

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Board Members

Scott Snyder, Chair
Elaine Navarro, Vice-Chair
Johnathan Baker
Adam Kohler
Gaelen McAllister
Rita Siong
Laura Tesler
Claudia Vorse
Omar Alvarado

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: May 14th @
City Library – Anderson Room B
585 Liberty St SE
Salem, OR 97301
<http://www.cityofsalem.net/CTPAB>

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MEETING AGENDA

Tuesday, April 9, 2019

6:00 - 8:00 PM

City Library – Anderson Room B
585 Liberty St SE, Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. March 12, 2019
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
 - a. Parking Lot Items
 - b. Facility Operator Tours and Dates
6. Information Items
 - a. Cultural and Tourism Fund Reports – March
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – March
 - c. Facility Operating Grant Reports – Deepwood Museum and Willamette Art Center
 - d. Special Event Reports – Elsinore Theatre – Russian Strings
 - e. Capital Improvement Reports – None
 - f. Annual Reports – None
 - g. Upcoming Events
7. Appearance of Interested Citizens
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
TUESDAY, MARCH 12, 2019

<p>MEMBERS PRESENT Scott Snyder, Chair Jonathan Baker (arrived 6:16 PM) Adam Kohler Gaelen McAllister Laura Tesler (arrived 6:18 PM) Vacant</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II</p>	<p>MEMBERS ABSENT Elaine Navarro, Vice-Chair Rita Siong Claudia Vorse</p>
<p>GUESTS Jason Unruh, Hoopla Association John Olbrantz, FHMA Helen Shafran, Willamette Heritage Center Roger Williams, Willamette Art Center Alicia Bay, Gilbert House Children’s Museum Denise Magee, Salem Art Association Carlee Wright, Moxie, Press Play, CVS Michelle Cordova, Willamette Heritage Center</p>	<p>GUESTS Sally Litchfield Puhek, Elsinore Theatre Sandra Burnett, Salem Art Association Kathleen Fish, World Beat/SMI Yvonne Putze, Deepwood Museum & Gardens Ross Sutherland, Bush House Museum Jonathan Ceref, Salem For All Mark Babson, Salem For All</p>

1. CALL TO ORDER

Chair, Scott Snyder, began the meeting at approximately 6:19 p.m. with 5 of 8 members present.

2. ROLL CALL

Members present: Scott Snyder, Jonathan Baker, Adam Kohler, Gaelen McAllister, Laura Tesler, and Chris Neider.

Members absent: Elaine Navarro, Rita Siong, Claudia Vorse.

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today’s agenda and the February 12, 2019 CTPAB meeting minutes.

Motion: To approve today’s agenda and the February 12th, 2019 CTPAB meeting minutes.

Motion by:	Laura Tesler
Seconded by:	Gaelen McAllister
<u>ACTION:</u>	APPROVED
Vote:	5-0
Aye:	5

Nay: 0
Abstentions: 0

4. PUBLIC TESTIMONY – limited to three minutes per organization and pertaining to items on the agenda.

Ross Sutherland, asked for clarification on funding allocations, referenced on page 11 for Bush House funding. Chris Neider noted the amount of \$27,000 not noted on the Budget page came from the City Manager’s fund.

Michelle Cordova spoke on behalf of all the Facilities Officers, and requested the TOT Board split the \$86,000 between Facility Operators. She also proposed a 2nd alternative of looking at 2nd tier funding those receiving a score of 14.5 to receive ½ of what was requested, and the remainder go to the Facility Operators

Mark Babson of Salem For All, spoke on behalf of Salem For All. He made a statement that he believes their event will help establish Salem as a City for all and represent with value the kind of community Salem is.

5. ITEMS REQUIRING ACTION

a. TOT Grant Scores and Funding Allocation

Scott Snyder noted with 16 grants approved and 18 not approved, he was surprised how many did not meet the 15 point cut-off. Chris Neider noted the 1st round scoring approved grants left a balance of \$87,000 available funding, which is what Michelle Cordova was referencing earlier. Chris Neider discussed the Boards options for possibly allocating that available funding, with a 2nd tier review, or other options. Adam Kohler noted his interest in considering 2nd tier review of some of the events that did not make passing scores. Jonathan Baker noted he agreed to review more events and distribute more funding.

