

## 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: May 8th @  
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, April 10, 2018

5:30 - 7:30 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 13, 2018
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
  - a. Facility Operator Funding Redistribution
  - b. Travel Salem Work Shop
6. Information Items
  - a. Cultural and Tourism Fund Reports – March 2018
  - b. Cultural and Tourism Fund Revenue (Tax) Reports – March 2018
  - c. Facility Operating Grant Reports – Deepwood Museum & Garden, Historic Elsinore Theatre, and Willamette Art Center
  - d. Special Event Reports – Gilbert House Children's Museum – Legacy of Play Day
  - e. Capital Improvement Reports – None
  - f. Annual Reports – None
  - g. Meeting & Tour Dates 2018
  - h. Upcoming TOT sponsored 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 13, 2018**

<p><b>MEMBERS PRESENT</b>          Laura Aguero, Chair (arrived at 5:55 pm)          Adam Kohler, Vice Chair          Michelle Cordova          Claudia Vorse          Jonathan Baker (arrived at 5:35 pm)          Scott Snyder          Elaine Orcutt</p> <p><b>STAFF PRESENT</b>          Chris Neider, CD Management Analyst II</p>	<p><b>MEMBERS ABSENT</b>          Laura Tesler          Gus Castaneda</p>
<p><b>GUESTS</b>          Helen Shafran, Willamette Heritage Center          Melanie Jones, Deepwood Museum &amp; Gardens          Jason Unruh, Hoopla &amp; Bite &amp; Brew of Salem          Bobbie Dolp, Lord &amp; Schryver Conservancy          Kathleen Fish, World Beat/SMI          Victoria Roberts, Festival Chorale Oregon          Pam Baldwin, Willamette Art Center          Denise Magee, Salem Art Association          Sue Karnosh, Willamette Art Center</p>	<p><b>GUESTS</b>          Ashley Relf, Enlightened Theatrics          Ross Sutherland, Bush House Museum          Sandra Burnett, Salem Art Association          Alicia Bay, Gilbert House Children's Museum          Roger Williams, Willamette Art Center          Kara Kuh, Travel Salem          Don Russo, Elsinore Theatre          John Olbrantz, Hallie Ford Museum of Art          Yvonne Putze, Deepwood Museum &amp; Gardens</p>

**1. CALL TO ORDER**

Vice Chair, Adam Kohler, began the meeting at approximately 5:33 p.m. with a quorum present.

**2. ROLL CALL**

Members present: Adam Kohler, Laura Aguero (arrived at 5:55 p.m.), Michelle Cordova, Jonathan Baker (arrived at 5:35 PM), Scott Snyder, Claudia Vorse, Elaine Orcutt and Chris Neider.

Members absent: Laura Tesler, Gus Castaneda.

**3. APPROVAL AGENDA AND MINUTES**

a. Approval of today's Agenda and the Minutes from February 13, 2018.

**Motion:** To approve the March 13, 2018 CTPAB Board meeting agenda and minutes, noting the correction to item 5b., that Jason Unruh was present and spoke on behalf of Hoopla and The Bite, and Jason Jacobson was present to represent the 4th of July Race.

**Motion by:** Snyder

**Seconded by:** Cordova  
**ACTION:** APPROVED  
 Vote: 6-0  
 Aye: 6  
 Nay: 0  
 Abstentions: 0

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

Sandra Burnett referenced her email copied to the board requesting a set 15 percent for the 10 Facility Operators and asking about receiving the unallocated portion of the TOT budget. Sandra thanked the board for their TOT support. Don Russo of the Elsinore noted The Elsinore is pleased with the City’s support as is. Alicia Bay of the Gilbert House and Yvonne Putze of Deepwood Museum and Gardens noted they are appreciative of the City’s current support but also are in support of Sandra’s request for increased support to Facility Operators.

