

## SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

Si necesita ayuda para comprender esta información, por favor llame 503-588-6173

If you need help understanding this information, please call 503-588-6173

Disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting or event, are available upon request. Sign language and interpreters for languages other than English are also available on request. To request such an accommodation or interpretation, contact Chris Neider at 503.540.2361 or [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net) at least **2 business days** before the meeting; TTD/TTY telephone (503) 588-6439, is also available 24/7.

### 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:** June 11th @

#### **Travel Salem**

388 State St Suite 100  
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, May 14, 2019

6:00 - 8:00 PM

**Gilbert House Children's Museum**

116 Marion St NE, Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
  - a. April 9, 2019
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
  - a. Create Sub-committee for Grant Application Review
  - b. Parking Lot Item – Define “Major” Attraction Cultural, Heritage, or General Tourism – TOT Facility Operator Stats
6. Information Items
  - a. Cultural and Tourism Fund Reports – April
  - b. Cultural and Tourism Fund Revenue (Tax) Reports – April
  - c. Facility Operating Grant Reports – Gilbert House Children's Museum, Salem Multicultural Institute, Salem Riverfront Carousel, Willamette Heritage Center
  - d. Special Event Reports – Gilbert House - Legacy of Play, Festival Chorale Oregon – Johannes Brahms “A German Requiem”, Oregon Symphony Association in Salem – Youth Concert Series
  - e. Capital Improvement Reports – None
  - f. Annual Reports – None
  - g. Miscellaneous Travel Oregon Statistics
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, April 9, 2019**

|  |   |
|--|---|
| <p><b>MEMBERS PRESENT</b><br/>Scott Snyder, Chair<br/>Elaine Navarro, Vice Chair<br/>Jonathan Baker (arrived 6:08 PM)<br/>Gaelen McAllister<br/>Claudia Vorse<br/>Omar Alvarado</p> <p><b>STAFF PRESENT</b><br/>Chris Neider, CD Management Analyst II</p> | <p><b>MEMBERS ABSENT</b><br/>Adam Kohler<br/>Rita Siong<br/>Laura Tesler</p>  |
| <p><b>GUESTS</b><br/>Roger Williams, Willamette Art Center<br/>Carlee Wright, Moxie, Press Play, CVS<br/>Michelle Cordova, Willamette Heritage Center<br/>Ross Sutherland, Bush House Museum<br/>Marie Bradford Blevins, Riverfront Carousel</p>           | <p><b>GUESTS</b><br/>Sally Litchfield Puhek, Elsinore Theatre<br/>Sandra Burnett, Salem Art Association<br/>Kathleen Fish, World Beat/SMI<br/>Yvonne Putze, Deepwood Museum &amp; Gardens</p> |

**1. CALL TO ORDER**

Chair, Scott Snyder, began the meeting at approximately 6:05 p.m. with 6 of 9 members present.

**2. ROLL CALL**

Members present: Scott Snyder, Elaine Navarro, Jonathan Baker, Gaelen McAllister, Claudia Vorse, Omar Alvarado, and Chris Neider.

Members absent: Adam Kohler, Laura Tesler, Rita Siong,

**3. APPROVAL AGENDA AND MINUTES**

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

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

**Motion by:** Gaelen McAllister

**Seconded by:** Omar Alvarado

**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.

Chair Scott Snyder took a moment to welcome and introduce new CTPAB member, Omar Alvarado, to the rest of the board members.

Ross Sutherland, asked for clarification on Upcoming Events, and noted the runs at Bush Park are not specifically sponsored by Bush House Museum. It was clarified that all TOT sponsored events can get posted to the Upcoming Events calendar and event sponsors should send information to Chris Neider and Kelly Kelly to post.

**5. ITEMS REQUIRING ACTION**

**a. Parking Lot Items**

The group touched on the topic of diversity and inclusiveness but agreed to discuss it in more depth when Rita Siong, who placed it on the Parking Lot List, could be present.

It was discussed to establish a sub-committee to work on any changes needed to the 2020 Grant Application Package. The meeting minutes will note the need to recruit interested board members and stakeholders from the TOT community for this sub-committee. A subcommittee will be selected by next meeting.

**Motion:** It was moved and seconded to establish a sub-committee to start on the 2020 Grant Application Package, to establish and recommend any necessary changes.

**Motion by:** Gaelen McAllister

**Seconded by:** Omar Alvarado

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

Chair Scott Snyder asked the group what changes need to be made to clarify the definition and requirements to qualify as a Major Tourism Attraction or Cultural, Heritage and Tourism Facility Operator for future grant applications.

It was discussed to have each board member draft and email to Chris Neider a proposed mission statement to encapsulate what the group values in selecting future Cultural, Heritage and Tourism Facilities. What constitutes a major tourism attraction? How have other cities defined this? Travel Salem offered to look at other cities and share what they define as major cultural, heritage and tourism facilities and major tourism attractions. Some metrics could include ticket sales, days open, name recognition, popularity of annual hosted events, intent of the facility, being a tourism destination, what is the activity the destination is intended for, the nature of their programming, their attendance, being open 12 months a year. Next meeting the group will review ideas to include to clarify what constitutes a major tourism attraction or heritage, cultural and tourism facility for grant

application purposes.

Scott Snyder will invite Travel Salem to report on their free services and performance measures for the newer members at an upcoming meeting in the near future.

**Motion:** It was moved and seconded to invite Travel Salem to an upcoming meeting to review their free services and performance measures.

**Motion by:** Scott Snyder

**Seconded by:** Claudia Vorse

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

It was discussed how to encourage and support new, small and first time event or project applications. Chris Neider noted there is already a provision for new and small events. It is a matter that they sometimes do not score as favorably and are not scoring well enough to be funded. Ross Sutherland also noted it may be a matter of better marketing to get the word out these new and small event grants exist. In some cases, the mandatory orientation meetings were missed, thus disqualifying would be new organizations from applying until the following year. Scott Snyder noted the provisions seem to already be in place, and that the pre-review, pre-scoring discussion with Board Members needs to be a time to remind members to score them gently as new organizations or events, so that they are not all disqualified as new or small events.

Grant writing training was also discussed as a possibly valuable addition to offer to organizations that want to improve their grant writing skills and chances to be funded. This training would be voluntary and optional vs required. Providing applicants with an example of a "strong" vs "poor" answer or application was suggested. Mid Valley Development Professionals was suggested as a possible training resource. The group felt this optional training should be offered this coming September, ahead of the formal grant writing season.

**b. Facility Operator Tours and Dates**

The board members noted the importance of visiting and becoming familiar with the 10 facility operator locations. They are interested in having meetings and/or tours scheduled at the operator locations in months to come.

**Motion:** It was moved to schedule Tour and Meeting dates at the various Facility Operator locations for the next 3 months.

