

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Board Members

Laura Aguero, Chair
Adam Kohler, Vice-Chair
Laura Tesler
Gus Castaneda
Michelle Cordova
Claudia Vorse
Johnathan Baker
Scott Snyder
Elaine Orcutt

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: March 13th @
City Library – Anderson Room B
585 Liberty St SE
Salem, OR 97301
<http://www.cityofsalem.net/CTPAB>

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 also fully complies with Title VI of the Civil Rights Act of 1964, and related statutes and regulations, in all programs and activities.

MEETING AGENDA

Tuesday, February 13, 2018

5:30 - 8:00 PM

City Library, Heritage Room
585 Liberty St SE, Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. January 9, 2018
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
 - a. Public Works Presentation and Request
 - b. Final Review of TOT Grant Requests
6. Information Items
 - a. Cultural and Tourism Fund Reports – January 2018
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – January 2018
 - c. Facility Operating Grant Reports – Gilbert House Children's Museum, Elsinore Theatre, Salem Multicultural Institute, Riverfront Carousel, Willamette Art Center, and Willamette Heritage Center
 - d. Special Event Reports – Salem Rotary –Triathlon/Duathlon and Willamette Art Center's – Artisan Village 2017
 - e. Capital Improvement Reports – None
 - f. Annual Reports – None
 - g. Meeting & Tour Dates 2018
 - h. Upcoming TOT sponsored events and Free Services
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 9, 2018

<p>MEMBERS PRESENT Laura Aguero, Chair Adam Kohler Laura Tesler Michelle Cordova Claudia Vorse Jonathan Baker Scott Snyder Elaine Orcutt</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II</p>	<p>MEMBERS ABSENT Gus Castaneda</p>
<p>GUESTS Melanie Jones, Deepwood Museum & Gardens Matthew Riegg, Oregon’s New History Minstrels; Rivers of Life Center Angie Onyewuchi, Travel Salem Helen Shanfran, Willamette Heritage Center John Shirley, Rotary Triathlon of Salem Marie Bradford Blevins, Salem’s Riverfront Carousel Pam Wasson, Oregon Symphony Association of Salem Melanie Jones, Deepwood Museum and Gardens Ross Swartzendruber, Cherry City Music, Mix-n-Mash</p>	<p>GUESTS Ashley Relf, Enlightened Theatrics Ross Sutherland, Bush House Museum Alicia Bay, Gilbert House Children’s Museum Kathleen Fish, Salem Multicultural Institute Sandra Burnett, Salem Art Institute Roger Williams, Willamette Art Center Bobbie Dolp, Lord & Schryver Conservancy James Phelps, Willamette Heritage Center Bryan Gonzalez, Festival Chorale Oregon Catherine Alexander, Straub Environmental Center Denise Magee, SAA Lynn Takata, Englewood Forest Festival</p>

1. CALL TO ORDER

Chair, Laura Aguero, began the meeting at approximately 5:37 p.m. with 8 of 9 members present.

2. ROLL CALL

Members present: Laura Aguero, Adam Kohler, Laura Tesler, Michelle Cordova, Claudia Vorse, Jonathan Baker, Scott Snyder, Elaine Orcutt and Chris Neider
 Members absent: Gus Castaneda

3. APPROVAL AGENDA AND MINUTES

a. December 12, 2017 CTPAB Board meeting agenda and minutes.

Motion: Move to approve the December 12th, 2017 CTPAB Board meeting agenda and minutes.

Motion by: Snyder
Seconded by: Tesler
ACTION: APPROVED
 Vote: 8-0
 Aye: 8
 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 annual report

Laura Tesler encouraged all organizations to note how they work with Travel Salem

b. Review of TOT Grant Requests

Below is board feedback on what would improve grant applications:

- Note how your organization worked with Travel Salem and be sure to utilize their marketing services.
- Try to collect zip code information when possible to measure where guests have come from.
- Answer the questions clearly and completely. Measureable outcomes and methodology were weak on many of the applications.
- Discuss how your organization is meeting the 3 CTPAB goals (economic impact, increasing room nights, enhancing quality of life in Salem). Tie outcomes to funding goals when possible.
- **Question:** Is Capital Futbol Club’s location outside City limits a disqualifying issue?
- **Action:** Look into the address/policy outcome on this. [The organization can be outside of city limits, but their event must take place within city limits.](#)
- Hoopla: For Profit? Fundraising? Benefits non-profits?
- **Action:** Board wants Hoopla representative present to provide better understanding of who benefits, etc., before rating this grant application. Table rating until applicant can be present to address questions.
- Salem Creative Network-Cherry City Music Festival: Great event, but application is sparse and needed to be flushed out.
- SCN-Mix-n-Mash: Same concerns. Marketing seemed expensive.
- SMI-World Beat: Excellent, well-done application.
- Board asked all for increased data if possible, to see if increased marketing money pays off.
- Lord & Schryver: Wanted more details about Visiting Media. Who are they, what do they do?
- Moxie Initiative-Make Music Day: Board has questions. Application vague.
Action: Board wanted more details about what is Make Music Day.
- Moxie Initiative – More data about past performances was wanted.
- Rivers of Life-Showboats a Coming – Well written grant request.

- Girl's LaCrosse-Well written, straight forward.
- Straub Environment Center - Party for the Planet: Well written. Clear answers.
- 4th of July Run: **Question:** Fund raiser for Liberty House.
- **Action:** Table until board can ask Legal about fundraising aspect.
- **Action:** Add conversation about Travel Salem, how they help organizations market, to Parking Lot List.

6. INFORMATION ITEMS

The following information items were presented to the Board:

- a. Cultural and Tourism Fund Reports – December 2017
- b. Cultural and Tourism Fund Revenue (Tax) Reports – December 2017
- c. Facility Operating Grant Reports – Deepwood Museum & Gardens
- d. Special Event Reports – Ceili of the Valley – New Year's Festival
- e. Capital Improvement Reports – None
- f. Annual Reports – Travel Salem (see full report via hyperlink)
- g. Meeting & Tour Dates 2018
- h. Upcoming TOT sponsored events

7. APPEARANCE OF INTERESTED CITIZENS

Roger Williams of the Willamette Art Center discussed how his organization adds to quality of life in Salem. The board members agreed and affirmed the value of both quality of life events and events that bring overnight stays to Salem. Sandra Burnett of SAA discussed upcoming events. Helen Shafran, Willamette Heritage Center shared upcoming events and introduced James Phelps, Interim Director.

Thank you to the guests who came in support of their grant proposals. The Board appreciates their interest and input in the grant awarding process and in cultural tourism and promotion in Salem. In the interest of time tonight, the majority of interested citizens did not introduce themselves or their events beyond addressing board questions about their grant proposals.

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FURTHER DISCUSSIONS ADJOURNMENT

With no further business, Chair Laura Aguero adjourned the meeting at approximately 7:49 p.m.