Motion: Adam Kohler proposed to look at 14.43 as a 2nd tier review funding cut-off which allowed an additional 6 events, for \$58,000 additional allocation to Special Events. Kohler proposed dividing the remaining \$28,000 between the Facility Operators.

Motion by: Adam Kohler
Seconded by: Gaelen McAllister
ACTION: APPROVED
Vote: 5-0
Aye: 5
Nay: 0
Abstentions: 0

b. City Manager’s Recommended Budget for FY 2019-2020

Motion: Adam Kohler moved to adopt the City Manager’s budget as presented.

Motion by: Adam Kohler
Seconded by: Laura Tesler
ACTION: APPROVED
Vote: 5-0

Aye: 5
Nay: 0
Abstentions: 0

Information Items

- a. Cultural and Tourism Fund Reports – February
- b. Cultural and Tourism Fund Revenue (Tax) Reports – February
- c. Facility Operating Grant Reports – Bush House Museum, Hallie Ford Museum of Art, and Salem Art Association
- d. Special Event Reports – Annie Get Your Gun, Santa at the Carousel, Magic at the Mill
- e. Capital Improvement Reports – None
- f. Annual Reports – None
- g. Upcoming TOT Sponsored Events –

7. APPEARANCE OF INTERESTED CITIZENS

Thank you to the guests who came in support of their grant proposals, tourism promotion 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

There was discussion to look to add ways to better serve new organizations, and underserved populations to be successful at receiving grants for events. There was discussion of providing grant writing training workshops and adding exposure to hearing what Board Members look for when scoring an application. Laura Tesler asked we consider setting aside some funds for “one and done” grants.

Motion: It was moved to add discussion of a small grant to serve new groups and events to the parking lot list.

Motion by: Gaelen McAllister

Seconded by: Adam Kohler

ACTION: APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 0

Motion: It was moved to add discussion of a grant to serve underserved populations and groups events to the parking lot list.

Motion by: Gaelen McAllister

Seconded by: Adam Kohler

ACTION: APPROVED

Vote: 5-0

Aye: 5

Nay: 0
Abstentions: 0

Motion: It was moved to add discussion of a small amount for “one and done” grants to the parking lot list.

Motion by: Laura Tesler
Seconded by: Gaelen McAllister
ACTION: APPROVED
Vote: 5-0
Aye: 5
Nay: 0
Abstentions: 0

Motion: It was moved to add discussion of grant writing training and board communication to the audience (what a board member looks for on an application) to the parking lot list.

Motion by: Scott Snyder
Seconded by: Laura Tesler
ACTION: APPROVED
Vote: 5-0
Aye: 5
Nay: 0
Abstentions: 0

9. ADJOURNMENT

With no further business, Chair Scott Snyder adjourned the meeting at approximately 7:44 p.m.

The next regular TOT board meeting will be held April 9th, 2019, at 6:00 PM, (new, later time) in the Salem Public Library, Anderson Room B, Salem, OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Cultural and Tourism Fund
Fund Status Report - For the Period Ending March 31, 2019

Item 6.a.

	FY 2018-19		FY 2017-18		FY 17-18 to FY 18-19	% Difference
	Budget FY 2018-19	Actual Thru 31-Mar	Budget FY 2017-18	Actual Thru 31-Mar		
Resources						
Beginning fund balance	662,000	789,396	342,890	545,515	243,881	44.71%
Tax collections	4,443,500	2,632,587	4,092,310	2,567,242	65,345	2.55%
Other agencies	5,800	1,753	5,700	2,205	(452)	-20.50%
Interest earnings	4,100	5,573	3,800	4,863	710	14.60%
Loan principle	-	-	-	2,578	(2,578)	-100.00%
Loan interest	-	-	-	222	(222)	-100.00%
Other revenue	12,000	11,500	15,000	10,000	1,500	15.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	5,127,400	3,440,809	4,459,700	3,132,625	308,184	9.84%
Expenditures by Division						
Conference Center Marketing	294,210	196,140	289,220	168,712	27,428	16.26%
Tourism Promotion - Travel Salem	1,110,880	593,248	1,023,080	1,023,077	(429,829)	-42.01%
City Programs/Parks/CIP	2,237,760	1,466,914	1,989,110	1,448,784	18,130	1.25%
Administration	308,920	215,280	362,480	218,037	(2,757)	-1.26%
Major Tourist Attractions and Cultural Facilities	600,000	385,750	458,760	258,668	127,082	49.13%
Contingency	120,000	-	60,000	-	-	0.00%
Total Expenditures	4,671,770	2,857,332	4,182,650	3,117,278	(259,946)	-8.34%
Total Resources Less Expenditures	455,630	583,477	277,050	15,347	568,130	3701.80%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2017-18	-	409,039	484,285	446,764	258,220	274,508	218,484	209,483	266,459	308,101	295,108	752,176	3,922,627	4,092,310
2018-19	-	477,793	481,996	380,983	273,710	297,508	215,603	244,990	259,593	308,101	295,108	752,176	3,987,562	4,443,500
% Chg		16.81%	-0.47%	-14.72%	6.00%	8.38%	-1.32%	16.95%	-2.58%	0.00%	0.00%	0.00%	1.66%	11.43%