**5. ITEMS REQUIRING ACTION**

- a. Cultural Tourism Fund Budget Proposal Review – (see item 5.c. for action taken)
- b. TOT Grant Scores and Funding Review

Scott Snyder brought up for discussion that Salem Art Association and Bush House Museum are operating as one entity and should receive one grant between them. Chris Neider noted they share the same executive director and board, and that does bring up some question as to who is legally responsible for operating the Bush House Museum. SAA’s current contract with the City requires SAA to operate Bush House Museum. Sandra Burnett noted they have received separate 501-C-3 designations and have separate financing, but for the sake of a smooth transition, are still run by a shared board and director. Adam Kohler noted that apart from a greater understanding of the contractual provisions, it is evident they are two fundamentally different organizations.

**Motion:** Scott Snyder moved that Salem Art Association and Bush House Museum be considered as one entity for the purpose of grant awards, based on the fact they have the same director and operating board for both sides of the organization.

**Motion by:** Snyder  
**Seconded by:** Baker  
**ACTION:** FAILED  
 Vote: 1-4  
 Aye: 1  
 Nay: 4  
 Abstentions: 2

Michelle Cordova noted a concern to add a safeguard for Facility Operators to receive funding. Adam Kohler noted the 2<sup>nd</sup> tier review safeguard already in place will allow the board to recommend funding of the Willamette Art Center’s failed application, as well as re-review scores for events that did not pass the first review. The zero score for South Salem Girl’s LaCrosse was discussed. Scott Snyder noted a concern of opening the door for youth sports teams to apply in the future. Adam Kohler noted the merit of each

application, even if there are many, will always be in place to select the events that best meet the qualifications for TOT funding.

**Motion:** Motion to approve Willamette Art Center’s Facility Operator grant and pass the Event grant applications that received a majority pass of 5 votes, approving scores to 13.67, or taking it to 68% passing scores.

**Motion by:** Vorse  
**Seconded by:** Snyder  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

**c. CTPAB Options and Recommendation**

**Motion:** The Board recommended approval of the City Manager’s Proposed Budget for the Cultural Tourism Fund as presented and via 2<sup>nd</sup> tier review, to allow Willamette Art Center receipt of a Facility Operator Grant, and allow additional Events be funded, to the level of those that received 5 passing votes (board majority), lowering the passing score to 13.67, or 68%. At the Board’s discretion, \$57,120 of the unallocated funds were assigned to funding additional Events. The remaining balance of \$4,770 will be available if there are mid-cycle events that meet qualifications. See attached funding spreadsheet.

**Motion by:** Vorse  
**Seconded by:** Orcutt  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

**d. Festival Chorale Oregon (FCO) event change request**

**Motion:** Motion to approve Festival Chorale’s revised application.

**Motion by:** Vorse  
**Seconded by:** Snyder  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 0  
Nay: 0  
Abstentions: 0

**6. INFORMATION ITEMS**

The following information items were presented to the Board:

**a. Cultural and Tourism Fund Reports – February 2018**

- b. Cultural and Tourism Fund Revenue (Tax) Reports – February 2018  
Facility Operating Grant Reports – Hallie Ford Museum of Art and Salem Art Association
- c. Special Event Reports – The Moxie - TEDxSalem
- d. Capital Improvement Reports – None
- e. Annual Reports – None
- f. Meeting & Tour Dates 2018
- h. Upcoming TOT sponsored events and Free Services

**7. APPEARANCE OF INTERESTED CITIZENS**

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. Many of the guests present tonight introduced themselves and their upcoming events.

**8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS**

Below are motions for Parking Lot Items to be added for future discussion:

**Motion:** Adam Kohler moved to review the process for Facility Operator grants to ensure they all receive funding, with funds allocated based on how they score.