Next TOT meeting will be Tuesday, 5:30 p.m., Tuesday, February 13, 2018, at Salem Public Library's Heritage Room, 585 Liberty St SE, 2nd floor.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

TOT Funded Parks Project Summary February 2018 Update

Current Projects:		Life-to-Date Budget	Life-to-Date Expenditures	Balance Available	Committed / Requested	Remaining Balance
714403	Minto-Brown Island Trail Paving	\$ 736,250	\$ 735,750	\$ 500	\$ 500	\$ -
716401	Riverfront Electrical Improvements, Phase 1	\$ 473,460	\$ 100,980	\$ 372,480	\$ 2,000	\$ 370,480
716403	City Entranceway Improvements	\$ 100,000	\$ 25,480	\$ 74,520	\$ -	\$ 74,520
716405	Athletic Field Fencing at Phillips Field	\$ 35,000	\$ -	\$ 35,000	\$ -	\$ 35,000
716416	Wallace Marine Softball Complex Backstops	\$ 224,220	\$ 58,230	\$ 165,990	\$ 165,990	\$ -
TBD	Orchard Heights Park Ballfields and Drainage	\$ 50,000	\$ -	\$ 50,000	\$ -	\$ 50,000
TBD	Riverfront Park Turf Renovations (Ice Rink)	\$ 20,000	\$ -	\$ 20,000	\$ -	\$ 20,000
		\$ 1,638,930	\$ 920,440	\$ 718,490	\$ 168,490	\$ 550,000

Completed Projects:		Life-to-Date Expenditures
714408	Wallace Marine Park Trail Paving	\$ 59,000
715402	Irrigation System Improvements	\$ 85,000
715403	Wallace Marine Softball Park Renovations	\$ 577,740
716404	Bush Tennis Court	\$ 36,060
716406	Deepwood Estate Sidewalk and ADA Replacement	\$ 80,000
716407	Riverfront Electrical Improvements, Phase 1	\$ 41,310
716408	Deepwood Gazebo	\$ 47,410
		\$ 926,520

Proposed in 5-Year CIP:		FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22	FY 2022-23
716403	City Entranceways	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000	\$ 75,000
664	Riverfront Electrical Improvements, Phase 2	\$ 289,000	\$ -	\$ -	\$ -	\$ -
662	Wallace Marine Park Soccer Area Playground Facilities	\$ 173,000	\$ -	\$ -	\$ -	\$ -
663	Orchard Heights Park Ballfields and Drainage	\$ -	\$ 225,000	\$ -	\$ -	\$ -
665	Orchard Heights Park Tennis Court Improvements	\$ -	\$ 75,000	\$ 402,250	\$ -	\$ -
666	Wallace Marine Park Softball Complex Bleachers	\$ -	\$ 75,000	\$ -	\$ -	\$ -
667	Wallace Marine Park Softball Complex Sportsfield Drainage	\$ -	\$ 120,000	\$ -	\$ -	\$ -
668	Riverfront Park Restrooms at North End	\$ -	\$ -	\$ 100,000	\$ 300,000	\$ -
159	Minto-Brown Island Trail Paving	\$ -	\$ -	\$ -	\$ 75,000	\$ 375,000
669	Wallace Marine Park Parking Lot Paving Design (by bridge)	\$ -	\$ -	\$ -	\$ -	\$ 100,000
		\$ 537,000	\$ 570,000	\$ 577,250	\$ 450,000	\$ 550,000

Cultural and Tourism Fund
Fund Status Report - For the Period Ending January 31, 2018

Item 6.a.

	FY 2017-18		FY 2016-17		FY 16-17 to FY 17-18	% Difference
	Budget FY 2017-18	Actual Thru 31-Jan	Budget FY 2016-17	Actual Thru 31-Jan		
Resources						
Beginning fund balance	342,890	545,515	1,267,810	1,219,127	(673,612)	-55.25%
Tax collections	4,092,310	2,091,300	3,948,940	2,016,646	74,654	3.70%
Other agencies	5,700	2,205	5,200	1,921	284	14.78%
Interest earnings	3,800	4,168	3,800	5,858	(1,690)	-28.85%
Loan principle	-	2,256	-	2,499	(243)	-9.72%
Loan interest	-	194	-	301	(107)	-35.55%
Other revenue	15,000	7,000	15,000	49,669	(42,669)	-85.91%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	4,459,700	2,652,638	5,240,750	3,296,021	(643,383)	-19.52%
Expenditures by Division						
Conference Center Marketing	289,220	168,712	298,590	174,178	(5,466)	-3.14%
Tourism Promotion - Travel Salem	1,023,080	767,310	987,230	740,423	26,887	3.63%
City Programs/Parks/CIP	1,989,110	1,134,540	2,904,240	1,043,508	91,032	8.72%
Administration	302,480	174,053	273,410	145,213	28,840	19.86%
Major Tourist Attractions and Cultural Facilities	458,760	212,803	433,760	228,271	(15,468)	-6.78%
Contingency	120,000	-	120,000	-	-	0.00%
Total Expenditures	4,182,650	2,457,418	5,017,230	2,331,593	125,825	5.40%
Total Resources Less Expenditures	277,050	195,220	223,520	964,428	(769,208)	-79.76%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2016-17	-	414,393	437,924	363,861	306,569	254,905	238,895	213,009	275,975	352,756	313,651	771,347	3,943,285	3,948,940
2017-18	-	409,039	484,285	446,764	258,220	274,508	218,484	213,009	275,975	352,756	313,651	771,347	4,018,038	4,092,310
% Chg		-1.29%	10.59%	22.78%	-15.77%	7.69%	-8.54%	0.00%	0.00%	0.00%	0.00%	0.00%	1.90%	

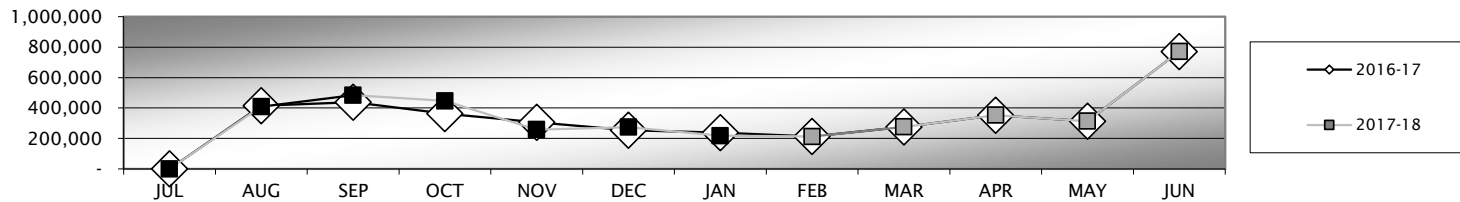


Chart and graph demonstrate actual revenue for FY 2016-2017 and FY 2017-2018.