**Motion by:** Claudia Vorse

**Seconded by:** Gaelen McAllister

**ACTION:** APPROVED

Vote: 6-0

Aye: 6  
Nay: 0  
Abstentions: 0

### **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**

Thank you to the guests who came in support of their grant proposals, cultural and 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**

#### **ADJOURNMENT**

With no further business, Chair Scott Snyder adjourned the meeting at approximately 7:43 p.m.

The next regular TOT board meeting will be held May14th, 2019, at 6:00 PM, at Gilbert House Children's Museum, 116 Marion St NE, Salem, OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

## CTPAB “Major” Tourist/Facility Operator

Review of the meeting minute’s shows that CTPAB members were tasked with submitting an email with their proposed mission statement that encapsulates what the group values in selecting future Cultural, Heritage, and Tourism Facilities. Oops.

What constitutes a major tourism attraction?

What metrics could be used? Ticket sales, days open, name recognition, annual number of out-of-town visitors, etc...

### Current Policy C-1 definitions:

**Major Tourist Attraction** – Something commonly considered a primary destination for tourists visiting the City including, but not limited to, historical places, monuments, zoos, museums and art galleries, gardens, parks and special events.

**Major Tourist Attraction Facility** – A building, structure, premises, or monument or other similar structure that serves as a Major Tourist Attraction.

**Cultural Facility** – A building, structure, premises, or monument or other similar structure having as its primary purpose the advancement or preservation of intellectual aspects of human activity. As used in this definition, intellectual aspects of human activity include, but are not limited to, visual art, literature, music, theatre, and dance.

**Facility** – A cultural facility or a major tourist attraction facility.

### CTPAB Grant Manual:

#### Requirements for Facility Operating Grant Applicants

1. Facility operators are limited to a maximum of three TOT grants per year.
2. The facility must provide programs and services 12 months per year.
3. Copy of **audited financial statements** for most recently completed fiscal year.
4. Copy of lease or rental agreement for non-owner occupied facilities (excludes city-owned facilities).

**Additional/Alternative “Major” tourist attraction criteria:**

**Large Tourist Traffic Generator** – A tourist attraction that attracts **at least 10,000 visitors a year**. The facility must also have a marketing plan in place that includes **40% of advertising budget targeting markets more than 50 miles away**, thus demonstrating that the facility actively markets itself to tourists. Facility also must work with local city and county tourism promotion entities, if one is available. (From Indiana Tourist Attraction Sign Policy)

**Should the facility’s annual visitor numbers be allowed to include local school field trips?**

**What should the Facility Operator criteria be for qualifying for TOT funding?**

Number of annual visits above 5,000? Based on ticket sales, rides (same kid multiple rides)?

Number of out-of-town visitors? % of out-of-town visitor compared to gross number of visitors?

Return on Investment (ROI) meaning quantifiable data from surveys taken at each facility for zip code and asking if the visitor was staying at one of our local hotels/motels or Airbnb.

Growing the % of marketing outreach spent outside of the local market to 40% of an organizations budget?

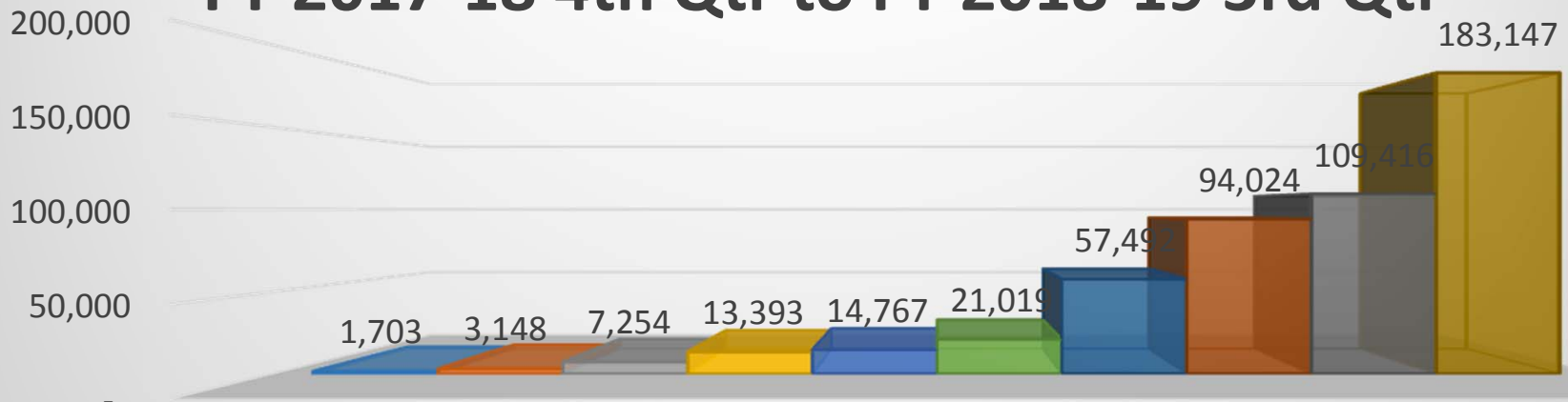
Financial need? Quantifiable proof?

Proven past experience using TOT funding? (3 years or 3 TOT Grants)

1. New applicants for facility operating grants are required to have successfully completed three transient occupancy tax-funded special event and/or capital project grants prior to applying for a facility operating grant.

# TOT FACILITY OPERATOR ANNUAL VISITORS

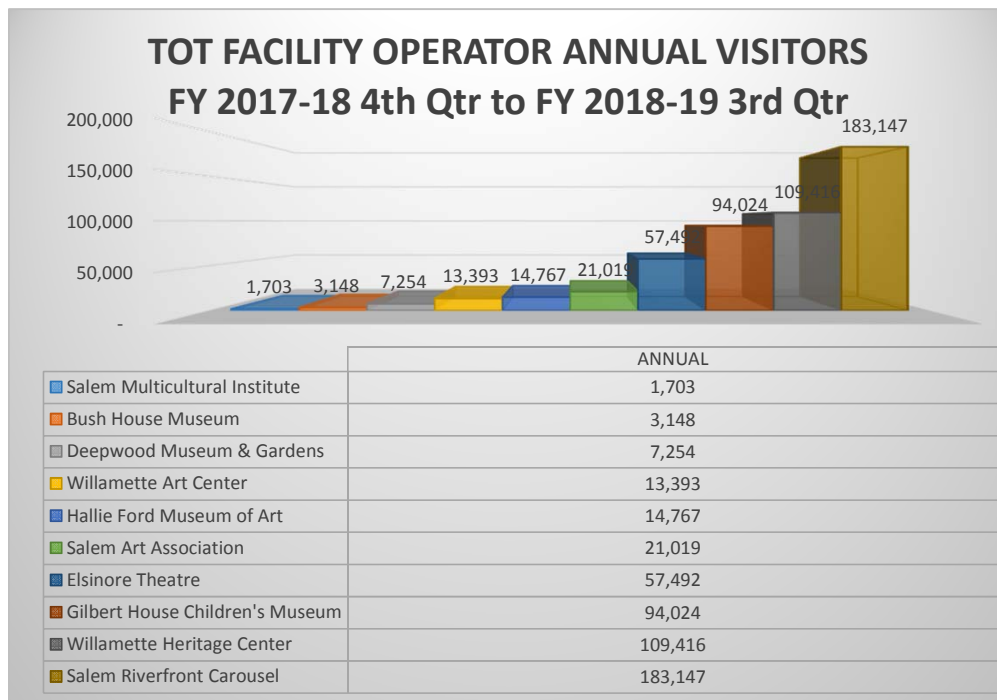
## FY 2017-18 4th Qtr to FY 2018-19 3rd Qtr