<b>Motion by:</b>	<b>Kohler</b>
<b>Seconded by:</b>	<b>Orcutt</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

**Motion:** Laura Aguero moved to review the value of High/Low scoring for the next grant cycle.

<b>Motion by:</b>	<b>Aguero</b>
<b>Seconded by:</b>	<b>Kohler</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

**Motion:** Elaine Orcutt moved to review the criteria for Facility Operator grants.

<b>Motion by:</b>	<b>Orcutt</b>
<b>Seconded by:</b>	<b>Aguero</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

Adam Kohler suggested the chair contact Gus Castaneda to discern if he is still interested in CTPAB board participation.

## **9. ADJOURNMENT**

With no further business, Chair Laura Agüero adjourned the meeting at approximately 7:32 p.m.

Next TOT meeting will be Tuesday, 5:30 p.m., Tuesday, April 10, 2018, at Willamette Heritage Center's Dye House, 1313 Mill St SE, Salem OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

**CTPAB TOT Grant Recommendation Summary for FY 2018-19 Budget**

<u>Facility Operators Grants (10 Applicants)</u>	<u>Amount</u>
Bush House Museum (New Applicant) - <b>Does not qualify as a facility operator</b>	\$ -
Gilbert House Children's Museum	\$ 43,010
Deepwood Museum & Gardens	\$ 37,870
Hallie Ford Museum of Art	\$ 40,000
Historic Elsinore Theatre	\$ 41,930
Salem Art Association - "Bush Barn Art Center" - <b>Responsible for "operating" Bush House</b>	\$ 43,520
Salem Multicultural Institute	\$ 39,770
Salem Riverfront Carousel	\$ 37,600
Willamette Art Center	\$ 35,720
Willamette Heritage Center	\$ 40,580
	<b>\$ 360,000</b>
<u>Capital Improvement Grants (4 Applicants)</u>	
Deepwood - Capital Purchase - New Reception Seating/Chairs	\$ 2,610
Salem Art Association - Art Exhibit Wall Expansion	\$ 10,000
Salem Riverfront Carousel - Carpet Replacement	\$ 4,760
Willamette Heritage Center - Carpet Replacement	\$ 10,000
	<b>\$ 27,370</b>
<u>Special Event Grants (34 Applicants)</u>	
Bush House Museum - Exploration Days	\$ 2,000
Capital Futbol Club- Timbers U23	\$ 10,000
Ceili of the Valley Society - Samhain Celtic New Year Festival	\$ 5,000
Englewood Forest Festival	\$ 2,000
Enlightened Theatrics - A Tuna Christmas	\$ 7,500
Enlightened Theatrics - Sweeney Todd: Demon Barber of Fleet Street	\$ 10,000
Festival Chorale Oregon - A German Requiem by Johannes Brahms	\$ 10,000
Festival Chorale Oregon -Mozart's Great Mass in C Minor	\$ 10,000
Gilbert House Children's Museum - Legacy of Play Day	\$ 10,000
Historic Elsinore Theatre - Annie Get Your Gun	\$ 10,000
Historic Elsinore Theatre - Russian String Orchestra	\$ 5,000
Hoopla Association - Hoopla	\$ 10,000
Hoopla Association - The Bite and Brew of Salem	\$ 10,000
Oregon Symphony Association in Salem - 18-19 Concert Season	\$ 10,000
Oregon Symphony Association in Salem - 18-19 Youth Concert Season	\$ 10,000
Oregon's New History Minstrels - Celebrating Salem Through Historic Characters & Harmony	\$ 2,000
Rivers of Life Center & Salem Senate Aires - Showboats-A-Coming to Salem	\$ 9,000
Salem Art Association - Art Fair Festival	\$ 10,000
Salem Multicultural Institute - World Beat Festival	\$ 10,000
Salem Riverfront Carousel - Santa at the Carousel	\$ 10,000
Salem Rotary Foundation - Rotary Triathlon of Salem	\$ 10,000
Sasquatch Sports -(Chris Roche Mgmt) - Capital City Classic	\$ 2,000
South Salem Girl's LaCrosse Club - 2019 Season	\$ 360
Straub Environmental Learning Center-Eco Fest: Party for the Planet	\$ 5,000
The Moxie Initiative - TEDx Salem	\$ 8,000
Unspecified event grants	\$ 4,770
Willamette Art Center - Artisan's Village	\$ 10,000
Willamette Heritage Center - Magic at the Mill	\$ 10,000
	<b>\$ 212,630</b>