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 2016-17	2,016,547
YTD January FY 2017-18	2,091,300
Variance FY 16-17 to FY 17-18	3.71%

**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.

Organization: Gilbert House Children's Museum

Name and location of facility: Gilbert House Children's Museum

Reporting period: 1st __ 2nd X 3rd __ or 4th __ quarter of FY 2017-18

Total number of days open: 79 **Total hours of operation:** 553

Volunteer hours for period: 1670 **Total attendance at facility:** 19,567

Operating expenses funded by TOT, \$ 7,593, and special project expenses funded by TOT, _____ (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$159,472

What did your organization do to contribute to Salem's appeal as a tourist destination?

Highlight one activity that occurred during the period.

Gilbert House Children's Museum hosted our second annual Noon Year's Event. This event is free with admission and is for families that want to celebrate the new year with young children. The event featured face painting, a photo booth, games with our programmable robots and the culmination of the festivities, the balloon drop at noon. The Museum welcomed 1,066 guests on December 31 for the event. It is a delight to offer an opportunity for families to celebrate the new year with the youngest members.

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 Museum staff and Board have continued to focus on creating a better experience for guests. In 2017, this included renovating five exhibit spaces and creating new educational programs. One of the performance measures we use is our attendance at the Museum. Gilbert House Children's Museum had over 95,000 visitors in 2017. This is a 5% increase over the previous year and a 30% increase over the year we began our strategic plan. The improvements and changes we are making have created a better reputation in our community and make us a more desirable destination for out of town guests.

Submitted by: Alicia Bay

Date: 1-12-18



The balloon drop at Noon Year's Eve. Councilor Cara Kaser served as the emcee for our countdown.



Optics Lab created in partnership with Willamette University.



Spheros, a programable robots purchased by the Museum along with laptops and Kindles for our Technology Lab. This was made possible with a grant from First Tech Federal Credit Union.



Salem Station, new exhibit opened November 4 in partnership with Cherriots, ODOT, Amtrak Cascades, Smith and Steel, and Share Tank donors: Dick Withnell, Richard Pine, Dr. Selma Pierce, Rick Day, and Michael Wooters.

**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.

Organization: Elsinore Theatre

Name and location of facility: 170 High St. SE

Reporting period: 1st quarter of FY 2017-18 (July-Aug-Sep) 2nd ___ 3rd ___ or 4th ___

Total number of days open: 53 event days + 65 administrative days = 118 days

Total hours of operation: 424 event hours + 520 administrative hours = 944 hours

Volunteer hours for period: 1,281 hours

Total attendance at facility: 23,152

Operating expenses funded by TOT, \$7,728 , and special project expenses funded by TOT, \$n/a (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$322,063

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

Country music star Aaron Lewis attracted ticket buyers from close and far. His show on September 21, 2017 was a sell-out at 1,234. According to a report of ticket buyers by zip code, 472 seats were purchased by residents of Salem-Keizer (40%). Those residing outside the local area purchased 776 tickets (60%). Many of those attending came from the rural areas and small towns within Marion, Polk, Linn, Benton counties. They made Salem’s downtown a busy place for local restaurants and bars.

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 Elsinore Board of Directors reviewed a financial report at their meeting of September 25, 2017 that showed significant improvement in the financial health of their 91-year old vintage theatre in downtown Salem. “Over the past three years, the Elsinore has increased its earned revenue and charitable support, while diversifying its programming to attract younger and different audiences,” stated Ryan Carty, president. “The financial results show the Elsinore is healthy and contributing to the cultural life of our capital city.”

The board reviewed a newly released season program that lists 55 upcoming events at the theatre over the next ten months, ranging from touring concerts by national artists like Kenny G to local fundraisers such as the YMCA Dance Recital. There were 104 events during the prior twelve-month period that attracted over 56,000 people during the Elsinore's 90th season.

AnneMarie DuFault was elected to the board of directors for a three-year term. Board members Ryan Carty and Mike Foresee were re-elected for successive three-year terms. Board member Rob Jackman was honored for completing eight years of board service and helping successfully lead the theatre through the economic recession.

The Elsinore Theatre is led by a board of ten volunteer members, staffed by six employees, and brought to life by 143 critical volunteers. The fiscal year ending June 30, 2017, resulted in total income of \$915,396 and total expense of \$742,861 resulting in net income of \$142,428.

Submitted by:

Date:



1.24.18

**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.

Organization: Salem Multicultural Institute

Name and location of facility: World Beat Gallery & Office 189 Liberty Street, NE Suite 107

Reporting period: 1st __ 2nd X 3rd __ or 4th __ quarter of FY 2017-18

Total number of days open: 64 **Total hours of operation:** 433 - Gallery

Volunteer hours for period: 1500 (est) **Total attendance at facility:** 398

Operating expenses funded by TOT, \$ 8,130, and special project expenses funded by TOT, \$ - (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$51,107

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

Our exhibit *Sawasdee Thailand* opened on October 4, and as of December 31, 2017, had 398 visitors. 17% of those visitors were from over 50 miles away. They came from 13 states, including Georgia, Florida, Illinois, Alaska and Florida, and 6 countries. We also partnered with Willamette Kitchen Company to host Thai cooking classes that included a tour of the Gallery. 30 people participated in that event. Regarding quality of life, we hosted the International Potluck in conjunction with the Mayor’s International Council in November. Over 115 people attended.

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

Our goal was to have 2,000 visitors to the Gallery each year. There were 1018 visitors during the first two quarters.

Submitted by: Kathleen Fish

Date: January 11, 2018

**CTPAB Completion Report
Facility Operating Grant**

TOT Funding Supporting Salem Tourism

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

Organization: Salem's Riverfront Carousel

Reporting period: 1stX 2ndX 3rd 4th quarter of FY 2017-18

Total number of days open: 90 (during reporting period) Total hours of operation: 676

Volunteer hours for period: 1720

Total attendance at facility: 41,328
(Paid riders, parties, and events & school visits)

Operating expenses funded by TOT, \$7,055 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$138,665

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

December 2017 – Salem's Riverfront Carousel rings in the holidays with Santa & friends arriving aboard the Portland & Railroad train. On the day of the train arrival on November 24 at noon, we estimated around 950-1000 visitors awaiting Santa's arrival. As guests waited, hot chocolate was served and staff members of the Portland & Western Train had a display for families teaching train safety. Nine holiday events were hosted during the holiday season. Three Breakfasts with Santa, four Teas with Mrs. Claus and two PJ Parties with Santa plus our Santa mailbox. Santa was available fifteen days during November & December. Our Santa Booth had 5396 visitors and 14.68% of those visitors were out of town guests. This information was gathered from our quick survey that is given to every party that visits with Santa. Estimated 600 letters to Santa were dropped in his mailbox and Santa's helpers mailed out an estimated 600 letters. He's elves were busy!