|                                   | ANNUAL  |
|-----------------------------------|---------|
| ■ Salem Multicultural Institute   | 1,703   |
| ■ Bush House Museum               | 3,148   |
| ■ Deepwood Museum & Gardens       | 7,254   |
| ■ Willamette Art Center           | 13,393  |
| ■ Hallie Ford Museum of Art       | 14,767  |
| ■ Salem Art Association           | 21,019  |
| ■ Elsinore Theatre                | 57,492  |
| ■ Gilbert House Children's Museum | 94,024  |
| ■ Willamette Heritage Center      | 109,416 |
| ■ Salem Riverfront Carousel       | 183,147 |



|                                 |                | 18-19            | 18-19            | 18-19            | 17-18            |               |
|---------------------------------|----------------|------------------|------------------|------------------|------------------|---------------|
|                                 |                | <b>QUARTERLY</b> |                  |                  |                  |               |
| <b>FACILITY OPERATOR</b>        | <b>MONTHLY</b> | <b>JUL - SEP</b> | <b>OCT - DEC</b> | <b>JAN - MAR</b> | <b>MAR - JUN</b> | <b>ANNUAL</b> |
| Salem Multicultural Institute   | 142            | 140              | 800              | 506              | 257              | 1,703         |
| Bush House Museum               | 262            | 504              | 605              | 643              | 1,396            | 3,148         |
| Deepwood Museum & Gardens       | 605            | 457              | 3,065            | 1,866            | 1,866            | 7,254         |
| Willamette Art Center           | 1,116          | 3,977            | 3,143            | 3,415            | 2,858            | 13,393        |
| Hallie Ford Museum of Art       | 1,231          | 457              | 5,436            | 4,412            | 4,462            | 14,767        |
| Salem Art Association           | 1,752          | 6,036            | 4,017            | 5,443            | 5,523            | 21,019        |
| Elsinore Theatre                | 4,791          | 5,284            | 16,930           | 14,053           | 21,225           | 57,492        |
| Gilbert House Children's Museum | 7,835          | 23,472           | 18,013           | 26,236           | 26,303           | 94,024        |
| Willamette Heritage Center      | 9,118          | 25,149           | 37,767           | 15,601           | 30,899           | 109,416       |
| Salem Riverfront Carousel       | 15,262         | 44,751           | 38,958           | 35,979           | 63,459           | 183,147       |



**Cultural and Tourism Fund  
Fund Status Report - For the Period Ending April 30, 2019**

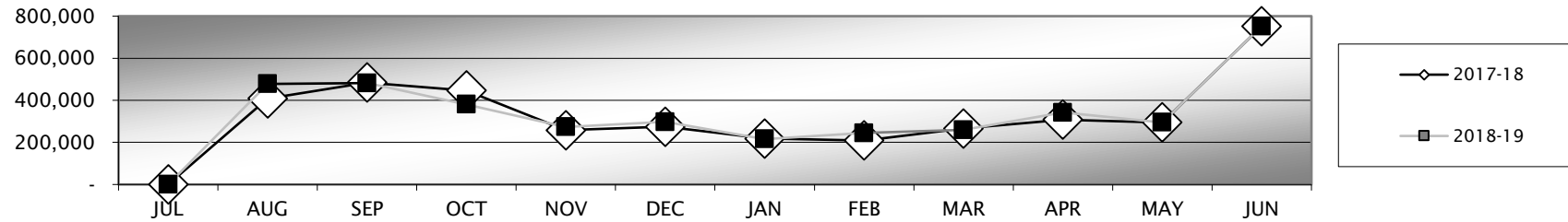
**Item 6.a.**

|   | FY 2018-19           |                       | FY 2017-18           |                       | FY 17-18<br>to FY 18-19 | %             |
|---|----------------------|-----------------------|----------------------|-----------------------|-------------------------|---------------|
|   | Budget<br>FY 2018-19 | Actual Thru<br>30-Apr | Budget<br>FY 2017-18 | Actual Thru<br>30-Apr |                         |               |
| <b>Resources</b>                                  |                      |                       |                      |                       |                         |               |
| Beginning fund balance                            | 662,000              | 789,396               | 342,890              | 545,515               | 243,881                 | 44.71%        |
| Tax collections                                   | 4,443,500            | 2,974,368             | 4,092,310            | 2,875,343             | 99,025                  | 3.44%         |
| Other agencies                                    | 5,800                | 5,083                 | 5,700                | 2,882                 | 2,201                   | 76.37%        |
| Interest earnings                                 | 4,100                | 8,112                 | 3,800                | 5,139                 | 2,973                   | 57.85%        |
| Loan principle                                    | -                    | -                     | -                    | 2,898                 | (2,898)                 | -100.00%      |
| Loan interest                                     | -                    | -                     | -                    | 252                   | (252)                   | -100.00%      |
| Other revenue                                     | 12,000               | 12,500                | 15,000               | 11,000                | 1,500                   | 13.64%        |
| Intrafund Budgeted Transfers                      | -                    | -                     | -                    | -                     | -                       | 0.00%         |
| Transfers   | -                    | -                     | -                    | -                     | -                       | 0.00%         |
| <b>Total Resources</b>                            | <b>5,127,400</b>     | <b>3,789,459</b>      | <b>4,459,700</b>     | <b>3,443,029</b>      | <b>346,430</b>          | <b>10.06%</b> |
| <b>Expenditures by Division</b>                   |                      |                       |                      |                       |                         |               |
| Conference Center Marketing                       | 294,210              | 245,175               | 289,220              | 192,813               | 52,362                  | 27.16%        |
| Tourism Promotion - Travel Salem                  | 1,110,880            | 658,147               | 1,023,080            | 1,023,077             | (364,930)               | -35.67%       |
| City Programs/Parks/CIP                           | 2,237,760            | 1,684,945             | 1,989,110            | 1,606,728             | 78,217                  | 4.87%         |
| Administration                                    | 308,920              | 236,821               | 362,480              | 240,541               | (3,720)                 | -1.55%        |
| Major Tourist Attractions and Cultural Facilities | 600,000              | 446,535               | 458,760              | 312,884               | 133,651                 | 42.72%        |
| Contingency                                       | 120,000              | -                     | 60,000               | -                     | -                       | 0.00%         |
| <b>Total Expenditures</b>                         | <b>4,671,770</b>     | <b>3,271,623</b>      | <b>4,182,650</b>     | <b>3,376,043</b>      | <b>(104,420)</b>        | <b>-3.09%</b> |
| Total Resources Less Expenditures                 | 455,630              | 517,836               | 277,050              | 66,986                | 450,850                 | 673.05%       |