<b>CTPAB GRANT - TOTAL RECOMMENDED FUNDING</b>	<b>\$ 600,000</b>
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**Summary:** 48 total applications reviewed, 40 approved, 6 non-passing & unfunded, 2 disqualified  
 100% of Facility Operation Grants received funding, 100% of Capital Improvement Grants received funding  
 79.4% of Special Events received funding.  
**Total CTPAB grant funding to Facility Operators including events and capital improvement grants \$459,370.**  
 (100% of Facility Operators Events funded \$72k plus 100% of Facility CIP Grants funded \$27,370)

**6 Non-Passing & Unfunded**

- Salem Creative Network-2019 Cherry City Music Festival
- Capital Futbol Club - Capital Cup Soccer Tournament
- Lord & Schryver Conservancy-A Virtual Brochure for Gaiety Hollow
- The Moxie Initiative-Make Music Day
- Titanium Racing, Inc.-Salem 4th of July Run
- Salem Creative Network -2018Mix-N-Mash

**1 disqualified - per City Charter 56 - outside of city limits**

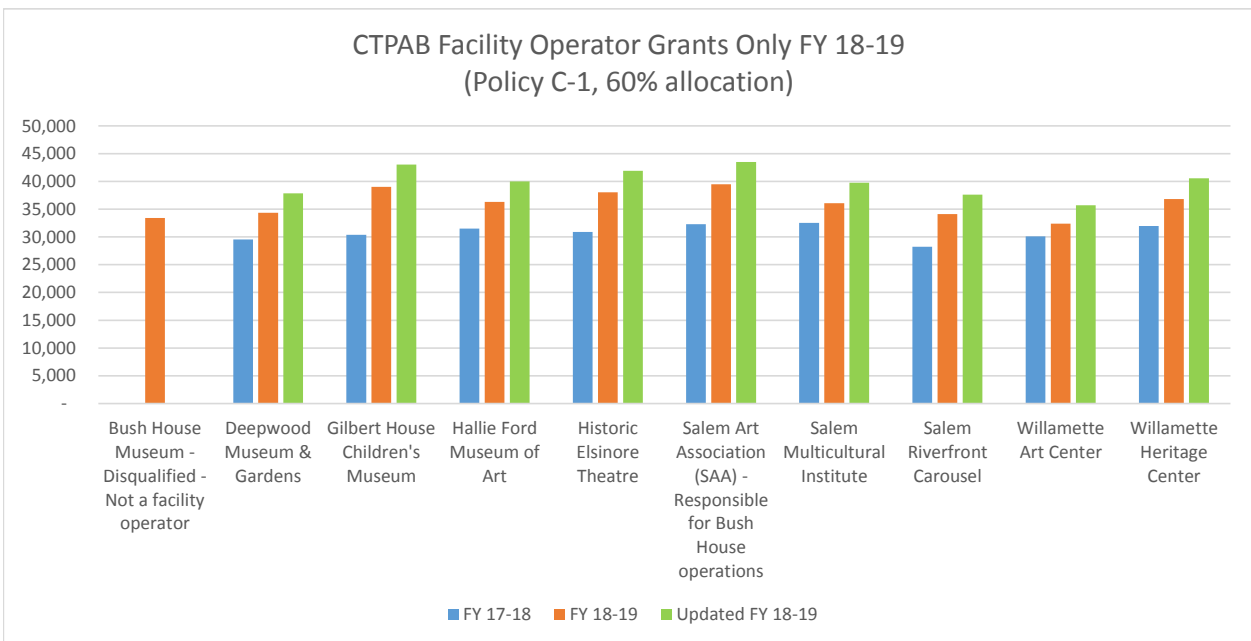
- Capital Futbol Club - Soccer Goals for New Regional League