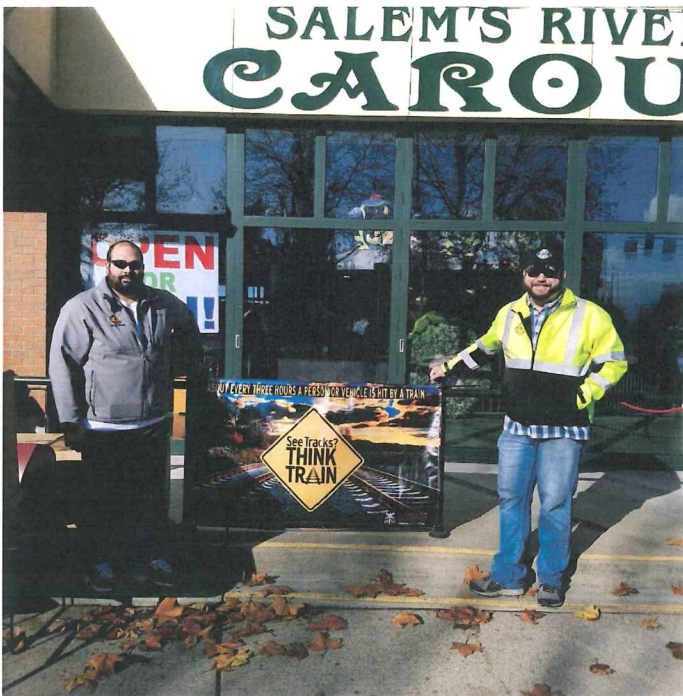
All of our holiday events were sold out except for one Tea with Mrs. Claus.

Token sales 2017 \$45,816
Token sales 2016 \$40,549
11.5% increase over 2016

Data is collect from our P & L reports

Submitted by:

Marie Bradford Blevins
Date: January 22, 2018





**CTPAB Completion Report
Facility Operating Grant**

TOT Funds Supporting Salem Tourism

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

Organization: Friends of the Visual Arts dba Willamette Art Center

Name and Location of Facility: Oregon State Fairgrounds, 2330 17th St NE, Salem OR 97301

Reporting Period: 1st ___ 2nd X 3rd ___ or 4th ___ quarter of FY 2017-18

Total number of days open: 82 Total hours of operation: 732

Volunteer hours for period: 1248 Total attendance at facility: 2846

Operating expenses funded by TOT, \$ 7525, and special project expenses funded by TOT, \$ 8,500 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$ 4,319 Holiday Sale

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

The Willamette Art Center held our annual Empty Bowls Sale. We have held this sale for the past 11 years and have managed to consistently sell enough bowls to be able to donate \$20,000 to the Marion-Polk Food share each year. Over 1200 bowls were produced by WAC artists over the course of the year. A major portion of this sale takes place during a three-day period. We have loyal sponsors, Salem Electric, Grand Hotel, and John Gear Law Office, who have given support for the past seven years. The sale has drawn both local and regional attendees. 187 people also attended our annual Holiday Pottery Sale of our local artists' work.

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 during the Empty Bowls sale was 425. Attendance is taken manually by studio volunteers recording a daily tally of visitors. 1200 bowls were sold raising \$21,500 and bringing our eleven-year total donation to \$180,042 for the Marion Polk Food Share. Attendance for the two-day annual Holiday Pottery Sale was 187. The artists received total commissions of \$3,144.

Submitted by: Sue Karnosh, Financial Coordinator

Date: January 24, 2018

EMPTY BOWLS 2017 FOR MARION-POLK FOOD SHARE



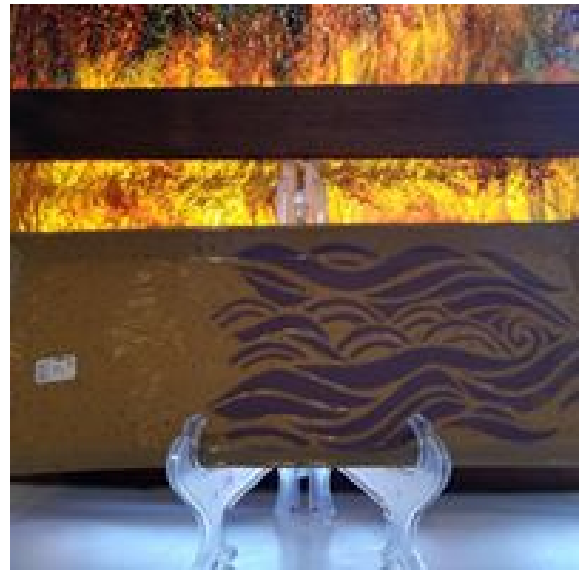
**Bowls for all occasions
and musician
Extraordinaire**



ANNUAL HOLIDAY POTTERY SALE



Our talented pottery & glass
Artists' creations



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.

Organization: Willamette Heritage Center

Name and location of facility: Willamette Heritage Center, 1313 Mill St., Suite 200, Salem, OR 97301

Reporting period: 2nd quarter of FY 2017-18

Total number of days open: 78

Total hours of operation: 10:00 – 5:00 Mon.-Sat. (546 hours)

Plus 5:30-8:30 p.m. Dec. 19-23 for Magic at the Mill (15 hours)

Volunteer hours for period: 6341

Total attendance at facility: 18,474 (attendance and rentals)

Includes 6,500 for Magic at the Mill (Dec. 19-23)

Operating expenses funded by TOT, \$ 7,995 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$237,253

What did your organization do to contribute to Salem's appeal as a tourist destination?

Highlight one activity that occurred during the period. The Willamette Heritage Center hosted our annual holiday season event, Magic at the Mill, from December 19 to 23, 5:30-8:30 p.m. each night. We were thrilled to welcome 6,500 attendees—nearly 1,000 more guests than for Magic at the Mill 2016. As is our custom, we were honored and excited to host many local and regional business vendors, musicians and artists, with different live performances in multiple venues each night. We were also delighted to host a Salem favorite, Taproot Lounge & Café, in our first-floor café space; their food and beverage offerings were a big positive for our attendees. As always, our entire site was illuminated with thousands of festive holiday lights, costumed living history interpreters guided guests through our historic homes and buildings, numerous additional volunteers throughout our site interacted with strolling guests and answered questions, and Santa greeted families in his workshop in our Spinning Room while holiday shoppers patronized adjacent vendors. The massive undertaking that is Magic at the Mill would not be possible without the support of the City of Salem, our event sponsors, and the amazing entertainers and volunteers (over 500 this year including musicians, weavers and blacksmiths) who give us their time and talents. Magic at the Mill 2017 was also a superb way to cap off a quarter in which 62% of our visitors were from outside of Salem and 18.4% of visitors were from outside of Oregon. Of our 6,500 Magic at the Mill attendees, 27% were from outside of Salem and Keizer, including guests from Polk, Yamhill, Linn and Multnomah Counties. We are proud to be both a destination and a holiday season tradition for so many.

Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected). Increase WHC Volunteers' hours in 2017

Goal: WHC's 2017 volunteer hours will increase by 5% over 2016 hours.

Measure: Volunteers will tally their hours at the end of each volunteer shift. These hours will be tabulated and compared with 2016 numbers.

Volunteer Hours for 2016 (calendar year): 13,500

Volunteer Hours for 2017 (calendar year): 14,864

Overall, we recorded a 10.1% increase in volunteer hours at the Willamette Heritage Center from 2016 to 2017.