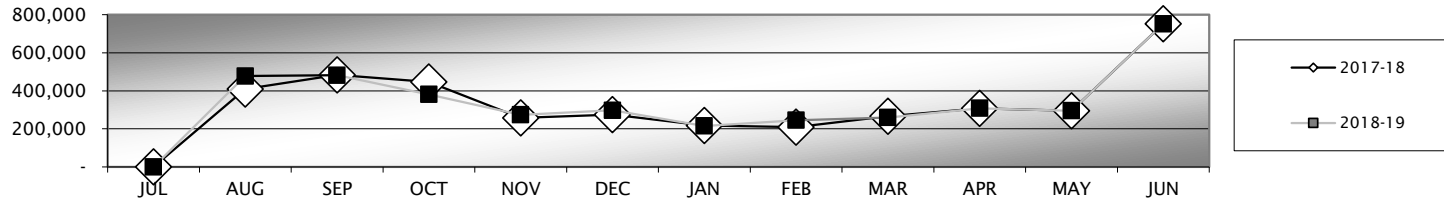


Chart and graph demonstrate actual revenue for FY 2017-2018 and FY 2018-2019.

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 March FY 2017-18	2,567,242
YTD March FY 2018-19	2,632,177
Variance FY 17-18 to FY 18-19	2.53%

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: Friends of Deepwood

Name and location of facility: Deepwood Museum & Gardens, 1116 Mission St. SE, Salem

Reporting period: 2nd Quarter 2018/2019 FY

Total number of days open: 48 (tour days) **Total hours of operation:** 143.5 (home tours)

Volunteer hours for period: 786.75 **Total attendance at facility:** 3065 (excludes garden visits)

NOTE: Because of free access **Garden, Nature Trail and Greenhouse visitor traffic** is not measured and is accessible Sunrise to Sunset on all days other than private event days.

Operating expenses funded by TOT and special project expenses funded by TOT, \$9467.50 (i.e., one-time events, brochures, unanticipated repairs) **for the period.**

Total income from other sources: \$39,168.68

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

In addition to the daily appeal of Deepwood we also try to add elements that create greater overall awareness and offer quality of life enhancement for local as well as out of town families. The Saturday prior to Halloween we welcome families with children who are 10 and under to join us on the grounds in costume for crafts, magic performances, balloon sculptures, bouncy houses, keepsake professional photo, treats (including fresh fruit) and more. This year nearly 450 attendees and 34 volunteers (over 130 volunteer hours) participated in the three hours of Halloween fun (we keep the numbers to a manageable number for safety and protection of the grounds, plus historic gardens are not used for activities to preserve their beauty). The smiles and laughter bring the grounds alive with the magic of childhood fun. The event has allowed us to reach families who sometimes have never been on the grounds of Deepwood. We then often see them for a home tour, tea or just enjoying the grounds in the weeks and months to follow. While the event doesn't focus on history it does expose our guests to the history of the estate and create an interest in future exploration. It also leaves them with an understanding that cultural attractions offer fun experiences in lots of different ways.

Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected). We saw a 16% increase in museum home tours during the quarter YOY and attendance overall to events and tours increased by nearly 20%! All home visitors were tracked by zip code consistent with our ongoing process to track overnight guests to Salem who visit Deepwood Museum & Gardens as their primary destination or add it to their itinerary during their stay. Over 52% of our scheduled museum home tour guests were overnight travelers with the balance representing a strong local interest in experiencing Deepwood. Out of town visitors range on a quarterly basis compose 50-75% of our total guest attendance. Often the local visitors are prompted to join us because they may have out of town guests or perhaps they heard about our free Holiday Open House event, but preferred to purchase a museum tour ticket to visit when they could experience a docent guided tour. We are continuing to aggressively look at our social media, event marketing, cross promotion locally and museum affiliated tour benefit programs as ways to boost home tour traffic. In turn we cross promote other Salem area attractions with the intention of compelling visitors and locals to delve deeper into the community's cultural assets. We are not only doing more low cost/ free marketing to increase out of town guests, but also focusing on social media to create a greater awareness and call to action from a diverse local audience. We are striving to make sure out of town visitors, as well as locals understand all that Deepwood Museum & Gardens offers and extend a sincere welcome.

Submitted by: Yvonne Putze

Date: 3/7/19



Oh so much Halloween fun!
October 27, 2018
Deepwood Museum & Gardens
Children's Halloween Celebration

**We were fully decked out for the holidays
at Deepwood Museum & Gardens
731 People joined us over 6 hours of free
Open House Sundays on Dec. 2 & 9**



CCTV Created a memorable video showcasing
the home's holiday 1890-1920 décor

[A Deepwood Victorian Holiday](#)

**Clay-a-Thons for Empty Bowls, Art Jam
& Artisans Village**

**CTPAB
Report
Facility Operating Grant**

TOT Funds Supporting Salem Tourism

Completion

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 ___ 3rd X or 4th ___ quarter of FY 2018-19

Total number of days open: 83 Total hours of operation: 749

Volunteer hours for period: 1184 Total attendance at facility: 3415

Operating expenses funded by TOT, \$ 8,930 Facility Grant and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$ 27,944 Program Services (classes, tickets, passes); and \$ 593 Gallery & Holiday Sales

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

Besides our regular winter classes and workshops - during the winter months of January through March, the Willamette Art Center's main focus is on production of Empty Bowls and bisqueware pieces for Art Jam at the Marion County Fair, and Artisans Village at the Oregon State Fair. We have held three well-attended Clay-a-Thons which produced over 420 pieces in support of our three major events for the year. Participation in the Clay-a-Thons has increased. 53 potters have created pots so far this year.

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

Quarterly facility attendance has increased from 3,010 in 2018 to 3,415 in 2019, a 13.45% increase. Data was collected by daily hand tally.

Submitted by: Sue Karnosh, Program Administrator

Date: March 30, 2019

Clay-a-Thons for Empty Bowls, Art Jam & Artisans Village

*Handbuilding,
wheelthrowing,
& taking a break
at Clay-a-Thon*



Classes ~ Jan 14th thru March 9th



*Kids Creative Clay,
& Ceramic Sculpture
Handbuilding Classes*



Workshop ~ Brian Nicholas

*Demonstration of
Creating Beautiful
Carved Bowls*



CTPAB Completion Report
TOT Funds Supporting Salem Tourism
Special Event or Project Grant

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

Organization: Historic Elsinore Theatre

Name of Program or Event: Russian String Orchestra

Location of Program or Event: Elsinore Theatre

Description of Activity: A concert by the Russian String Orchestra

Completion Date(s): November 8, 2018

1st __ 2nd __x_ 3rd __ or 4th __ quarter of FY 2018-19

Staff to administer program or event (*estimate number*):

Professional/staff hours __15__

Volunteer hours __75__

Amount of funds provided by TOT, \$ 5000 **,** and by other sources, \$ 0

Admission (checks or give amount): **Free** _____ **Admission** 108 people_ \$3475_

Ticket prices were \$23-\$46

How did local businesses or organizations assist in this activity? NA

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?

Unfortunately, this event was not well attended despite our advertising efforts. There were no ticket purchases who lived outside the 50-mile radius.

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

This performance was phenomenal. Those in attendance had a real treat. It was a great opportunity to experience the wonder of not just classical music, but also of Russian culture, so it had a value for entertainment, the arts and general enjoyment.

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

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

Our ticketing system give us a count of tickets purchased which was 108.