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       | 341,781       | 295,108      | 752,176      | 4,021,242    | 4,443,500     |
| <b>% Chg</b> |     | <b>16.81%</b> | <b>-0.47%</b> | <b>-14.72%</b> | <b>6.00%</b> | <b>8.38%</b> | <b>-1.32%</b> | <b>16.95%</b> | <b>-2.58%</b> | <b>10.93%</b> | <b>0.00%</b> | <b>0.00%</b> | <b>2.51%</b> | <b>10.50%</b> |



**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 April FY 2017-18          | 2,875,343 |
| YTD April FY 2018-19          | 2,973,958 |
| Variance FY 17-18 to FY 18-19 | 3.43%     |

**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:** 1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> X or 4<sup>th</sup> \_\_\_ quarter of FY 2018-19

**Total number of days open:** 80 \_\_\_\_\_ **Total hours of operation:** 560 \_\_\_\_\_

**Volunteer hours for period:** 418 \_\_\_\_\_ **Total attendance at facility:** 26,236

**Operating expenses funded by TOT, \$ 10,752 , and special project expenses funded by TOT, \$ 6,557 (i.e., one-time events, brochures, unanticipated repairs) for the period.**

**Total income from other sources:** \$203,375 \_\_\_\_\_

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

The Museum hosts field trips throughout the year, but the Spring is an especially popular time for schools to schedule their visits. Gilbert House provides a reduced-price for admission for students and free for chaperones. This program brings students and their adults from around the state. Our staff works hard to make sure the field trip group has the best experience possible. We are hopeful that they will visit other sites while in town or plan a visit back to Salem with their families. 25% of our field trip groups were from outside the Salem-Keizer School District in the third quarter.

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

Gilbert House Children’s Museum is committed to improving the economic impact of Salem. We offer quality experiences for all of our guests and continually improve our exhibits and educational opportunities so that we are offering excellent activities. We use visitor feedback and admission/membership sales to measure visitor satisfaction. During the 2019 Spring Break week, Gilbert House had a 35% increase in visitors over the 2018 week. We attribute this increase to our marketing in Eugene and Portland as well as an improved overall experience at the Museum.

**Submitted by:** Alicia Bay

**Date:** 4-22-19

# 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:** 1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> X or 4<sup>th</sup> \_\_\_ quarter of FY 2018-19

**Total number of days open:** 43 Gallery/40 Office **Total hours of operation:** 215  
Gallery/720 Office

**Volunteer hours for period:** 700 **Total attendance at facility:** 506

**Operating expenses funded by TOT, \$ 9,942, and special project expenses funded by TOT, \$ \_\_\_\_\_ (i.e., one-time events, brochures, unanticipated repairs) for the period.**

**Total income from other sources:** \$ 33,640

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

The 3<sup>rd</sup> quarter was a busy one for us. Our final exhibit at the Reed Opera House closed, we moved to Pringle Plaza and opened a new exhibit. The first exhibit in our new space, ***Discover Paradise: Samoa, the Heart of Polynesia*** opened on March 6. Guests at the opening reception were able to sample Samoan food and enjoy Samoan music and dance. We held a ukulele class on March 9; other events connected to this exhibit are planned for the next quarter and include an *elei* print making class, an additional ukulele class and a Samoan cooking demonstration. We also participated in the Capitol's *Passport for Fun* during Spring Break. During that time we had 190 visitors to the Gallery.

Visitors came from nine states (California, Colorado, Georgia, Maine, New Mexico, South Carolina, Virginia, Texas and Washington) as well as Canada and Australia.

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

Goal: >20% of gallery visitors are out-of-area.

Outcome: 12% of visitors to the gallery were out-of-area.

**Submitted by:** Kathleen Fish

**Date:** May 6, 2019



The World Beat Gallery in its new location at 390 Liberty Street, SE. The new space is larger, has better lighting and better parking.



Members of Paradise of Samoa prepared Samoan dishes for the opening reception of our current exhibit.



Paradise of Samoa performing at the opening reception for *Discover Paradise: Samoa, the Heart of Polynesia*.

**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: 1<sup>st</sup> X 2<sup>nd</sup> X 3<sup>rd</sup> X 4<sup>th</sup> quarter of FY 2018-2019

Total number of days open: 86 (during reporting period) Total hours of operation: 871

Volunteer hours for period: 1089

Total attendance at facility: 35,979  
(Paid riders, school visits & events)

Operating expenses funded by TOT, \$9,400 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: 94,465

---

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

Happy New Year! We kicked off January 1 with free rides to the public! From 12-4pm we had 2,229 riders ride the carousel. We had families make a day of the complimentary rides by bringing their lunch and enjoyed hanging out and meeting other families.

February 9, 2019 – Cupid's Night Out – Due to the cancellation of our signature event, Cupid's Night Out we set up during the week of February 10-16 an art table where our customers could write a message on a heart and adhere it to our valentine tree that was painted by one of our volunteers on our front sliding glass doors. It was a hit!



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

Increase in token sales over last year 2018

Token sales 2018 \$48,267

Token sales 2019 \$50,969

Data is collect from our P & L reports

Submitted by: Marie Bradford Blevins  
Salem's Riverfront Carousel  
marieb@salemcarousel.org

Date: April 8, 2019

---



# 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:** 3rd quarter of FY 2018-2019 (January 1 - March 31, 201)

**Total number of days open:** 77                      **Total hours of operation:** 10:00 – 5:00 Mon.-Sat. (539 hours)

**Volunteer hours for period:** 2,829                      **Total attendance at facility:** 15,601 (attendance and rentals)

**Operating expenses funded by TOT, \$10,145 and special project expenses funded by TOT, \$ 10,000** (i.e., one-time events, brochures, unanticipated repairs) **for the period.**

**Total income from other sources:** \$172,700

**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 is about to wrap up our 9<sup>th</sup> Annual Heritage Invitational Exhibit (January 24 – April 20, 2019). The history of the Mid-Willamette Valley is woven together from the stories of countless individuals and experiences. In this exhibit, “Romance: Stories of Love and Passion in the Mid-Willamette Valley,” wonderful heritage and cultural organizations from all over the Valley came together to explore storylines that transcend time and place, and to focus on a few of the countless love stories experienced in the Mid-Willamette Valley. Participating organizations include Bush House Museum, Deepwood Museum & Gardens, Hoover-Minthorn House Museum, Keizer Heritage Museum, Lord & Schryver Conservancy, Oregon State Hospital Museum of Mental Health, Silverton Country Historical Society, Woodburn Historical Museum, and Yamhill County Historical Society & Museums.