Submitted by: Helen Shafran, Development Director

Date: January 24, 2018

CTPAB Completion Report: TOT Funds Supporting Salem Tourism
Special Event or Project Grant – Rotary Triathlon of Salem

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

Organization: Rotary Club of Salem and Rotary Club of South Salem

Name of Program or Event: Rotary Triathlon of Salem

Location of Program or Event: Riverfront Park, Minto-Brown Island Park, downtown Salem, and south Salem roads.

Description of Activity: The 2017 Rotary Triathlon of Salem was a multisport event for the entire community. We conducted 5K and 10K runs using the Peter Courtney Minto Island Bridge and trails in Minto Brown Park. Although the swimming segment of our triathlons had to be cancelled owing to contamination in the Willamette River near the Riverfront Park Boat Dock (from recent rainfall), we successfully transitioned our triathletes to duathletes and conducted Olympic- and Sprint-distance duathlons (run, bike, run). The business community was extraordinarily supportive, providing over \$42,000 of in-kind and cash sponsorships. Food was provided by local vendors and our Food Hall and Health and Wellness exhibits were open to the general public as well as participants, family, and friends.

Completion Date(s):

1st ___ 2nd 3rd ___ or 4th ___ quarter of FY 2017-18

Staff to administer program or event (estimate number):

Professional/staff hours 1,000 hours Volunteer hours 3,000 hours [See notes below.]

(1) Professional/staff hours includes estimates for paid time for Race Managers, Salem Public Works, Salem Police, Marion County, and EZ Signs/Rentals (who provided traffic control in Marion County).

(2) Volunteer hours based on approx. 200 volunteers over two days of event (incl. set up/take down) and one year work of volunteer organizers.

Amount of funds provided by TOT, \$10,000, and by other sources, \$75,000

Other sources include: Registration fees, Rotary clubs, vendors in Exhibition Hall, cash donations, and in-kind contributions.

Admissions (check or give amount): Free Admission [See below.]

There was no admission fee for anyone wanting to view the events. Entry to the Exhibition Hall and Food Pavilion tents was also free to spectators, family, friends, and

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any park patrons. There was a registration fee for participants in the sport events, which varied by event, participant age, and the date of registration. For example: Olympic Duathlon prior to July 1 for individual was \$95. 10K Run on Day of Race for 18 and under was \$25.

How did local businesses or organizations assist in this activity?

Local businesses supported the Rotary Triathlon of Salem in several ways—as sponsors, vendors, and volunteers. There were 17 local organizations that provided cash sponsorships, which individually ranged from \$250 to \$5,000 and totaled \$19,750. Additionally, 23 local businesses provided in-kind support or discounted the cost of their services for the event, valued at approximately \$22,500. In addition to the volunteer support provided by the Rotary Club of Salem and Rotary Club of South Salem, we received volunteers from the Willamette Valley Triathlon Club (which was also a cash sponsor), Willamette University, City of Salem, and many other fine organizations.

In alphabetical order, our cash and in-kind sponsors included: AA Sports; Abate Right; AC Gilbert House; All Star Tents; Anderson Shirley Architects; Best Pots; Boldt Carlisle + Smith; Café Yumm; Capital Financial Planners; Century Link; Cherry City Interiors; City of Salem; Courthouse Athletic; Dale's Remodeling; Fairway Athletic; Gallaghers Fitness; Grover, Mueller & Swank; Illahe Hills Country Club; Java Crew; Lewis Design; LivBar; Lowes; Lulay Insurance; Mountain West; Oregon Beverage Services; Plaid Pantry; Print Specialties; Red Lion Hotel; Roth's; Saalfield Griggs; Safe Stor; Salem Golf Club; Salem Realtors; Salem Riverfront Carousel; ServiceMaster; Terrapin Cellars; Travel Salem; Willamette Queen; and Willamette Valley Triathlon Club.

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?

There were nearly 300 participants who preregistered for the Rotary Triathlon of Salem from seven states (CA, CO, ID, NC, OH, OR, and WA) and British Columbia. On race day, we had 185 participants from five of the listed states (CA, CO, OH, OR, and WA). Based on their home of residence, we estimate about 45% qualify as out-of-town tourists and about 20% of the participants likely came from a distance warranting overnight stays in the Salem area. Whether they lodged in local hotel/motel or with family or friends, we do not have that information, nor are we aware of family or friends who may have accompanied the athletes. Note that we (Race Organizers) placed four members of the professional race management firm in a local hotel for the night preceding the event.

As inaugural event, the Rotary Triathlon of Salem demonstrated Salem's capability to host a multi-sport event that focuses on our three core downtown parks – Riverfront, Wallace Marine, and Minto-Brown. Although the swim event was cancelled owing to bacteria contamination at the starting location at the boat dock of Riverfront Park, our water quality sampling data confirmed that the Willamette River is a safe venue for competitive swimming provided there is no rain. Further, based on the data, we have been able to identify for future events an alternative swim course that starts and finishes at Wallace Marine Park that is safe for swimmers, rain or shine. Additionally, we demonstrated that Salem can host a competitive 40 km bike race that begins and ends in Riverfront Park. Lastly, the linkage of the three parks provided by the two bridges provided a set of courses that were both enjoyable for casual runners and challenging for

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competitive runners. Many individuals who participated in the 2017 Rotary Triathlon of Salem as athletes or volunteers commented on the incredible opportunity Salem has to expand from this inaugural triathlon into a premier multisport event that will have a regional, national, and likely multinational draw.

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

We believe that any opportunity for a community to gather for an event—as participants, as spectators, or as both—contributes to the quality of life for our residents. For this sporting event and based on registration records, 41% of the duathletes and 81% of the 5K/10K runners came from the Salem-Keizer area. Our youngest S-K duathlete was 17; the oldest duathlete was 69. Among our runners, the youngest Salem-Keizer participant was nine and we had two runners who were 69 years old on the day of the event. As an indicator of quality of life, for many indicated this was their first time ever participating in such an event. Many commented favorably on the quality of the event and the beauty of the venue, including the parks and, for the duathletes, the bike course that took riders into south Salem along River Road.

More than an athletic competition, the Rotary Triathlon of Salem was planned and executed as an event for the entire community. Activities conducted at Riverfront Park were open to all and we had day-of-race registration available any park patrons passing by who become interested in participating. Food and beverage vendors were included as part of the Riverfront Park activities and were made available to all—we made a large “Open to Public” sign—and in the Exhibition Tent we had health and wellness organizations available to provide information on healthy living.

Looking forward, we are already in the planning stages for our 2018 event. In addition to programmed Triathlons, Duathlons, and 5K/10K runs, we are anticipating a children’s event and possibly a half-marathon. We are changing the name from “Rotary Triathlon of Salem” to “Rotary Multi-sport Riverfest” to reflect the expanded set of activities and to allow even more events over time.

How many attendees did your activity attract? How were attendees counted?