**1 disqualified - per Council Policy C-1 - does not meet requirement of a Facility Operator**

- Bush House Museum (New Applicant)

**CTPAB Facility Operator Grants Only  
(Policy C-1, 60% allocation)**

	FY 17-18	FY 18-19	Updated FY 18-19	diff.
Bush House Museum - <b>Disqualified - Not a facility operator</b>	-	33,410	-	(33,410)
Deepwood Museum & Gardens	29,560	34,360	37,870	3,510
Gilbert House Children's Museum	30,370	39,020	43,010	3,990
Hallie Ford Museum of Art	31,510	36,290	40,000	3,710
Historic Elsinore Theatre	30,910	38,040	41,930	3,890
<b>Salem Art Association (SAA) -Responsible for Bush House operations</b>	<b>32,290</b>	<b>39,480</b>	<b>43,520</b>	<b>4,040</b>
Salem Multicultural Institute	32,520	36,080	39,770	3,690
Salem Riverfront Carousel	28,220	34,110	37,600	3,490
Willamette Art Center	30,100	32,400	35,720	3,320
Willamette Heritage Center	31,980	36,810	40,580	3,770
<b>Grand TOTAL</b>	<b>277,460</b>	<b>360,000</b>	<b>360,000</b>	





**Cultural and Tourism Fund**  
**Fund Status Report - For the Period Ending March 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-Mar	Budget FY 2016-17	Actual Thru 31-Mar		
<b>Resources</b>						
Beginning fund balance	342,890	545,515	1,267,810	1,219,127	(673,612)	-55.25%
Tax collections	4,092,310	2,567,242	3,948,940	2,505,631	61,611	2.46%
Other agencies	5,700	2,205	5,200	1,921	284	14.78%
Interest earnings	3,800	4,551	3,800	7,860	(3,309)	-42.10%
Loan principle	-	2,578	-	3,130	(552)	-17.65%
Loan interest	-	222	-	370	(148)	-39.90%
Other revenue	15,000	10,000	15,000	51,669	(41,669)	-80.65%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
<b>Total Resources</b>	<b>4,459,700</b>	<b>3,132,313</b>	<b>5,240,750</b>	<b>3,789,708</b>	<b>(657,395)</b>	<b>-17.35%</b>
<b>Expenditures by Division</b>						
Conference Center Marketing	289,220	168,712	298,590	199,060	(30,348)	-15.25%
Tourism Promotion - Travel Salem	1,023,080	1,023,077	987,230	987,230	35,847	3.63%
City Programs/Parks/CIP	1,989,110	1,448,784	2,904,240	1,976,659	(527,875)	-26.71%
Administration	302,480	218,037	273,410	194,116	23,921	12.32%
Major Tourist Attractions and Cultural Facilities	458,760	258,668	433,760	269,786	(11,118)	-4.12%
Contingency	120,000	-	120,000	-	-	0.00%
<b>Total Expenditures</b>	<b>4,182,650</b>	<b>3,117,278</b>	<b>5,017,230</b>	<b>3,626,851</b>	<b>(509,573)</b>	<b>-14.05%</b>
Total Resources Less Expenditures	277,050	15,035	223,520	162,857	(147,822)	-90.77%

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	209,483	266,459	352,756	313,651	771,347	4,004,996	4,092,310
<b>% Chg</b>		-1.29%	10.59%	22.78%	-15.77%	7.69%	-8.54%	-1.66%	-3.45%	0.00%	0.00%	0.00%	1.56%	