**PLEASE SEE ATTACHED PHOTOS.**

**Report on one of the benchmarks of performance measures used by your organization:** As a community, regional and state treasure, one of our performance goals is to target new out-of-town audiences who have never visited the WHC through Travel Salem, Time Travelers reciprocal membership network, and AAA discounts and promotional materials, as well as work with external organizations. As described in our application, we use data tracked by admissions staff and volunteers; for this quarter, attendance by non-Salem visitors made up 91% (January), 79% (February), and 73% (March) of our totals, for an average of 81% non-Salem attendees.

*Additional statistics on our January 1 – March 31 visitors are as follows:*

January: On-site walk-ins 586; total museum tours 293; out-of-state museum guests 40, out-of-country museum guests 9.

February: On-site walk-ins 530; total museum tours 265; out-of-state museum guests 58; out-of-country museum guests 9.

March: On-site walk-ins 1,036; total museum tours 518; out-of-state museum guests 75; out-of-country museum guests 16.

As always, we are proud and grateful to be able to engage our community with history and with one another.

**Submitted by:** Helen Shafran, Development Director

**Date:** April 16, 2019

## "TO MY BELOVED"

### Rediscovering the Music of Claudius and Estelle Bush Thayer

Estelle Bush Thayer (1854-1942) was the oldest daughter of Asahel Bush II (1824-1913), founding editor of Salem's *Oregon Statesman* newspaper and co-founder of the Ladd & Bush Bank. In 1884 Estelle married Claudius Thayer (1854-1923) the son of Oregon's 6th governor William Wallace Thayer. Trained in law and admitted to the bar, Claudius Thayer's health did not allow him to practice law. Instead he and Estelle moved to the Oregon coastal town of Tillamook where they established the C. E. Thayer Bank.

In the late 1890s, the Thayers adopted a daughter who was christened Eugenia (1897-1918) after Estelle's mother. The couple lived with Eugenia in a white clapboard bungalow, with modest furnishings and a piano. Both in their mid 40s, the Thayers lived a cultural life which focused on homeschooling Eugenia in French, Latin and various literary classics.

Estelle's creative outlet was photography and music, while Claudius wrote novels, essays, speeches and short stories. His poems were occasionally printed in the newspaper or turned into songs by Estelle. Later in life, Claudius' declining health precipitated a move to California where the Thayers eventually settled in Berkeley. Eugenia followed in her Aunt Sally's footsteps by attending the Burnham School in Northampton, Massachusetts and later Smith College.

**BUSH HOUSE MUSEUM**  
From 1860-1953, Salem's Bush Family lived on this 100 acre farmstead, first in an early pioneer home and later an 1878 Italianate farmhouse. Asahel Bush II (1824-1913) was the founding editor of the *Oregon Statesman* newspaper, co-founder of the Ladd & Bush Bank, and he had a major influence on early Oregon politics. Today the Bush House Museum, in Bush's Pasture Park, is preserved and interpreted to explore the lives and legacy of Salem's Bush Family, the early development of Salem, and the history and development of early Oregon.

#### Guided Tours Available:

April to September - Thursday, Friday, Saturday & Sunday  
October to March - Friday, Saturday & Sunday

600 Mission Street SE | Salem, Oregon



families

## Family & Friends in the News

*[A large newspaper clipping with a red border, containing several columns of text.]*

*[A newspaper clipping with a small illustration at the top and text below.]*



*[A newspaper clipping with multiple columns of text.]*

*[A newspaper clipping with a photograph of a person in a white dress, similar to the one in the middle clipping.]*

*[A newspaper clipping with text and a small photograph.]*



*[A newspaper clipping with the headline 'A Garden Wedding...' and several columns of text.]*

*[A newspaper clipping with the headline 'By Roma Lynn' and text.]*



*[A newspaper clipping with the headline 'How Violence Brown Falls' and text.]*



EXIT

When the play flopped 'Billy' Gable followed Frances to Silverton where she moved back in with her family on the Doerfler farm.

Gable worked on the Doerfler farm for a bit then for Silver Falls Timber Company where he stacked lumber at the mill.



**Silverton Country Historical Society & Country Museum**

It began at an old-timers picnic in the summer of 2004. A group of people, proud of Silverton's history dating back to the 1854 and that as much heritage as possible should be preserved for future generations, decided that as much heritage as possible should be preserved for future generations and placed in one location to be enjoyed by all. There when the idea of a Country Museum was born. Out of those first discussions, the organization's articles of incorporation were drawn up and filed.

For the first time that the idea surfaced for a Silverton museum, local historian and photographer June Drake, who chronicled life in Silverton in the early days of the organization of the Silverton Historical Society. A collection of items and relics from the earliest days of Silverton were on display in the window of the Brotherhood Studio for a time. It was the intent of the society to eventually move them to the Eugene Fair Trade School until a more suitable location could be found. Whatever became of the Silverton Historical Society from that earlier time, the assembled items is unknown. It's possible that the depression years and then the war took its toll in organizing the society and the efforts in keeping it going.

The society was formed on November 20, 1975. At that time, bins and pieces of lumber were stored away in attics, trunks, garages and sometimes proudly displayed in living and dining rooms of Silverton area homes. Soon after, a really good idea happened to move the idea further along. The National Bank branch offered the 1928 house to the society to use as a museum. If the society would cover the cost of the house to the society to use as a museum. If the society would cover the cost of the house to the society to use as a museum. If the society would cover the cost of the house to the society to use as a museum. If the society would cover the cost of the house to the society to use as a museum.

*She affairs to remember*



**That Doerfler Girl & Billy Gable**





SI

DINE - DAN  
MERICAN

EXIT

THE HISTORY OF  
THE WICKI  
MOUNTAIN

THE HISTORY OF  
THE WICKI  
MOUNTAIN



LORD & SCHRYVER  
*At the garden embrace you.*

Gardens

30 YEARS OF FASHION  
[Text describing the company's history and commitment to fashion and garden design.]



Our Volunteers are passionate about...

Restoration



Education

Education by providing workshops, publishing a newsletter and holding annual programs.



That Brother Girl & Billy Lobb  
[Text describing a historical or fashion-related topic.]



**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:** Festival Chorale Oregon

**Name of Program or Event:** “A German Requiem” by Johannes Brahms

**Location of Program or Event:** Historic Elsinore Theater, Salem

**Description of Activity:** Choral Performance

**Completion Date(s):** November 18, 2018

1<sup>st</sup> \_\_ 2<sup>nd</sup> X 3<sup>rd</sup> \_\_ or 4<sup>th</sup> \_\_ quarter of FY 2018-19

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

Professional/staff hours 450                      Volunteer hours 350

**Amount of funds provided by TOT, \$10,000, and by other sources, \$0**

**Admission** (checks or give amount): **Free** 47                      **Admission** 517

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

Local businesses and organizations provided financial assistance by purchasing program advertising and provided marketing assistance by allowing us to display posters as their places of business. Holy Cross Lutheran Church provided board meeting space and rehearsal space. The Historic Elsinore Theater was our performance venue and provided additional promotional assistance. McKay High School provided instrument rental and PageWorks Graphis Design provided marketing services.

**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?**

An estimated 12% of attendees were overnight tourists, with an additional estimated 33% of attendees being out-of-town tourists. Attendees patronize local businesses, such as restaurants, bars, and hotels.

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

An estimated 55% of attendees were Salem residents, whose lives were enriched by experiencing a culturally significant choral masterwork. For Salem residents who sang in the chorale or played in our orchestra, months of preparation provided an even richer cultural experience and a musical community. And by employing professional soloists and orchestra musicians, we helped to sustain a local talent pool of musicians that comprise numerous local arts organizations.

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

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

564 attendees according to ticket sales.

**Estimated percentage of:**

|  |            |
|--|------------|
| <b>Salem residents and/or guests</b>             | <b>55%</b> |
| <b>Out-of-town tourists (less than 50 miles)</b> | <b>33%</b> |
| <b>Overnight tourists (hotel/motel)</b>          | <b>12%</b> |

*(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)**

We performed a voluntary audience survey.

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

Goal 1 – Audience attendance of 500.

Outcome 1 – We exceeded the goal with a total attendance of 564.

Goal 2 – Program advertising sold by chorale members to cover 100% of program costs.

Outcome 2 – Advertising income of \$1,122 covered printing costs of \$918.

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

Direct mailings and posters were our most effective marketing resources, followed by social media and online calendars (including the Statesman Journal and Travel Salem). We did not specifically target Spanish language groups but did explore adding multi-language support to our website. Unfortunately, our current website development platform does not provide multi-language support. And while we did not specifically target underrepresented population groups, 25% of our attendees reported income less than Salem’s median household income of \$51,666 (according to the 2017 American Community Survey).

**Submitted by: Bryan Cruz González**

**Date: January 15, 2019**



**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:** Free Admission Day and Family Event to Celebrate the Importance of Play

**Completion Date(s):**

1<sup>st</sup> \_\_ 2<sup>nd</sup> \_\_ 3<sup>rd</sup> X or 4<sup>th</sup> \_\_ quarter of FY 2018-19

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

Professional/staff hours 156 Volunteer hours 133.5

**Amount of funds provided by TOT, \$ 6,557, and by other sources, \$ 3,000**

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

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

Café Yumm, Salem Clinic, and PGE provided cash sponsorship, hosted tables, and provided volunteers for the event. Ceasar the Llama attended and entertained families. Five non-profit organizations participated with activities for children in the Activity Tent. Each of the organizations provided supplies and volunteers for their booths.

**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?**

Almost 50% of the attendees were from outside of the immediate Salem/Keizer area. We anticipate that those visitors ate at nearby restaurants and visited other businesses while they were in town for the day.

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

The Salem Community benefited from this event as it brings in new and returning visitors, highlights Salem’s character and adds to the repertoire of unique and fun events families can do together. Families benefited from the learning and fun activities while enjoying a day together creating memories. The event is free of charge and the Museum has no admission charge that day, so all families in our community can participate.

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

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

Gilbert House Children’s Museum welcomed 2,275 visitors for Legacy of Play Day. The attendees were counted using our point of sale system, Altru by Blackbaud, at the entrance. Report attached.

**Estimated percentage of:**

- Salem residents and/or guests** 52%
- Out-of-town tourists (less than 50 miles)** 42%
- Overnight tourists (hotel/motel)** 5%

*(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)

Attendees were asked questions and the answers were logged in our marketing survey tool in Altru. A zip code was obtained for each visitor. The questions about language in the home, how they heard about the event, and if they have a membership were answered for the family/group. Report of responses are attached.

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

Attendance: Met or exceeded goals stated on grant application.

| Goal                 | Grant Application | 2019 Actual |
|----------------------|-------------------|-------------|
| Total Attendance     | 1,200             | 2,275       |
| GH Members           | <50%              | <5%         |
| Out-of-town tourists | 30%               | 42%         |
| Overnight tourists   | 5%                | 5%          |

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

The marketing survey indicates that Facebook was our most effective resource for promotion. Print ads in Portland and Eugene markets meant more attendees from those areas. Facebook ads and school flyers were in English and Spanish. Gilbert House was pleased to see a large turnout from the Latino community as a result of the Spanish language ads and flyers, with 11% of attendees answering that Spanish is the primary language spoken their home.

**Submitted by:** Alicia Bay

**Date:** 4-5-19



**2019 Legacy of Play Day  
Gilbert House Children's  
Museum**



**TRANSIENT OCCUPANCY TAX**  
**EVENT OPERATING EXPENSE**  
**FY 2018-19 GRANT APPLICATION - BUDGET ATTACHMENT**

| Revenue Item          | Status of Revenue | Proposed     |
|-----------------------|-------------------|--------------|
| Cafe Yumm             | Received in Full  | 750          |
| Salem Clinic          | Received in Full  | 750          |
| PGE                   | Received in Full  | 1,500        |
| Store Sales           |                   | 382          |
| TOT GRANT FUNDS       |                   | 6,557        |
|                       |                   |              |
| <b>TOTAL REVENUES</b> |                   | <b>9,939</b> |

| In-Kind Item                                    | Value        |
|---|--------------|
| Marketing-Statesman Journal, Travel Salem, etc. | 200          |
| Artisan fee waivers                             |              |
| Miscellaneous supplies, equipment and services  |              |
| Volunteer Time                                  | 3,296        |
|   |              |
|   |              |
| <b>TOTAL IN-KIND VALUE</b>                      | <b>3,496</b> |

|                        |               |
|------------------------|---------------|
| <b>TOTAL RESOURCES</b> | <b>13,435</b> |
|------------------------|---------------|

| Expenditure Item                 | Proposed     |              |               |
|----------------------------------|--------------|--------------|---------------|
|                                  | Actual       | In-Kind      | Total         |
| <b>Personnel Costs</b>           | 2,871        | 3,296        | 6,167         |
| <b>Other Operating Expenses:</b> |              |              |               |
| Facility Rent                    |              |              | 0             |
| Equipment/Rentals                | 2,232        |              | 2,232         |
| Utilities                        |              |              | 0             |
| Security                         |              |              | 0             |
| Artistic Fees                    |              |              | 0             |
| Marketing                        | 4,463        | 200          | 4,663         |
| T-shirts                         |              |              | 0             |
| Hospitality                      | 234          |              | 234           |
| Misc                             | 139          |              | 139           |
| Insurance                        |              |              | 0             |
| Storage                          |              |              | 0             |
| <b>TOTAL OPERATING EXPENSES</b>  | <b>9,939</b> | <b>3,496</b> | <b>13,435</b> |

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.

**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: Oregon Symphony Association in Salem**

**Name of Program or Event: 2019 John S. Clyde Youth Concert**

**Location of Program or Event: Smith Auditorium, Willamette University**

**Description of Activity: Performance of two concerts by Oregon Symphony tailored to youth in grades 3-8**

**Completion Date(s): April 29, 2019**

1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ or 4<sup>th</sup> X quarter of FY 2018-19

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

Professional/staff hours \_\_\_ 75 \_\_\_ Volunteer hours \_\_\_ 180 \_\_\_

**Amount of funds provided by TOT, \$ 10,000 \_\_, and by other sources, \$ 13,565 \_\_\_**

**Admission (checks or give amount): Free \_\_\_ Admission \_\_\_ \$4,365 \_\_\_**

1,281 students attended at no charge. 290 chaperones attended at no charge. 873 students paid \$5 per ticket.

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

We received discounted rates from Willamette University. Students from 22 schools attended, and these organizations participated in pre-concert learning activities. We had volunteers participating from the Department of Justice and Salem Health.

**How did this event contribute to the CTPAB's goal of increasing room nights/revenue and increasing the overall economic impact of tourism in Salem?**

This event contributes primarily to the CTPAB goal of enhancing the quality of life for Salem residents, rather than tourism impact.

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

Elementary school students from Salem-Keizer public, private, and homeschools filled Willamette’s Smith Auditorium at two concerts. The kids were awed, the teachers valued the opportunity and many parents attended their first classical music concerts as chaperones this year. The maestro narrated the concert and told students how conductors use sounds to shape the stories of characters within music.

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

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

Schools pre-registered their students by sending in forms. We had 2,444 educators and students. Additionally, the 23 volunteers attended the concert, and 18 other community members (friends and family of the honoree after whom the concert was named, John S. Clyde). So the total was 2,485. Capacity of Smith Auditorium is 1,235 – so there were technically a few more attendees than there are seats.

**Estimated percentage of:**

|  |                     |
|--|---------------------|
| Salem residents and/or guests                    | <u>1083 – 43.6%</u> |
| Out-of-town tourists <b>(less than 50 miles)</b> | <u>1402 – 56.4%</u> |
| Overnight tourists (hotel/motel)                 | _____               |

**(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)**

This is based on where the schools are located.

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

Please see attached for teacher survey summary report.

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

We sent out letters to approximately 300 schools (public, private, and homeschools). Within approximately three weeks, both concerts were fully booked.

**Submitted by: L B Yockey Jones**

**Date: 5/8/2019**

**TRANSIENT OCCUPANCY TAX**  
**EVENT OPERATING EXPENSE**  
**FY 2018-19 GRANT APPLICATION - BUDGET ATTACHMENT**

| Revenue Item           | Status of Revenue          | Proposed      |
|------------------------|----------------------------|---------------|
| Personal Contributions | Received                   | 4,200         |
| Business Contributions | Received                   | 4,000         |
| Ticket Sales           | Received                   | 4,365         |
| Other Grant Funds      | Received                   | 1,000         |
| TOT GRANT FUNDS        | Report Submitted - pending | 10,000        |
|                        |                            |               |
|                        |                            |               |
| <b>TOTAL REVENUES</b>  |                            | <b>23,565</b> |

| In-Kind Item                                   | Value      |
|--|------------|
|  |            |
|  |            |
| Miscellaneous supplies, equipment and services | 380        |
|  |            |
|  |            |
|  |            |
| <b>TOTAL IN-KIND VALUE</b>                     | <b>380</b> |

|                        |               |
|------------------------|---------------|
| <b>TOTAL RESOURCES</b> | <b>23,945</b> |
|------------------------|---------------|

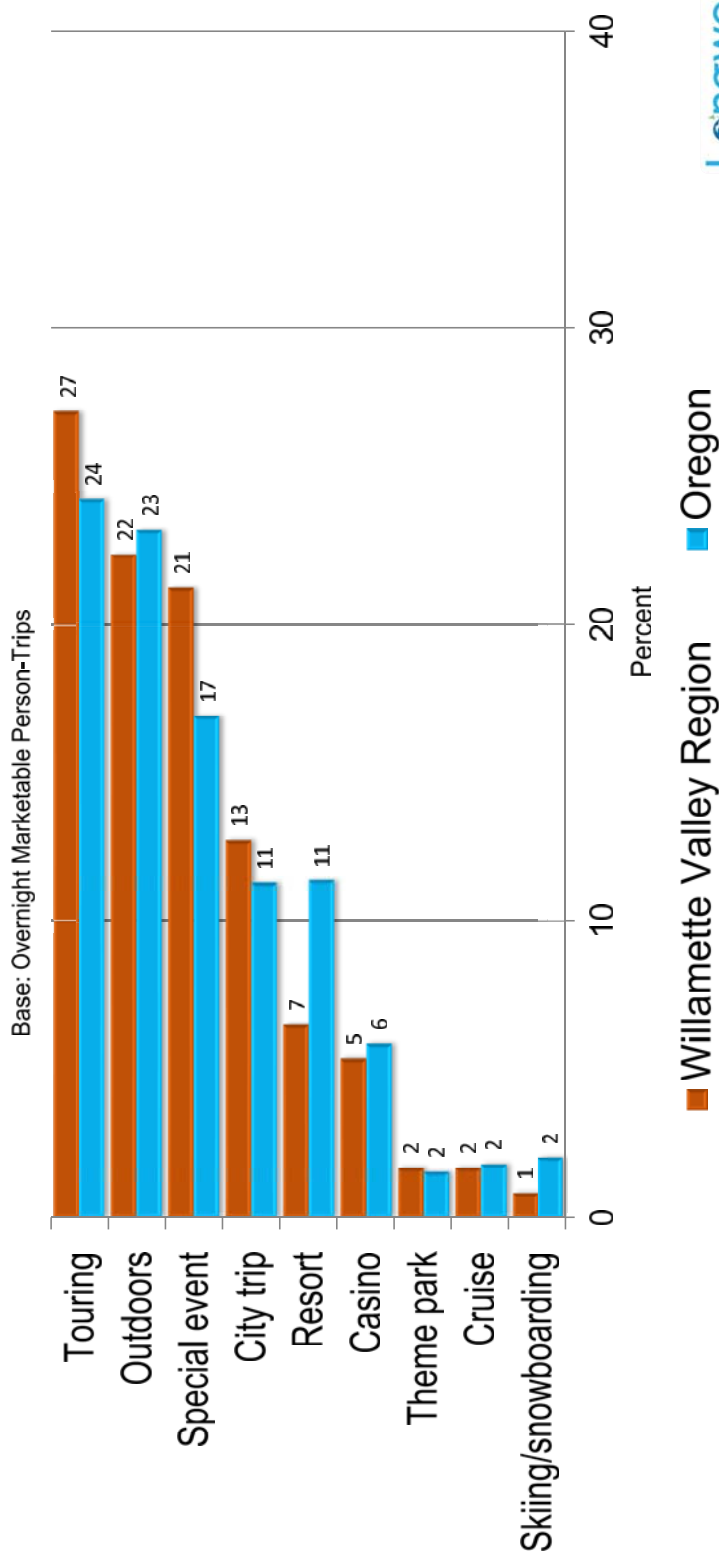
| Expenditure Item   | Proposed      |            |               |
|--|---------------|------------|---------------|
|  | Actual        | In-Kind    | Total         |
| <b>Personnel Costs</b> <b>NOT INCLUDED on attached P&amp;L</b> | 2,299         | 360        | 2,659         |
| <b>Other Operating Expenses:</b>                               |               |            |               |
| Facility Rent  | 900           |            | 900           |
| Equipment/Rentals      Piano tuning & Riser Rentals            | 300           |            | 300           |
| Utilities  | -             |            | 0             |
| Security   | -             |            | 0             |
| Artistic Fees  | 22,000        |            | 22,000        |
| Marketing  |               |            | 0             |
| T-shirts   |               |            | 0             |
| Hospitality      catering                                      | 844           | 380        | 1,224         |
| Misc   |               |            | 0             |
| Insurance  |               |            | 0             |
| Storage  |               |            | 0             |
| <b>TOTAL OPERATING EXPENSES</b>                                | <b>26,343</b> | <b>740</b> | <b>27,083</b> |

