301

3. Reporting period

2nd quarter

4. Total number of days open

77

5. Total hours of operation

552

6. Volunteer hours for period

4700

7. Total attendance at facility

41469

8. Operating expenses funded by TOT for the period

\$10,180.00

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

\$10,000.00

10. Total income from other sources

\$258,820.00

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

Magic at the Mill was held December 19-23, 2019. This is our annual festive family-friendly winter holiday event in which history comes to life with children's activities, heritage tours, and blacksmith and textile arts demonstrations. This year, live entertainment and dance performances included Gordon Munro storytelling beside a "campfire", the Madrigal Singers, Ceili of the Valley performers, Orchard Mountain String Band, Cherry City Cloggers, Willamette Girl Choir, Stumptown Saxes, Local Vocals, Ballet Arts NW, Starr Studio, Figs-n-Thistles, Ballet Folklorico Tianese, and more. Thousands of twinkling lights and abundant holiday cheer brightened the winter nights for close to 4,000 attendees at this long-time cherished seasonal festival that celebrates connecting generations and interpreting Mid-Willamette Valley history. Located on our beautiful five-acre WHC campus, Magic at the Mill always provides stunning sights and a holiday market for shopping as well as family-friendly fun including kids' crafts, visits with Santa Claus, model trains, and a variety of food options. This year, we had a "wine tent" that celebrated wine making history in Oregon. While the wind and terrible weather caused us to take the tent down, we still hosted Honeywood Winery in the Spinning Room and shared the history of winemaking near their booth with six banners. Their samples and a "2019 Magic at the Mill" wine label made the evening complete for wine-lovers.

12. Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

Goal 1: Increase regular admission to the Willamette Heritage Center.

As is shown below, WHC increased admission 27% overall from the Oct – Dec 2018 attendance.

October, 2018 - 444; October, 2019 - 632 (42% increase)

November, 2018 - 450; November, 2019 - 494 (10% increase)

December, 2018 - 240; December, 2019 - 314 (30% increase)

Total Museum Attendees: October – December, 2018 - 1,134; October - December, 2019 - 1,440 (overall 27% attendance increase)

13. Submitted by

Michelle Cordova, Executive Director

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

michellec@willametteheritage.org

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

[WHC Second Quarter Report 19-20 - Oct-Dec 2019.pdf](#)

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

Enlightened Theatrics

2. Name of program or event

Twas' the Night Before Christmas

3. Location of program or event

Salem's Historic Grand Theatre

4. Description of activity

18 Performances from November 27-December 22, 2019

5. Completion date(s)

4th quarter

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

7652

7. Estimated volunteer hours to administer program or event

162

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$54,228.46

10. Was the event free?

Yes

11. Amount of admission ticket, if any

26

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

Radio interview with KMUZ with cast members
Half Price Oregon – sold out two nights of available tickets and provided radio advertising.

Simplify Marketing for our marketing and graphics
Salem Blue Printing for our programs and posters
Kelly Printing for large posters

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?

At 1116 attendance for the four weekends, 7% came from further than 50 miles away suggesting they spent the night here in Salem. For a community the size of Salem, the median ancillary spending for a local arts attendee is \$23.44 for locals and \$47.57 for non-local attendees (Americans for the Arts). This produces a total of \$ 3710.46 for non-local and \$24,331.00 for local attendees over the four weeks of the production. These calculations do not include the cast and crew that are from out of the area for the weeks of rehearsal.

14. How did this event contribute to the CTPAB's goal of enhancing the quality of life for Salem's residents?

One measurable outcome for the event was the addition of a matinee performance for schools. Wednesday, December 18th, Turner Elementary hosted 380 school children for the production of Twas.

Twas the Night Before Christmas is loosely based on the classic bedtime tale, with a fun modern twist. Our anticipated attendance was 1600 patrons and we came in at 1116 patrons averaging 66 patrons per night for the 17 performances, not including the matinee performance included above.

15. How many attendees did your activity attract?

1116

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

ticket sales

17. Estimated percentage of Salem residents and/or guests

73%

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

7%

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

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

7%

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

zipcodes

21. Report on the other measurable outcome documented in your application.

One of our goals for this production was to increase our outreach into the community and I think we achieved that by providing a quality family production for the students. This is a population that we have previously only reached out to during our summer camps.