Estimated percentage of:

Salem residents and/or guests	<u>108</u>
Out-of-town tourists (less than 50 miles)	<u>0</u>
Overnight tourists (hotel/motel)	<u>0</u>

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

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

Zip codes of purchases from Etix, our ticketing company.

Report on the other measurable outcome documented in your application.

Attendance: We had a target attendance of 1,000.
 Gate receipts: We had a target for gate receipts of \$20,000.
 We missed this by a long way.

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

We used our normal social media outlets, purchased and distributed posters and purchased radio advertisements. Attendees recommended contacting local Russian churches should be ever do this again.



FY 2018-19

1st Qtr

2nd Qtr

# Volunteers	108	118
TTL Hours	1295	2447

Submitted by: Sally Litchfield Puhek

Date: January 8,2019

UP COMING EVENTS

Enlightened Theatrics

Avenue Q

March 22 – April 14, 2019

Weds – Saturday, 7:30 PM,

Sunday, 2:30 PM Matinees

BoxOffice@EnlightenedTheatrics.org

187 High St NE, Suite 300, Salem, OR

Salem Multicultural Institute

World Beat Gallery

Discover Paradise

Samoa: the Heart of Polynesia

March 6 through May 22, 2019

Pringle Plaza

390 Liberty St SE, Salem, OR

Dana & Alan Burk at Keller Williams Capital City and Traci Benjamin at Homeside Financial

Huge Easter Egg Hunt – 5th Annual

Saturday, April 6, 2019

9:00 – 11:00 AM

Riverfront Park Pavilion

Call 971-915-2622 to RSVP, or Register On-Line at EasterEggHunt.info

Family Fun day with over 3,000 hidden effs and more than 6,000 treats for every size boy and girl. There will be a creative arts and crafts station, plenty of balloons shaped like animals and a special visit by the Easter Bunny. Bring your own basket.

Bush House Museum

2019 See the World A Different Way

1 Mile & 5K for Autism Awareness Month – SalemEnlightene

Saturday, April 6, 2019, 1:00 PM

Bush House Museum

600 Mission Street SE, Salem, OR

Bush House Museum

2019 Embrace Your Inner Unicorn

5K & 10K

Tuesday, April 9, 2019, 1:00 PM

Bush House Museum

600 Mission Street SE, Salem, OR

UP COMING EVENTS

Bush House Museum

2019 Siblings Day

1 Mile, 5K & 10 K

Wednesday, April 10, 2019, 1:00 PM

Bush House Museum

600 Mission Street SE, Salem, OR

Salem Riverfront Carousel

Carousel Cupcake Decorating Party

Saturday, April 20, 2019, 11-3:00 PM

Salem's Riverfront Carousel

101 Front St NE, Salem, OR

Two Party Times: 11 AM and 1:30 PM

\$15 per person, for Ages 6 yrs and up

Children under 12 must be accompanied by an adult with paid registration.

For children over 12, the adult must remain on the premises during the event.

Oregon Ag Fest

April 27-28, 2019

Oregon State Fairgrounds

2330 17th St NE, Salem, OR

www.oragfest.com

Willamette Heritage Center

Sheep to Shawl

May 11, 2019

www.willametteheritage.org

Salem Art Association

70th Annual Salem Art Fair and Festival

Friday-Saturday, July 19—0, 2019, 10 AM – 7 PM

Sunday, July 21, 2019, 10 AM – 5:00 PM

\$5 Day

\$10 Three Days

FREE-16 and Younger

Bush's Pasture Park

600 Mission St SE

CTPAB Parking Lot

Schedule Tour and Meeting Dates for the next 3 months

Diversity and Inclusion question for next grant cycle (Siong, Dec. 2018)

Add the definition of a “Major” tourist attraction and cultural facility into next year’s application manual (Kohler, Navarro, Jan. 2019)

Travel Salem’s Free Services and Performance Measures (Tesler and Siong, Jan. and Feb. 2019)

Discussion of small grant – serving new groups and events (McAllester and Kohler, March 2019)

Discussion of a grant to serve underserved populations and groups (McAllester and Kohler, March 2019)

Discussion of “one and done” grants (Tesler and McAllester, March 2019)

Grant writing training and Board communication to applicants on what a board member looks for on an application. (Snyder and Tesler, March 2019)