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.

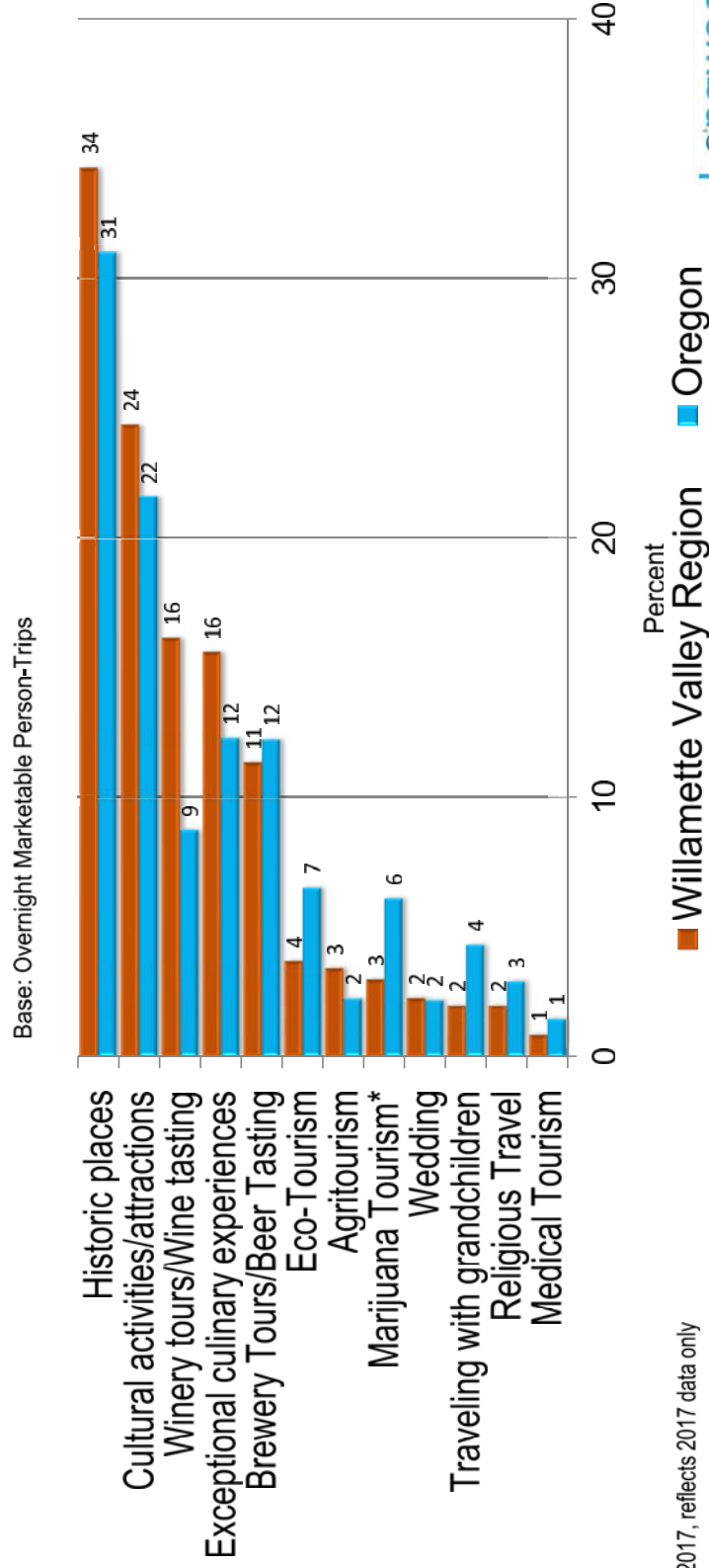


# Main Purpose of Marketable Trip

## – The Willamette Valley Region vs. State Norm



# Activities of Special Interest



\*Added in 2017, reflects 2017 data only

# CTPAB Parking Lot

## **Actions Taken in GREEN:**

Schedule Tour and Meeting Dates for the next 3 months - **Scheduled Gilbert House and Travel Salem.**

Diversity and Inclusion question for next grant cycle (Siong, Dec. 2018) – **Waiting for Rita to lead the discussion.**

Add the definition of a “Major” tourist attraction and cultural facility into next year’s application manual (Kohler, Navarro, Jan. 2019) – **to be discussed further at the May 14, 2019 meeting.**

Travel Salem’s Free Services and Performance Measures (Tesler and Siong, Jan. and Feb. 2019) – **Scheduled for June 11, 2019 meeting.**

Grant writing training and Board communication to applicants on what a board member looks for on an application. (Snyder and Tesler, March 2019) – **Possibly Mid-Valley Development Professionals, or**

## **The Following to be covered/review by the sub-committee for recommendation in September:**

Discussion of small grant – serving new groups and events (McAllester and Kohler, March 2019) – **Currently a small grant of \$2,000 or less is available to groups or organizations who don’t have an IRS non-profit tax status.**

Discussion of a grant to serve underserved populations and groups (McAllester and Kohler, March 2019) – **may need better promotion to get the word out and Board acknowledgement when scoring such applications.**

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

# **Cultural Tourism Promotion Advisory Board**

## **Goals:**

- 1.) Increasing Room Nights/Tax Revenues**
- 2.) Increasing the Estimated Economic Impact of Tourism in Salem**
- 3.) Enhancing the Quality of Life for Salem Residents**