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

the most effective advertising is always our online social media. We currently have a large engaged Facebook following .

We market all of our productions through a variety of media channels that include: Print, and digital: Press Play Salem, Travel Salem, and Mid Valley Media. Print Only Pentacle Theatre tickets, Westside HS and McKay HS programs as well as through the Salem Theatre Network.

Additionally, staff and volunteers distribute posters and flyers throughout the community and at local businesses.

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

Enlightened Theatrics did not target Spanish language as part of this performance but did as in all our performances offer ASL for the Thursday, \$10 preview night and the second Sunday afternoon performance.

ET also honors the Oregon Thespian card which allows students to attend for free, and we outreach to the schools.

While we didn't target under represented students for this performance, we did have the matinee for the school children and plan to continue this tradition for each of our holiday performances.

24. Submitted by

Theresa Yvonne

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

[191127_HSM_invoice_for_ET.pdf](#)

[eReceipt \(3\).pdf](#)

[eReceipt \(4\).pdf](#)

[Scenery_Twas.pdf](#)

[Sound_equipment.pdf](#)

[eReceipt \(5\).pdf](#)

[eReceipt \(6\).pdf](#)

[eReceipt \(7\).pdf](#)

[Invoice_131_2019-11-25_Simplify_TWAS.pdf](#)

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

Theresa@EnlightenedTheatrics.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

Press Play Salem, LLC

2. Name of program or event

Press Play Salem

3. Location of program or event

Salem

4. Description of activity

Press Play Salem is an arts + entertainment + culture magazine and website (featuring online calendar), plus free weekly email "Things to do in Salem" newsletter (The Playlist)

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

300

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$4,547.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

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

Press Play Salem issue 10 was assisted by advertising purchase or exchange from Pentacle Theatre, Enlightened Theatrics, Rob Melton of HomeSmart Realty, Venti's Cafes, KMUZ Community Radio, Willamette Art Center, Amadeus Restaurant, SweetSmith, CCTV Salem, LifeSource Natural Foods, Basil & Board, Oregon Symphony in Salem, Arcane Cellars, Hallie Ford Museum of Art, Elsinore Theatre, Holidays at the Capitol, Huggins Insurance, RiverCity RockStar Academy, TEDxSalem and The Moxie Initiative.

Additionally, we received photography support from BenMa Photography and costume/styling support from Gatsby Boutique, plus volunteer writing, editing, design/layout, content and/or personnel support from Carlee Wright, Tracy Torres, Tammy Black-Day, Trenten Barker, Ashley Contreras, AJ Klausen, 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?

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. People visiting the area pick up Press Play Salem to find out more about the community, to plan their adventures while here and to learn about what entertainment opportunities are offered throughout the city. It is the assumption that people read about events, businesses, activities, etc. in Salem and then engage with our community. We provide the information to enable their participation in the community whether that is by attending an event or purchasing something from a business or advertiser.

14. How did this event contribute to the CTPAB's goal of enhancing the quality of life for Salem's residents?

We are enhancing the quality of life for Salem residents as we are the go-to guide or resource for arts + entertainment + culture coverage that brings together stories about the people, places, and things to do in Salem, with a calendar of events for what's happening. The information we provide helps to engage the citizens of Salem, as well as those who visit our community. As a high-quality, professionally produced and printed publication, we are instilling a sense of pride in not only our community members as individuals, but those community members are taking pride in where they live in general, especially being able to see and read about what amazing things are happening in our own backyard. This overall engagement has a ripple effect as people read, learn and share with each other the interesting things to see covered through Press Play Salem.

15. How many attendees did your activity attract?

4880

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

printed magazines

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.

The two measurable outcomes documented in our application were: increased market share and outreach.

Increasing market share, we aimed to gain more advertisers, which we did. We went from an average of 15% to 19%, although we were aiming for 25%.

Outreach - We aimed to increase our distribution from 50 locations. While we did not meet our goal of 100 locations, we did increase by 24 and expanded our distribution area to include some additional businesses in surrounding communities, such as Independence, Silverton, Monmouth, Eugene, and Portland.