(Example: ticket sales, count at gate, or estimate)

Rotary Triathlon – Based on final chip timing results (105 Total)

Total Olympic Duathlon (individual + team)46 Duathletes
Total Sprint Duathlon (individual + team)59 Duathletes

Rotary River Run – Based on final chip timing results (80 Total)

Total 10K.....31 Runners
Total 5K.....49 Runners

Volunteers – Based on Race Chair’s and Volunteer Coordinator’s records

Total (Rounded values)250-275 Volunteers

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Spectators (family, friends, park patrons) – Estimated from observation/drone footage

Total (Rounded values)200-300 Spectators

Estimated percentage of:

Salem-Keizer residents and/or guests	<u>55%</u>
Out-of-town tourists	<u>45%</u>
Overnight tourists (hotel/motel)	<u>20%</u>

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

The values provided above are based on the registration data available for the duathletes and runners. The values do not include volunteers, family/friends, race management personnel, or park patrons. Our estimate for overnight tourists is based on zip codes from over 50 miles from Salem, although we do not know whether the out-of-town guests stayed in hotel/motel accommodations or if they stayed with friends or family.

Report on the other measurable outcome documented in your application.

*From Our Application/***Actual Outcome**

1. Registered participants: 300/294
2. On-site participants: 250/185 (**This is the total of athlete participants**)
3. Non-participating attendees: 500/250-275 (**This represents our volunteers**)
4. Drop in/Passing by visitors during event: 500/200-300 (**Estimated**)
5. Total local vendors providing food, drink, and/or information on the day of the event: 8/12
6. Total sponsor contributions: \$10,000/\$40,500
7. Total rainfall [Combined for both September 30 and October 1]: 0.00”/0.04”

Summary of feedback from a post-event Survey Monkey (36 respondents)

1. Overall rating of 4.17 of 5.00
2. 81% of respondents rated the event as either “Very Good” or “Outstanding”

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What was the most effective resource used for marketing and promotion? Did you target any Spanish language or underrepresented population groups? (Explain)

Our outreach did not specifically target Spanish or other underrepresented communities *per se*, but we tried to communicate to a broad audience using a variety of means to market and promote our event. Among them:

- Dedicated website: rotarytriathlonofsalem.org
- RegToRace website: registration site provided by our race managers
- Email blasts to targeted groups of runners and multisport athletes provided by our professional race management organization
- Door-to-door visits to businesses along bicycle race route
- Mass mailings to residents and businesses along bike route (May, June, September)
- Travel Salem: *Official Visitor Guide*
- Travel Salem: Weekly Events e-Newsletter advertisements and Industry e-Newsletter
- Statesman Journal article: Front page story and photo (March 3, 2017)
- Press Releases (several)
- Facebook page
- Posters/Fliers distributed throughout downtown businesses
- Initial and repeat visits to Neighborhood Associations located in impacted areas during the months preceding the event
- Word-of-mouth and informal notifications provided across the running and multisport community in the Mid-Willamette Valley and Portland Metropolitan Area

We did not conduct any post-event surveys to determine or measure effectiveness in our communications capacity, although we have received anecdotal comments from a number of participants. We will be considering this, as well as expanding our outreach to the community.

Submitted by:


Robert D. Chandler, Chair
2017 Rotary Triathlon of Salem

Date: January 30, 2018

Attachments:

1. 2017 Rotary Triathlon Budget (Overview)
2. Accounting of Grant Fund Expenditures
3. Photos from 2017 Rotary Triathlon of Salem

**CTPAB Completion Report: TOT Funds Supporting Salem Tourism
Special Event or Project Grant – Rotary Triathlon of Salem**

2017 Rotary Triathlon Budget

Updated: January 25, 2018

RECEIPTS	2017 Actual	2017 Budget	Variance
Race Registrations	\$ 22,662.00	\$ 19,500.00	\$ 3,162.00
Rotary Clubs - Seed Funding	\$ 10,000.00	\$ 10,000.00	\$ -
City of Salem - TOT Grant	\$ 10,000.00	\$ 10,000.00	\$ -
Vendors at Exhibition Hall	\$ 200.00	\$ 500.00	\$ (300.00)
Sponsorships - Noncash	\$ 22,489.33	\$ 22,489.33	\$ -
Sponsorships - Cash	\$ 19,750.00	\$ 20,250.00	\$ (500.00)
Total receipts	\$ 85,101.33	\$ 82,739.33	\$ 2,362.00
DISBURSEMENTS	2017 Actual	2017 Budget	Variance
Advertising/Marketing (noncash = \$1,100)	\$ 1,879.00	\$ 2,095.00	\$ 216.00
Awards/Prizes	\$ 7,485.93	\$ 7,415.00	\$ (70.93)
Communications	\$ 156.00	\$ 300.00	\$ 144.00
Course design	\$ -	\$ -	\$ -
Traffic control	\$ 9,769.35	\$ 12,410.00	\$ 2,640.65
Equipment rental (noncash = \$2,098.50)	\$ 12,925.50	\$ 11,672.00	\$ (1,253.50)
Food/beverage (noncash = \$4,700)	\$ 4,700.00	\$ 5,700.00	\$ 1,000.00
Graphic design	\$ -	\$ -	\$ -
Insurance	\$ -	\$ -	\$ -
Medical services	\$ 675.00	\$ 500.00	\$ (175.00)
Merchandise (noncash = \$4593.33)	\$ 8,018.33	\$ 8,230.00	\$ 211.67
Miscellaneous (noncash = \$2,507.50)	\$ 2,627.50	\$ 2,630.00	\$ 2.50
Permits	\$ 2,757.50	\$ 3,150.00	\$ 392.50
Postage/mailing	\$ 2,322.99	\$ 1,350.00	\$ (972.99)
Printing	\$ -	\$ -	\$ -
Professional services (noncash = \$1,600)	\$ 11,764.30	\$ 11,391.00	\$ (373.30)
Outside labor	\$ 1,502.50	\$ 2,500.00	\$ 997.50
Vehicles	\$ 873.00	\$ -	\$ (873.00)
Travel/lodging (noncash = \$1,390)	\$ 1,470.00	\$ 1,770.00	\$ 300.00
Complimentary Sponsorships (noncash = \$4,500)	\$ 4,500.00	\$ 4,500.00	\$ -
Refund Club Loan	\$ -	\$ -	\$ -
Contingency	\$ -	\$ 5,000.00	\$ 5,000.00
Total disbursements	\$ 73,426.90	\$ 80,613.00	\$ 7,186.10
Receipts over (under) disbursements	\$ 11,674.43	\$ 2,126.33	\$ 9,548.10
Beginning balance	\$ -	\$ -	\$ -
Ending balance	\$ 11,674.43	\$ 2,126.33	\$ 9,548.10

**CTPAB Completion Report: TOT Funds Supporting Salem Tourism
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Accounting of Grant Fund Expenditures

The 2017 Application for TOT Grant Funding identified five cost centers for which the grant funds would be used and estimated the cost for each. The table below identifies the cost centers and provides the estimated cost from the application and the actual cost of each item. Invoices are provided on the pages following the table.

Cost Item	Estimated Cost in Application	Actual Cost	Notes
Event Management Fee [Staff time, management, logistics, planning]	\$6,000.00	\$11,466.50	Total invoice from AA Sports
Timing/Results Management [Timing chips, ankle straps, publishing results]	\$3,000.00	\$3,050.99	Total invoice from EnMotive
Portable Restrooms [Includes ADA accessible units and wash stations]	\$2,500.00	\$1,200.00	Invoice from Best Pots [See Note.]
Medical Support [One ambulance at Wallace Marine, one at Riverfront Park]	\$1,500.00	\$675.00	Invoice from Falck [See Note.]
Awards/Prizes [Overall, by age group, and finisher medals]	\$1,500.00	\$7,485.93	Total from Maxwell Medals and Awards; Salem Trophy

Note: A key reason the actual cost was lower than estimated cost was because the swim event of the triathlon was cancelled, which removed resource requirements at Wallace Marine Park.

CTPAB Completion Report: TOT Funds Supporting Salem Tourism
Special Event or Project Grant – Rotary Triathlon of Salem

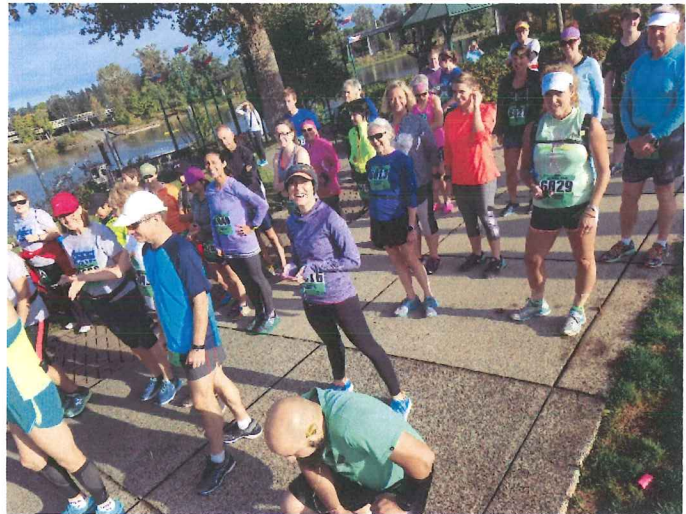
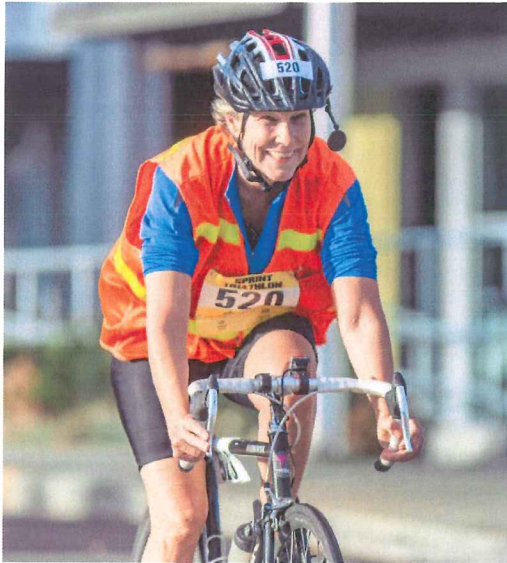
Photographs from the Inaugural Rotary Triathlon of Salem – October 1, 2017



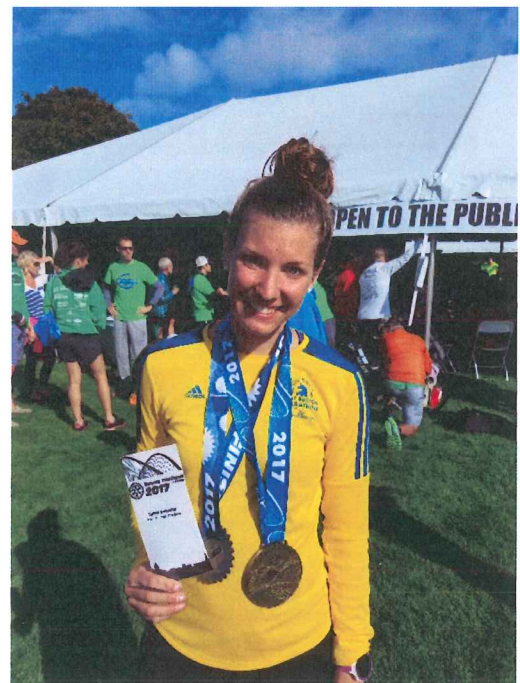
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**CTPAB Completion Report: TOT Funds Supporting Salem Tourism
Special Event or Project Grant – Rotary Triathlon of Salem**



**.CTPAB Completion Report
Special Event Grant**

TOT Funds Supporting Salem Tourism

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

Organization: Friends of the Visual Arts dba Willamette Art Center

Name of Program or Event: Artisans Village

Location of Program or Event: Oregon State Fair

Description of Activity: Artists selling crafts with hands-on-demonstrations

Completion Date(s):

1st 2nd 3rd or 4th quarter of FY 2016-17

Staff to administer program or event (estimate number):

Professional/Staff hours 85.5 Volunteer hours 2234

The amount of funds provided by TOT, \$8500, and by other sources, \$8,000.

Admission (check or give amount): Free Admission Required by State Fair

How many local businesses or organizations assisted in this activity? None

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?

25% of our venders travel from outside a 50-mile radius of Salem. They travel from as far away as eastern Oregon, Washington and California. Local hotels were alerted and their information forwarded to those traveling from over 50 miles to the state fair. Statistical information from the state fair has concluded that 10% of all visitors stay in local hotels.

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

Many of our patrons return each year to take part in Artisan Village. Families from lower socioeconomic see the State fair as a major affordable recreational event. Information obtained by our volunteers leads us to believe that over 35% of those painting our Raku pots return to Artisan Village each year. This provides a creative opportunity to a wide range of visitors by exposing them to artistic and educational demonstrations as well as the opportunity have hands on experience.

How many attendees did your activity attract? How were attendees counted? (Example: ticket sales, count at gate, and estimate).

Total number of people attending Artisan Village stands at 39741 or 15% the 264,945 total number of those attending the fair. Two methods were used to compile our statics the first being the exit surveys conducted by the state fair and the second by having our volunteers using hand counters throughout each day.

Estimated percentage of:

Salem residents and/or guests	<u>65 %</u>
Out-of-town tourists	<u>20 %</u>
Overnight tourists (hotel/motel)	<u>15 %</u>

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

Figures were obtained by an exit survey compiled by the state fair. This total is unique to visitors only and does not include employees, exhibitors, vendors, carnival employees, 4HFFA, or service staff.

Report on the other measurable outcome documented in your application.

What was the most effective resource used for marketing/promotion?

Our most effective marketing resource was Travel Salem, and the Salem Weekly together with our self-promotion using social media.

Submitted by:  Executive Director

Date: January 9, 2018

TRANSIENT OCCUPANCY TAX

EVENT OPERATING EXPENSE

FY 2017-18 GRANT APPLICATION - BUDGET ATTACHMENT

Revenue Item	Status of Revenue	Proposed
WAC General Fund		1,020
AV Contract		8,000
TOT GRANT FUNDS	application filed	8,500
Booth Fees	Receivable June through July	9,750
TOTAL REVENUES		27,270

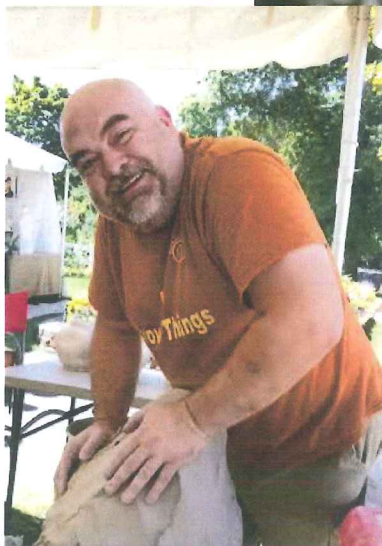
In-Kind Item		Value
Artisan hospitality	OSF tickets, passess, ID tags	3,500
OSF Requirements	Security, trash, maintenance, utilities, insurance	4,500
Volunteers	Event volunteers	3,500
Equipment Rentals	AV chairs, tables, etc.	1,075
Marketing	Statesman journal, Travel Salem, Salem Weekly	1,800
TOTAL IN-KIND VALUE		14,375

TOTAL RESOURCES	41,645
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Expenditure Item	Proposed		
	Actual	In-Kind	Total
Personnel Costs	11,016		11,016
Other Operating Expenses:			
Facility Rent	rent	445	445
Equipment/Rentals	AV chairs, tables, etc.	1,075	1,075
Utilities	utilities, trash and maintenance	4,500	4,500
Artistic Fees	music stage equipment	5,640	10,800
Marketing	signage, advertising and display	2,900	4,700
T-shirts	volunteer t-shirts	587	587
Hospitality	vendor hospitality, passes & ID and tickets	3,500	3,500
Volunteers	Event Volunteers	3,500	3,500
Misc		1,113	1,113
Insurance	liability rider	409	409
		22,110	41,645

Provide expenditure types that are obvious and understandable regarding the expenditure being represented. Revenue and expense types may be added, applicants are not limited to the quantity on this form.

Some of our wonderful Artisan Village artists and their wares



*Kids, moms, dads, grandma and everyone
inbetween all under the Artisan's Village Raku
tent glazing their favorite pieces!*



TOT SPONSORED EVENTS

Oregon Symphony Association in Salem

Tchaikovsky's Pathetique

February 9, 2018

Friday, 8 PM

Smith Auditorium, Willamette University, Salem

Tchaikovsky's final symphony is performed with passion by Conductor Carlos Kalmar and special guest pianist Natasha Paremski.

Gilbert House Children's Museum

Legacy of Play Day

February 19, 2018

10:00 am to 2:00 pm

Parking lot in front of the Museum, Free Admission to the Museum 10:00 am to 5:00 pm.

Community partners hosting booths with hands-on activities, food, music and educational demonstrations that celebrate the A.C. Gilbert's spirit of tinkering.

Oregon Symphony Association in Salem

Brahms' Violin Concerto

March 16, 2018

Friday, 8 PM

Smith Auditorium, Willamette University, Salem

Violinist Vadim Gluzman joins Conductor Carlos Kalmer to perform one of the greatest violin concertos ever written.

Oregon Symphony Association in Salem

The Fab Four

March 23, 2018

Friday, 8 PM

Smith Auditorium, Willamette University, Salem

Elevated far above every other Beatle tribute band, The Fab Four will make you think you are watching the real thing!

Oregon Symphony Association in Salem

Saint-Saens' Organ Symphony

April 20, 2018

Friday, 8 PM

Smith Auditorium, Willamette University, Salem







Saint-Saen's most popular symphony combines a full orchestra with the majestic sound of the organ.



FREE SERVICES

FOR BUSINESSES WITHIN SALEM CITY LIMITS

MARKETING & SOCIAL MEDIA

- Website listing on TravelSalem.com
 - ✓ Self-submit your listing using a quick online form (business name, address, phone number)
- Social media promotion (e.g.      )
 - ✓ Submit your visitor-related product/service/event information & photo
- Event listings on TravelSalem.com
 - ✓ Self-submit your visitor-related events using a quick online form
 - ◆ Travel Salem will promote your events through multiple platforms: online, print media, social networks, e-newsletters, etc.
 - ◆ Travel Salem will distribute your events regionally, statewide & nationally (e.g. Statesman Journal, NW Travel Magazine, Travel Oregon)
- Sell tickets to your events through Travel Salem's AbsolutelyTix

PUBLIC RELATIONS

- "Concept Library" of newsworthy assets & experiences showcasing the region
 - ✓ Share your story idea with Travel Salem's marketing team to be included in various promotions – contact us anytime and attend the Annual Speed Pitching Event
- Speakers Bureau
 - ✓ Invite a Travel Salem representative to present to your group

- Media pitches to editors, travel writers & publications
 - ✓ Travel Salem utilizes an editorial database to strategically target your message to local, regional, national & international media
- Press release development & distribution to media outlets
 - ✓ Self-submit your newsworthy announcement using a quick online form
 - ◆ Travel Salem will write your press release & send your announcement to targeted media

NETWORKING & EDUCATION

- Marketing Exchange events (learn about innovative & results-oriented marketing tactics)
- Travel Salem 101 events (learn about Travel Salem programs & maximize your engagement)
- Team Salem events (learn about upcoming group & leisure opportunities)

COMMUNICATIONS

- Subscription to weekly Event e-Newsletter
- Subscription to Industry e-Newsletter

CONVENTION LEADS

- Engage with the Sales team to benefit from incoming group business opportunities

CTPAB Meetings & Tour Dates

Tuesday March 13, 2018 (**regular meeting, review of scores and recommend budget**)
@ 5:30 pm – **City Library, Anderson Room B, 585 Liberty St SE, Salem, OR**

Tuesday April 10, 2018 (**regular meeting**)
@ 5:30 pm – **City Library, Heritage Room, 585 Liberty St SE, Salem, OR**

Tuesday May 8, 2018 (**regular meeting**)
@ 5:30 pm – **City Library, Anderson Room B, 585 Liberty St SE, Salem, OR**

Waiting list:
Willamette Art Center
Salem Riverfront Carousel

CTPAB Parking Lot

Post application survey for development, similar to survey monkey. (Kohler and Tesler, July 11, 2017)

Add to Event report: How did you acknowledge the City of Salem's TOT funding during your event?
(Kohler, Aug. 8, 2017)

Discussion on Travel Salem services available to TOT recipients. (Jan. 9, 2018 meeting notes)