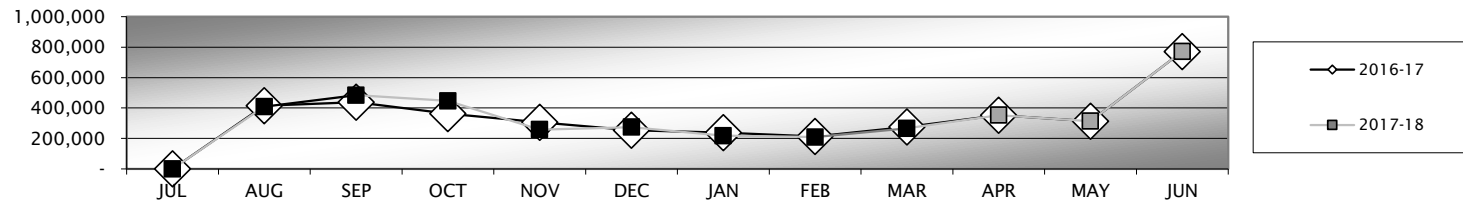


Chart and graph demonstrate actual revenue for FY 2016-2017 and FY 2017-2018.

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 March FY 2016-17	2,505,531
YTD March FY 2017-18	2,567,242
Variance FY 16-17 to FY 17-18	2.46%

**CTPAB Completion Report**  
**TOT Funds Supporting Salem Tourism**  
*Facility Operating Grant*

**Organization: Friends of Deepwood**

**Name and location of facility: Deepwood Museum & Gardens**

**Reporting period: 2<sup>nd</sup> quarter (Oct-Dec) of FY 2017-18**

**Total number of days open: 47 Total hours of operation: 83.25 (Tours and Open House)**

**Volunteer hours for period: 388 Total attendance at facility: 6644**

**Operating expenses funded by TOT, \$ 0** received in the quarter- our quarterly payment arrived after the holidays and was deposited in next quarter, **and special project expenses funded by TOT, \$ 0** (i.e., one-time events, brochures, unanticipated repairs) **for the period.**

**Total income from other sources: \$23,882**

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

**Highlight one activity that occurred during the period.** We held two Sunday Open House Days in December with free admission. We scheduled these days in sync with Bush House Museum, so people could visit both homes on the same day if they choose. To add an additional reason for visiting Deepwood we invite Santa to join us in the Solarium for each Open House. Having Santa encourages many young families who may not otherwise have thought to visit Deepwood to come and experience the historic home and grounds. Over the two Sundays and total of six hours of open house availability to the public we welcomed nearly 700 guests. The attendees were split between first time visitors and returning guests. We also utilized this event as an opportunity to promote the support received through Transient Occupancy funds through prominent signage. This event reinforces to those from the local community and nearby communities that there are many worthwhile cultural experiences right in the Salem area. The event also serves as an introduction to many people to consider bringing visitors to Deepwood and awareness of the volunteer opportunities available. We value this opportunity to open the museum home up to the community at no admission cost and appreciate that TOT funds help us make these types of programs available to enrich the Salem area. There was extra interest in our holiday open house this year as we created an all new visitor experience by transitioning the home's holiday decorations from contemporary décor to an authentic holiday reflecting on traditions of Victorian times through 1930. We involved volunteers in planning and making ornaments based on research into the exact materials and patterns used historically. Each tree

included historical information about the reason for the theme or method of decorating and how it tied to the era of the home.

**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 open house we greet every guest at the door and record if they are visiting from Salem or from a distance greater than 50 miles. We just conversationally say “Welcome to Deepwood. Where are you visiting from today?” it’s an easy effective way to track guests without messing with zipcode inquiries. Through this tracking we collected the count of 698 guests and 39 visitors traveling 50+ miles to attend.

**Submitted by: Yvonne Putze**

**Date: 3/12/18**

*Deepwood Museum & Gardens 2017 Holiday Open House Days*



# 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: 1<sup>st</sup> \_\_ 2<sup>nd</sup> X (Oct-Nov-Dec) 3<sup>rd</sup> \_\_ or 4<sup>th</sup> \_\_ quarter of FY 2017-18**

**Total number of days open: 77 event days + 65 administrative days = 137 days**

**Total hours of operation: 733 event hours + 520 administrative hours = 1,240 hours**

**Volunteer hours for period: 1,417 hours      Total attendance at facility: 18,433**

**Operating expenses funded by TOT, \$0 and special project expenses funded by TOT, \$10,000 (TOT grant for water remediation project) for the period.**

**Total income from other sources: \$572,999.41**

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

The largest event of the 2017 calendar year was the Kenny G concert on November 28. It was a sell-out, drawing audience from across the mid-valley. About 68% of the tickets were purchased by Salem-Keizer residents, with 32% purchased by people from outside the urban area. By contrast, for the country artist Travis Tritt sold-out performance on November 14, 62% of the ticket buyers came from outside the Salem-Keizer area. While room nights booked are not known, considerable other commerce is generated downtown when the Elsinore hosts a big performance.

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

Website analytics from January through December, 2017 show the Elsinore's website recorded over 80,000 users and almost 122,000 sessions. The average time a user spent on the site was almost 2 minutes. Facebook is also a busy social media platform for the Elsinore, with over

8,000 friends who like the Elsinore's posts. Social media has become the greatest generator of ticket sales and a most valuable marketing tool.

**Submitted by:**

**Date:**



Jazz musician Kenny G strolled through the Elsinore lobby just before taking the stage on November 28, 2017 surprising late arrivers and volunteer staff with his live music.

**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 17<sup>th</sup> St NE, Salem OR 97301

Reporting Period: 1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> X or 4<sup>th</sup> \_\_\_ quarter of FY 2017-18

Total number of days open: 89 Total hours of operation: 757

Volunteer hours for period: 1,334 Total attendance at facility: 3,010

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Operating expenses funded by TOT, \$ 7,525 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$ 20,158 all Program Services (classes, tickets, passes)

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

Besides classes, the focus during the winter months at the Art Center is on production of Empty Bowls and bisqueware for Art Jam, Artisan's Village, and Empty Bowls. So far we have held three well-attended throw-a-thons which produced over 400 pots in support of our three major events for the year.

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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 volunteer hours have increased by 11.4%, up from 1,177 in 2017 to 1,333. Attendance has increased from 2,604 in 2017 to 3,010, an 18.5% increase.

Submitted by: Sue Karnosh, Financial Coordinator

Date: April 3, 2018

# THROW-A-THONS FOR EMPTY BOWLS, ART JAM, AND ARTISAN'S VILLAGE



Potter Fred Hamman at the wheel throwing for Art Jam & Artisan's Village



3 bisqued Raku Pieces for Artisan's Village 2018



Bowls for Empty Bowls drying and waiting to be trimmed



**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:** Gilbert House Children’s Museum

**Name of Program or Event:** Legacy of Play Day

**Location of Program or Event:** Gilbert House Children’s Museum

**Description of Activity:** An event that celebrates the legacy of our namesake, A.C. Gilbert, and the spirit of creating, discovering and tinkering.

**Completion Date(s):** February 19, 2018

1<sup>st</sup> \_\_ 2<sup>nd</sup> \_\_ 3<sup>rd</sup> X or 4<sup>th</sup> \_\_ quarter of FY 2017-18

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

Professional/staff hours 124                      Volunteer hours 178

**Amount of funds provided by TOT, \$6,000, and by other sources, \$3,000**

**Admission** (checks or give amount): **Free**    X            **Admission**    \_\_\_\_\_

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

Local organizations are invited to host booths in the parking lot of the Museum from 10:00 am to 2:00 pm to share their hands-on activities for kids. The following organizations hosted booths: Paper Arts, Steamworks Research and Design Labs, Dallas Lego Robotics Club, Straub Environmental Learning Center, Fabulous, Girl Scouts of Oregon, Willamette Valley Chapter of Native Plant Society and Sylvan Learning Center. Our business sponsors also hosted tables that included educational activities for kids. The sponsors were Portland General Electric, Café Yumm and Salem Clinic. City of Salem Parks and Recreation staff were invited to host tables, but were not able to because it was a holiday.

**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?**

One third of the visitors to Legacy of Play Day were from outside Salem city limits. Those guests would have eaten in local restaurants and/or stayed at hotels. The event is near our namesake, A.C. Gilbert’s birthday and celebrates his legacy as well as his birthplace, Salem.

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

Salem is fortunate to have a thriving children’s museum which is the result of generous contributions and labor from our community. This event is one of two opportunities Gilbert House staff is able to invite the community free of charge to enjoy the Museum. Families visited the Museum and enjoyed the booths out front to learn about more educational activities in our community.

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

The event hosted 3,308 visitors. Gilbert House staff and volunteers welcomed guests at the entry points for the event and used counters to count the attendees.

**Estimated percentage of:**

<b>Salem residents and/or guests</b>	<u>66</u>
<b>Out-of-town tourists</b>	<u>33</u>
<b>Overnight tourists (hotel/motel)</b>	<u>1</u>

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

Each guest was stopped at the entrance and asked the survey questions by Gilbert House staff or volunteers. The survey included a request for a zip code and how they learned about the event.

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

1. Attendance. Our goal was for 1,800 people to attend based on previous events, we exceed this with the final count of 3,308 visitors. Also, that more than 50% would be people that do not have a membership with the Museum, only 5% of the attendees have a Gilbert House Membership. Finally, Gilbert House projected that at least 33% of the attendees would be from outside of the Salem zip code area and 34% of our guests were from out of town.
2. Programming- Gilbert House staff set a goal of 15 activity stations in addition to our exhibits and outdoor discovery area for families to enjoy at the event. Our partners provided 12 activity stations and Gilbert House staff and volunteers provided hands-on STEM activities throughout the Museum.

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

Gilbert House staff used various outlets to market this event, including movie theater ads in surrounding rural communities, calendar listing for Travel Salem, newspaper ads and magazine ads. According to our entrance survey, the most effective were our Facebook ads and school flyers. Our Promotions Coordinator used sponsored Facebook ads in English and Spanish to share about Legacy of Play Day and 51% of our visitors said this is how they heard about the event. Seven percent of the guests that learned about it through Facebook did so from a Spanish ad. She also worked with Salem-Keizer School District to have printed flyers sent home with all elementary aged students, with flyers printed in Spanish for schools were that was useful. Gilbert

House staff attributes the 45% increase in attendance to this event to the Facebook ads and school flyers. We were especially pleased with the results of our Spanish language outreach.

**Submitted by:** Alicia Bay

**Date:** 3-27-18



# CTPAB Meetings & Tour Dates

Tuesday April 10, 2018 (**regular meeting**)

@ 5:30 pm –[Willamette Heritage Center, Dye House, 1313 Mill St SE, Salem, OR](#)

Tuesday May 8, 2018 (**regular meeting**)

@ 5:30 pm –[City Library, Anderson Room B, 585 Liberty St SE, Salem, OR](#)

Tuesday June 12, 2018 (**regular meeting**)

@ 5:30 pm –[City Library, Anderson Room B, 585 Liberty St SE, Salem, OR](#)

Waiting list:

Deepwood Museum & Gardens

Gilbert House Children's Museum

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) – [Workshop w/Travel Salem scheduled for April meeting.](#)

Motion to add Travel Salem's Free Services Flyer to annual application packet.

Facility Operator grant application and funding process review, to ensure all applicants receive funding no matter their score. (Kohler and Orcutt, March 13, 2018)

Review the value of a High/Low scoring methodology for next grant cycle. (Aguero and Kohler, March 13, 2018)

Review criteria for Facility Operator grants. (Orcutt and Aguero, March 13, 2018)