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

Our magazine is its own most effective marketing resource. Once people see it and learn it is free, they share, they talk, they promote.

We leverage our own website and email list (The Playlist), as well as social media, especially Instagram, to let people know where and when we drop off magazines, when a new issue is available and about stories within its pages.

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 since our publication is available free of charge. Through our distribution, we aim to have magazines in a wide variety of locations so that people do not feel pressured to have to support the businesses that feature the magazine. Some openly accessible locations include Travel Salem and Roth's Fresh Markets.

24. Submitted by

Carlee Wright

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

[PPS TOT budget report.pdf](#)

[2019-20 TOT Completion Information.pdf](#)

[SelectImpressionsInvoice_99184.pdf](#)

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

carleewright@gmail.com

2. Thank You!

Thank you for submitting your report.

2019-20 TOT Completion Information
For Press Play Salem

Report submitted.

Budget attached.

Invoice for printing (\$4,961) attached/submitted for reimbursement.

NOTE:

For questions 15 and 16, as we do not have an “attendance,” we referenced number of magazines printed. While we know that on average more than one person reads a magazine, we do not have tangible numeric evidence, therefore we referenced the number we print.

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's Riverfront Carousel

2. Name of program or event

Santa at the Carousel

3. Location of program or event

101 Front St. NE

4. Description of activity

Santa's arrival by train, Santa Breakfast (3) Santa PJ Party (2) Tea with Mrs. Claus (2) In the Kitchen w/Mrs. Claus & visits with Santa (11 days)

5. Completion date(s)

2nd quarter

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

380

7. Estimated volunteer hours to administer program or event

110

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$56,000.00

10. Was the event free?

No

11. Amount of admission ticket, if any

20.00

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

Portland & Western Railroads continue to support Santa at the Carousel by delivering the jolly elf and friends to the Carousel the day after Thanksgiving. Not only do they deliver Santa, they also set-up a station to provide train safety to those waiting for his arrival. Electric Motors assists the Carousel each year by tuning our Carousel motor to ensure that its running properly before our Santa event. Home Depot participate this year with our giving tree by donating toys to The Center of Hope & Safety.

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?

Santa at the Carousel continues to attract families from across the Pacific Northwest and beyond! Our out of state visitors and those that travel 50 miles or more to our events ask for recommendations on where to dine, shop, explore and inquires on local entertainment. We estimate that out of the 7.75% of our visitors that traveled 50 miles or more that half stayed in our hotels.

14. How did this event contribute to the CTPAB's goal of enhancing the quality of life for Salem's residents?

Salem's Riverfront Carousel has created a family friendly destination for the Salem community and surrounding areas with our holiday events. Our venue is available to those of diverse backgrounds, ages and abilities. We offer complimentary rides to those with disabilities and their caregivers with an accessible wheelchair ramp to board the Carousel. We provided our holiday events in both English & Spanish which continues to be a growing demographic in our community.

15. How many attendees did your activity attract?

4974

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

Tkt sales & Survey

17. Estimated percentage of Salem residents and/or guests

75%

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

17.25%

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

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

7.75%

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.

Increase in token sales over 2018 December vs December 2019 -12.9% decrease. (I believe due to no ice rink)

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

Our events were promoted on our website, our social media outlets, Travel Salem's event calendar, NW Kids Magazine and Keizer Times holiday insert.

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

Our holiday digital billboards promoting our events were in English and Spanish along with our Santa letters and reply letters to the children.

24. Submitted by

Marie Bradford Blevins

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

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[XubAzOtA.jpeg](#)

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

marieb@salemcarousel.org

2. Thank You!

Thank you for submitting your report.

CTPAB Meetings, Tours, and TOT Sponsored Events

Tuesday March 10, 2020 (**regular meeting, review of scores and recommend budget**)
@ 6:00 pm – [Gilbert House Children’s Museum, 116 Marion St NE, Salem, OR](#)

Tuesday April 14, 2020 (**regular meeting**)
@ 6:00 pm – [Open](#)

Tuesday May 12, 2020 (**regular meeting**)
@ 6:00 pm – [Open](#)

Who’s Next?

Bush House Museum

Deepwood Museum & Gardens

Salem Art Association

Salem Riverfront Carousel

Willamette Art Center

EVENTS: