

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Board Members

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

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

July Meeting Cancelled

Next Meeting: August 14th @
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, June 12, 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. May 8, 2018
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
 - a. Sub-committee Creation for Grant Application Review
6. Information Items
 - a. Cultural and Tourism Fund Reports – May 2018
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – May 2018
 - c. Facility Operating Grant Reports – Elsinore Theater and Hallie Ford Museum of Art
 - d. Special Event Reports – Cherry Blossom Day, Hoopla, and The Bite
 - e. Capital Improvement Reports – Willamette Art Center – Replacement Kiln
 - 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, May 8, 2018

<p>MEMBERS PRESENT Laura Aguero, Chair Adam Kohler, Vice Chair Laura Tesler Michelle Cordova Elaine Navarro Scott Snyder</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II</p>	<p>MEMBERS ABSENT</p> <p>Gus Castaneda Jonathan Baker Claudia Vorse</p>
<p>GUESTS James Phelps, Willamette Heritage Center Helen Shafran, Willamette Heritage Center Ashley Relf, Enlightened Theatrics Sandra Burnett, Salem Art Association</p>	<p>GUESTS Ross Sutherland, Bush House Museum Alicia Bay, Gilbert House Children’s Museum Don Russo, Elsinore Theatre Melanie Jones, Deepwood Museum & Gardens Roger Williams, Willamette Art Center Kathleen Fish, World Beat/SMI</p>

1. CALL TO ORDER

Chair, Laura Aguero, began the meeting at approximately 5:34 p.m. with 6 of 9 members present.

2. ROLL CALL

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

3. APPROVAL AGENDA AND MINUTES

a. Approval of today’s agenda and the minutes from April 10, 2018.

Motion: To approve today’s agenda and the April 10, 2018 CTPAB Board meeting agenda and minutes.

Motion by: Scott Snyder

Seconded by: Laura Tesler

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.

None.

5. ITEMS REQUIRING ACTION

a. Election of Officers (Chair & Vice Chair)

Motion: Adam Kohler moved to nominate Michelle Cordova as next Chair for the Cultural Tourism and Promotion Advisory Board.

Motion by: Adam Kohler
Seconded by: Elaine Navarro
ACTION: APPROVED
Vote: 6
Aye: 6
Nay: 0
Abstentions: 0

Motion: Laura Aguero moved to nominate Scott Snyder as next Vice Chair for the Cultural Tourism and Promotion Advisory Board.

Motion by: Laura Aguero
Seconded by: Michelle Cordova
ACTION: APPROVED
Vote: 6
Aye: 6
Nay: 0
Abstentions: 0

Michelle Cordova accepted the position of Chair and Scott Snyder accepted the position of Vice Chair for the CTPAB.

b. Update on TOT Survey Monkey questions

c. Information – City Council TOT Work Session held April 16, 2018

6. Information Items

- a. Cultural and Tourism Fund Reports – April 2018**
- b. Cultural and Tourism Fund Revenue (Tax) Reports – April 2018**
- c. Facility Operating Grant Reports – Gilbert House Children’s Museum, Salem Art Association, Salem Multicultural Institute, Salem Riverfront Carousel, and Willamette Heritage Center**
- d. Special Event Reports – Oregon Symphony Association in Salem – Concert Series**
- e. Capital Improvement Reports – Willamette Heritage Center – Spinning Room Floor**
- f. Annual Reports – None**
- g. Meeting & Tour Dates 2018**

A subcommittee will be selected at the June meeting, will meet in June to discuss any wanted revisions to the Grant Manual and Scoring processes, and will report their suggested changes to the Board at the August meeting. The Board opted to cancel the July meeting.

h. Upcoming TOT sponsored events

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 and tourism promotion in Salem. Many of the guests present tonight introduced themselves and their upcoming events.

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

9. ADJOURNMENT

With no further business, Chair Laura Agüero adjourned the meeting at approximately 6:44 p.m.

The next TOT meeting will be held June 12, at 5:30 PM, at the Salem Public Library, Anderson Room B. The July TOT meeting will be Canceled. The August TOT meeting will be Tuesday, August 14, 2018, at Salem Public Library, Anderson Room B, 585 Liberty St SE, Salem OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

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

Item 6.a.

	FY 2017-18		FY 2016-17		FY 16-17 to FY 17-18	%
	Budget FY 2017-18	Actual Thru 31-May	Budget FY 2016-17	Actual Thru 31-May		
Resources						
Beginning fund balance	342,890	545,515	1,267,810	1,219,127	(673,612)	-55.25%
Tax collections	4,092,310	3,170,451	3,948,940	3,172,037	(1,586)	-0.05%
Other agencies	5,700	2,882	5,200	4,329	(1,447)	-33.43%
Interest earnings	3,800	5,139	3,800	9,623	(4,484)	-46.60%
Loan principle	-	3,560	-	3,774	(214)	-5.67%
Loan interest	-	290	-	426	(136)	-31.92%
Other revenue	15,000	11,000	15,000	52,669	(41,669)	-79.11%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	4,459,700	3,738,837	5,240,750	4,461,985	(723,148)	-16.21%
Expenditures by Division						
Conference Center Marketing	289,220	241,017	298,590	248,825	(7,808)	-3.14%
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	1,751,478	2,904,240	2,333,484	(582,006)	-24.94%
Administration	302,480	262,613	273,410	234,862	27,751	11.82%
Major Tourist Attractions and Cultural Facilities	458,760	375,859	433,760	349,847	26,012	7.44%
Contingency	120,000	-	120,000	-	-	0.00%
Total Expenditures	4,182,650	3,654,044	5,017,230	4,154,248	(500,204)	-12.04%
Total Resources Less Expenditures	277,050	84,793	223,520	307,737	(222,944)	-72.45%

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	308,101	295,108	771,347	3,941,798	4,092,310
% Chg		-1.29%	10.59%	22.78%	-15.77%	7.69%	-8.54%	-1.66%	-3.45%	-12.66%	-5.91%	0.00%	-0.04%	

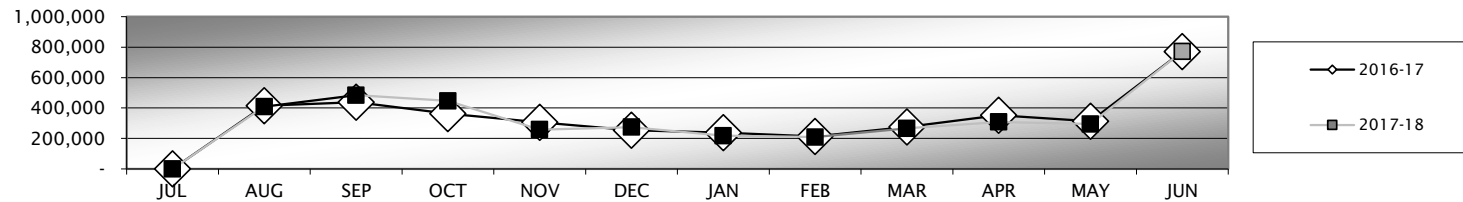


Chart and graph demonstrate actual revenue for FY 2016-2017 and FY 2017-2018.

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 May FY 2016-17	3,171,938
YTD May FY 2017-18	3,170,451
Variance FY 16-17 to FY 17-18	-0.05%

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.

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

Total number of days open: 84 **Total hours of operation:** 805

Volunteer hours for period: 1,268 **Total attendance at facility:** 14,053

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

Total income from other sources: \$352,330

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

Thirty-one events were held at the Elsinore Theatre during the months of January, February and March 2018. Events ranged from local nonprofit performances such as Pentacle Theatre (January 5, 6, and 7) and Tippy Toe Dance Studio (January 20) to sell-out concerts for Joe Satriani (January 12) and Three Doors Down (January 17).

The highlight of the quarter, however, was the Elsinore’s own production of “Disenchanted.” Three performances (February 8, 9, and 10) sold 1,832 tickets and brought people to the theatre not only to watch but also to appear on-stage in the play. The show featured an almost entirely local cast.

Written and directed by former Corvallis residents Dennis Giacino and Fiely Matias, the off-Broadway hit play tells the story of some of Disney's most recognized princesses – Cinderella, Snow White and Sleeping Beauty – as if they were to reappear in today’s complex world. Giacino and Matias worked with Tom Fohn, executive director, and Stephen Munshaw, artistic director, to bring "Disenchanted" back to their roots in Oregon. The shows attracted ticket buyers

from across the mid-valley and created a positive energy downtown that helped fill restaurants, lodging and stores before and after the shows.

This production was the second locally-produced stage show at the Elsinore as the theatre attempts to be a creative force as well as a site for touring shows and other rentals. With the success of “Disenchanted,” a third production is now in the works. “Annie Get Your Gun,” a Broadway stage musical (created in 1946, revived in 1966 and 1999) will be produced at the Elsinore this summer with five performances -- September 6-9, 2018. This popular show was selected for its urban-rural themes as well as its catchy melodies in an attempt to attract audiences not only from Salem-Keizer, but also rural residents from across the mid-valley. The Elsinore is most grateful that CTPAB has approved a \$10,000 event grant for this production.

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

The table below shows a financial comparison over the past three years. Board and staff use these highlights of basic financial data to measure performance and assess sustainability of the Elsinore, and are pleased that the financial losses of prior years have been reversed. The improvements in financial performance are principally from significant increases in earned revenue and contributed revenue. Data is pulled from annual year-end financial statements prepared by independent accounting firms.

<u>Income/Expense</u>	2017	2016	2015
Earned revenue	\$490,803	\$394,690	\$451,071
Contributions	\$271,555	\$304,584	\$84,827
Total income	\$762,358	\$699,274	\$538,898
Total expense	\$613,446	\$522,013	\$550,769
Net income (loss)	\$185,120	\$96,754	(\$11,872)

Submitted by: Tom Fohn, Executive Director

Date: May 2018



Lead cast members of “Disenchanted” performed in February 2018 at the Elsinore Theatre



Performers at Varsity Vocals for the 2018 ICCA West Semifinal of collegiate a cappella singing competition at the Elsinore Theatre in March 2018. Teams from UCLA, PSU, UO, USC and other colleges competed.

**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:

Hallie Ford Museum of Art, Willamette University

Name and Location of Facility:

Hallie Ford Museum of Art, 700 State Street, Salem, OR 97301

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

Total numbers of days open: 76* Total hours of operation: 496*

Volunteer hours for period: 112* Total attendance at facility: 4,412*

*This quarter

Operating expenses funded by TOT, \$0, and special project expenses funded by TOT, \$7,877.50 (i.e. one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$161,988.50

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

From its inception in 1998, the Hallie Ford Museum of Art has served as a major tourist destination and cultural attraction for Salem and the mid-Willamette Valley, attracting visitors from throughout the region and nation to view its encyclopedic permanent collection, attend its world-class temporary exhibitions, or participate in one of its dynamic education programs. HFMA is consistently featured in travel guides and magazines as one of the top tourist attractions and "must see" sites in Salem, and it is the sum total of what we have to offer—collections, exhibitions, and programs, rather than a single activity or event—that helps HFMA enhance Salem's appeal as a tourist destination.

This past winter, HFMA presented several significant exhibitions that attracted visitors from throughout the region and nation. Most notable was *MK Guth: Paying Attention* (January 20-April 1), a major mid-career solo exhibition for this nationally-recognized Portland, Oregon conceptual artist who teaches Visual Studies at the Pacific Northwest College of Art. The exhibition attracted visitors from Oregon, California,

Ohio, and New York, many of them collectors of MK's artwork. Other exhibitions included *nic & sloy: side by side* (November 4-January 28), a fun, whimsical exhibition of mixed media works by these two highly regarded and popular Salem artists, and *Holy Beauty: Northern Renaissance Prints Discovered in an Early English Bible* (February 10-April 29), an exhibition of that featured a rare 17th century English Bible illustrated with 16th century Dutch and Flemish prints that were interpolated into the volume, plus 35 additional 16th century Dutch and Flemish prints similar to those found in the Bible. The latter attracted visitors from throughout Oregon, Washington, California, Texas, New York, the Netherlands, and Italy.

In total, 4,412 people visited the HFMA during the winter months. Of these visitors, 58% or 2,559 were from Salem; 32% or 1,412 were from outside of Salem but inside Oregon; and 10% or 441 were from outside of Oregon. Of those out-of-state visitors (AAA members, prospective students and their parents, collectors, others, etc.), it is estimated that approximately one-half (221 travelers) spent at least two nights in Salem, based on information gathered at our front desk and from WU's Admissions office. Based on a daily rate of \$181 per day for a travel party of 2.7 people (Source: Travel Salem), it is estimated that HFMA had an economic impact of \$29,630 on cultural tourism during the winter of 2018. These figures, of course, do not include the thousands of day visitors who eat or shop downtown before or after their HFMA visit.

In addition to serving as a tourist destination and cultural attraction through its collections and exhibitions, HFMA organized a number of lectures, films, gallery talks, and tours in conjunction with its collections and exhibitions that broadened their scope and further enhanced the quality of life in Salem. These included a lecture (63) and series of reading performances by MK Guth (321); a four-part lecture series (364) and a film (58) in conjunction with *Holy Beauty: Northern Renaissance Prints Discovered in an Early English Bible*; and an ongoing series of self-guided and docent-led tours of the permanent collection and special exhibitions, including the Salem Boys and Girls Club, several home schooled groups, students from Chemeketa Community College, Western Oregon University and Willamette University, and several assisted living facilities (557).

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

One of the Hallie Ford Museum of Art's benchmarks or performance measures for the past five years has been membership development. For the first fifteen years of our existence, membership held steady at about 250 members, but over the past four years, we have experienced a steady rise in membership to our current level of 648 members (920 individuals) as of March 31, 2018. Moreover, based on the demographics of Salem and the quality and diversity of our collections, exhibitions, and programs, we have established (what we believe to be an achievable) membership goal of 750 individual, family, and business members by the fall of 2018 (our twentieth anniversary) and 1,000 members by the end of the decade.

In order to achieve this goal, membership/public relations manager Andrea Foust (whose position was recently funded through 2025 by a major gift from one of our donors) has or will implement various membership strategies, initiatives, and drives,

including recruitment receptions, telethons, direct mail drives, special members' tours, etc. Moreover, we recently unveiled our new business membership program that will offer exceptional partnership opportunities for local businesses and corporations, including increased visibility; business entertainment opportunities; membership benefits that can be transferred to employees; exhibition and program sponsorship; and an opportunity to partner with one of the best small college art museums in the country that has had a significant impact on the local economy and tourism for the past 20 years and has helped make Salem a great place to live, work, visit, and stay.

Similarly, another benchmark or performance measure has been to increase our visitation, and for the past two years, we have seen a steady rise in attendance from 16,000-20,000 visitors per year a decade ago to our current level of 24,000+ visitors per year. Moreover, as of March 31, 2018, we have 2,987 e-newsletter recipients, 1,970 Facebook followers, 159 Twitter followers, and 382 Instagram followers.

Visitation is always driven by exhibitions and programs coupled with effective publicity and marketing strategies, and with major exhibitions planned over the next few years on themes of social justice in contemporary printmaking and photography, David Roberts' (1796-1864) prints of Egypt and the Holy Land, narrative crafts, and contemporary Northwest Coast indigenous art, we anticipate seeing attendance continue to rise as people become aware of the Hallie Ford Museum of Art as an important cultural attraction and tourist destination and one of the highlights of their time in Salem.

Submitted by:

Date:

John Olbrantz

May 23, 2018

CTPAB Completion Report 2018 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 State Capitol Foundation

Name of Program or Event: Cherry Blossom Day

Location of Program or Event: Oregon State Capitol

Description of Activity: Saturday, March 17 the Capitol opened from 10 a.m. to 2 p.m. and provided entertainment in the form of music, "live art," cultural performances, roller derby demonstrations, and activities for the entire family.

Completion Date(s):

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

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

Professional/staff hours 220

Volunteer hours 600

Amount of funds provided by TOT, \$9,500, and by other sources, OSCF \$3,000 cash, In-Kind donations \$17,125

Admission (checks or give amount): **Free** **Admission** _____

How did local businesses or organizations assist in this activity?

We had support from a lot of local businesses and organizations for this event.

For the second year in a row, Artists in Action assisted us with the Cherry Blossom Day Parasol Promotion throughout Downtown Salem. Artists decorated 25 parasols that were placed in 23 downtown businesses. The parasols were up from the first week until the last day of March. Signage conveyed information about the parasol, artist, and advertised Cherry Blossom Day at the Capitol. Numerous businesses helped advertise the event, through a postcard or poster displayed at their business, and helped share social media posts.

We had 27+ organizations who partnered and helped produce Cherry Blossom Day at the Capitol, including Japanese Cultural Society, World Beat, Salem Library, Salem Kawagoe Sister Cities, Tokyo University, Willamette University Japanese Studies Student Leaders, Cherry City Roller Derby, Salem Center 50+, North Salem High School, Cherry Country, Meduri Farms, Willamette Valley Bonsai Society, Salem Digital Camera Club, and many more.

This year's event expanded to host booths in the Capitol Mall, event programming inside and outside the Capitol, and consisted of a small Court Street closure to allow attendees to go between the Mall and the Capitol safely.

There were five Ikebana Make N Take classes which allowed 125 guests to leave with a completed mini flower arrangement. We also hosted an all-inclusive Kimono contest which had two male contestants and a few children; this contest was conducted by audience vote.

This is the first opportunity of the year for the public to go to the observation tower on top of the Capitol and all three of the tower tours were full, meaning 150 attendees got to go to the top and get a view of Salem and the surrounding valley.

The Statesman Journal gives us a tremendous amount of earned media coverage for this event, including a wonderful slide show of things that happened during the event.

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?

As per the survey this event increased room nights in Salem by 36 nights. However, approximately 50% off the event total (600 people) came to downtown Salem from outside the city limits to enjoy the festival. That impacted local businesses selling food, drinks and offering other experiences in the immediate vicinity.

The businesses in downtown Salem that participated in the Parasol Project saw an increase in foot traffic for people coming to see the parasols on parade.

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

This event enhances the quality of life for people in Salem by providing a platform to engage with music, art, exhibits, educational opportunities and experiences that are provided at the event around the three things we focus on: the blossoming cherry trees in the Capitol Mall, the cherry industry of Oregon, and the impact and influence of the Japanese culture in Oregon.

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

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

We estimated 1200 attendees participated in the event; this estimate is based on counts provided by the Oregon State Police and event organizers.

Estimated percentage of:

Salem residents and/or guests	<u>51%</u>
Out-of-town tourists	<u>49%</u>
Overnight tourists (hotel/motel)	<u>3%</u>

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

A survey was conducted during the 2018 event. Results of survey are attached.
5.5% survey data based on estimate attendance of 1200.

Report on the other measurable outcome documented in your application.

We engaged with more organizations than we anticipated at the writing of the grant. We hoped to achieve engagement with 20 to 25 entities and ended up partnering with more than 27. We did lose the Oregon Cherry Growers Association in 2018, which provided the focal point of the cherry industry in Oregon. In order to fill the industry space, we reached out to Cherry Country and Meduri Farms, both local businesses who produce cherry products. Also Cove Cherry Fair, and the Hood River Cherry Festival participated by hosting a table that had literature regarding their upcoming events later in the year.

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

We utilized a lot of new avenues for advertising that have not been available for events due to lack of funding. For this event we earmarked \$2,108.69 for marketing and promotion purposes.

Facebook	Boost of event	\$100.00
Travel Salem	Web Ad	\$170.00
Sign Crafters of Oregon	Sign hanging and update of sign	\$137.19
City of Salem	banner on parkade \$31.50 per day	\$245.00
Advertising	Asian Media Works/Yuuyake Shimbun	\$300.00
Willamette Kids & Family Mag.		\$220.00
Willamette Valley Magazine		\$283.00
West Salem News		\$275.00
SpinGo	Web Ad	\$300.00
Salem Blue	Poster Print	\$78.50

We did target Japanese speakers specifically with a \$300 advertisement in the Asian media Works Yuuyake Shimbun. 7% of the survey responders answered Japanese Group or Online as a referral source, so that could be part of this advertisement campaign.

The two strongest methods of marketing were via Facebook 39% and Word of Mouth 37%. We spent \$100 on boosting our Facebook event, and we paid SPINGO campaign \$300 to boost our Facebook event.

Submitted by:  _____

Date: May 15, 2018

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: Hoopla Association

Name of Program or Event: Hoopla

Location of Program or Event: Downtown Salem; on Court Street in front of the Oregon State Capitol Building, on State Street between Willamette University and the Capitol Building and on nearby connecting and adjacent streets and areas.

Description of Activity: Hoopla is Oregon’s premier 3x3 community basketball event. An all-time record 988 teams and 3,952 participants played in the August, 2017 event. A Free Kids Clinic conducted by college coaches was attended by hundreds of local girls and boys, while Slam Dunk, Free Throw, and 3-Point contests were also highlights. An army of more than 1,000 volunteers helped Hoopla run smoothly. Hoopla’s growth in 2017 helped the event retain its position as the 2nd biggest event of its kind in the world, and the event continues to attract out-of-area families to Salem-area in large numbers. A family-friendly event, Hoopla attracts participants that are young and old, male and female, skilled and unskilled in basketball, and from diverse races, cultures and virtually all socioeconomic backgrounds. Families make a weekend outing of it, players and spectators alike, many convening down around the Oregon State Capitol Building for an event filled with competition, camaraderie, family, friends, and fun.

Completion Date(s):

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

Staff to administer program or event (estimate number):

Professional/staff hours 1,440 Volunteer hours 15,000

Amount of funds provided by TOT, \$ 10,000, and by other sources, \$ 211,078

Admission (checks or give amount): **Free** **Admission** _____

How did local businesses or organizations assist in this activity?

Hoopla benefits from partnerships with many local businesses and organizations that support the event in many ways: whether as sponsors, vendors or volunteers. Sponsors contribute financially, but many also help market the event and/or involve their employees in the event as volunteers – for example corporate sponsors of our free kids clinic, wheelchair division and 3-point contest all had employee-based volunteer teams help at Hoopla. Volunteers help in virtually every capacity at Hoopla, whether it be monitoring courts, refereeing, assisting with crowd control, performing garbage detail, or staging special events – volunteers and organizations that volunteer are essential to Hoopla. It also may be important to note that as Hoopla has grown over the years in size and scope, the event has needed to buy more and more services from vendors, the great majority of which are locally-based. Hoopla also works with

various governmental bodies – including the City of Salem and the State of Oregon – to efficiently and cooperatively utilize public streets and parks during Hoopla.

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?

Hoopla attracts participants, exhibitors, guests and vendors from across the Pacific Northwest and beyond. This not only contributes significantly to Salem’s economy, but also gives visitors the opportunity to see that Salem is a diverse community as well. This year about 45,000 people attended Hoopla. 53% of our teams were from the Salem area, while 47% were from out of the area. Our estimate is that 8% of our out-of-area attendees stayed in hotels. Hoopla had teams this year come from virtually all parts of Oregon, and we had teams from Washington, California, Idaho, Nevada, Texas, and more states represented as well. With an all-time record number of teams in 2017 (988) and an all-time record number of teams from out-of-area in 2017 (523), we further project we had a record number of room nights sold in 2017 and improved our overall economic impact as well along the way.

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

Hoopla offers the Salem community a fun-filled athletic event open to all interested in participating. Teams are made up of players both male and female, from many races and cultural backgrounds, all ages, various socioeconomic backgrounds and varying skill levels. Whether you are playing in the 7&Under Girls Recreational Division, the Men’s 50&Over Division, the Family Competitive Division or any of Hoopla’s more than 50 other divisions, there is a place for everyone to enjoy the event. Over the years, Hoopla has become a mainstay on the calendars of families from Oregon and beyond; in fact, many plan their summer vacations around the event. The result is a gathering of community, the promotion of healthy physical activity and participation, and the building of stories for generations to come. Saxons and Royal Scots, Vikings and Olympians – they all come together as teammates and/or competitors and enjoy their city’s event together...battling on the street courts against foes from Salem and many from beyond the city limits. Rarely will you see such a diverse population as you will see at Hoopla; yet, everyone shares the common and uniting bond of the Hoopla experience. At the heart of it all is Salem, Oregon’s state capital, symbolized robustly by the Capitol Building and it’s dominant location at the very heart of the event.

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

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

An estimated 45,000 attended Hoopla despite extreme weather conditions, including smoke from wildfires that was prevalent earlier in the week, Hoopla enjoyed another event with massive attendance in 2017. Hoopla is an open and free event, and one at which people come to and from the event throughout the day, so getting a precise number is precarious. Our estimate is derived from feedback from the Oregon State Police.

Estimated percentage of:

Salem residents and/or guests	<u>47%</u>
Out-of-town tourists	<u>53%</u>

Overnight tourists (hotel/motel)

8%

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

We calculated the Salem percentage based on the number of Salem teams, and out-of-town tourists based on the number of teams that came from out-of-town, as we collect zip codes from participants when they register for the event. The overnight tourism number was estimated based on anecdotal sample data.

Report on the other measurable outcome documented in your application.

We made gains almost across the board in our stated outcome areas:

- (1) Team Registrations: We grew from 955 teams (2016) to 988 teams (2017)
- (2) Out-of-Area Team Registrations: We grew from 515 teams (2016) to 523 teams (2017)
- (3) Estimated Overnight Stays: Based on our estimating formula, we estimate we went from 412 room nights (2016) to 418 room nights (2017)
- (4) Email List: We increased our email database nearly 20%
- (5) Web-Site Impact: We decreased from a high of 21,461 sessions in a month (2016) to a high of 20,469 (2017); however our pages per session increased from 2.88 to 2.96, partially offsetting that change.
- (6) Facebook Impact: We increased our Likes from about 5,330 (2016) to 5,607 (2017)
- (7) Twitter Impact: We increased our Followers from 420 (2016) to 486 (2017)
- (8) Instagram Impact: We increased our Followers from 665 (2016) to 721 (2017)

While we did not hit every target we had in the above outlined areas, we were very pleased by these increases, especially in light of the fact that 2017 was a tough year among our 3x3 competitor tournaments. A number of those 3x3 events had *decreases* in participation in 2017. To have any increases at all in 2017 was a big success. Furthermore, the work we are doing on this marketing front is the longer-term type that we believe will yield improvements for years to come into the future. For both of these important reasons, we view the expanded marketing efforts undertaken in 2017 made possible by our TOT grant were a huge success for Hoopla and ultimately the City of Salem.

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

Hoopla benefits from a tremendous partnership with Entercom Radio of Portland (1080 The Fan), offering exposure on a 100% trade basis. This adds to Hoopla's "top of mind" presence. Social media efforts – expanded in 2017 thanks in part to this grant – were more impactful this year. Hoopla's most effective marketing is believed to be grassroots in nature; beyond word-of-mouth and positive past experiences, we have found email communications to be a tremendously effective resource for marketing and promotion, often leading to direct registrations in the event. This is another area that was targeted for improvement and allocated additional resources in 2017 with the support of this grant. Hoopla does not solicit ethnicity or racial information in its registration process; however, anecdotally a larger turnout (10% increase estimated) from the Hispanic community was enjoyed by Hoopla in 2017.

Submitted by:

Jason Unruh

Date:

May 7, 2018

HOOPLA 2017



2017 Hoopla City of Salem Special Event Grant Financial Report

A. Social Media Reach / Followers

1. Project, LTD – *Social media reach and development* \$3,161.00
Sub-Total: \$3,161.00

B. Theme Development

1. Civic Sports – *Revise website to reflect new theme* \$840.00
Sub-Total: \$840.00

C. Event Entertainment

1. Audio Entertainment – *enhance event entertainment* \$6,500.00
Sub-Total: \$6,500.00

D. Event Operation Costs

1. Honey Buckets – *Chemical toilets* \$4,720.00
Sub-Total: \$4,720.00

Grand Total: \$15,221.00

Reimbursement Request: \$10,000.00

TRANSIENT OCCUPANCY TAX

EVENT OPERATING EXPENSE - Hoopla

FY 2017-18 GRANT APPLICATION - SUMMARY ATTACHMENT

Revenue Item	Status of Revenue	Actual
Team Registrations		116,668
Sponsorships		89,322
Food Vendors		2,552
TOT GRANT FUNDS		10,000
Rentals		2,500
Other		36
TOTAL REVENUES		221,078

In-Kind Item	Value
Facility Rent	1,205
Apparel	1,000
Hospitality	4,300
Marketing	26,000
Meetings	500
Prizes/Awards	6,600
Tents/Other Rentals	4,300
Professional Fees	8,500
TOTAL IN-KIND VALUE	52,405

TOTAL RESOURCES	273,483
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Expenditure Item	Actual	In-Kind	Total
Personnel Costs	-	0	0
Other Operating Expenses:			
Apparel	16,559	1,000	17,559
Awards/Prizes	1,430	6,600	8,030
Chemical Toilets	4,720	0	4,720
Communications	755	0	755
Dues/Subscriptions	499	0	499
Entertainment/Music	6,500	0	6,500
Facility Rent	590	1,205	1,795
Fuel	477	0	477
Hospitality	7,284	4,300	11,584
Insurance	3,621	0	3,621
Marketing	13,762	26,000	39,762
Meetings	1,698	500	2,198
Misc	950	0	950
Outside Services	49,264	0	49,264
Permits	2,268	0	2,268
Photography	-	0	0
Power	5,755	0	5,755
Printing	2,797	0	2,797
Prize Money	5,550	0	5,550
Professional Fees	40,250	8,500	48,750
Referees	17,000	0	17,000
Research/Development	-	0	0
Security	1,943	0	1,943
Sponsor Relations	565	0	565
Supplies	24,111	0	24,111
Telephone	2,153	0	2,153
Tents & Other Rentals	6,552	4,300	10,852
Tournament Management	1,700	0	1,700
Travel	2,109	0	2,109
Website	244	0	244
TOTAL OPERATING EXPENSES	221,106	52,405	273,511

Provide expenditure types that are obvious and understandable regarding the expenditure. Revenue and expense types may be added, applicants are not limited to the quantities shown.

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: Hoopla Association

Name of Program or Event: The Bite & Brew of Salem

Location of Program or Event: Riverfront Park in Downtown Salem

Description of Activity: The Bite & Brew of Salem is Salem’s premier summer party. 2017 was The Bite’s 24th year. Set in Salem’s popular downtown Riverfront Park, The Bite has grown into a family-friendly, four-day festival for community members of all ages. A typical day at The Bite features live music throughout the day, carnival rides as well as a Kid Zone with an array of inflatable and other attractions and games for youngsters; a range of savory locally-prepared cuisines; a huge variety of cold beers and ciders on tap; and an impressive wine slate featuring Willamette Valley labels. Folks from all over the Willamette Valley bring family, blankets and lawn chairs for a relaxing day in the park and enjoy listening to fun musical performances by some of the northwest’s best talent.

Completion Date(s):

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

Staff to administer program or event (estimate number):

Professional/staff hours 0 Volunteer hours 2,000

Amount of funds provided by TOT, \$ 10,000, and by other sources, \$ 212,018

Thu: \$5 GA
Fri/Sat: \$9 GA
Fam max: \$20
Seniors: \$5
Military: \$5
6-17: \$5
5U: Free
Sun: Free

Admission (checks or give amount): **Free** _____ **Admission** Sun: Free

How did local businesses or organizations assist in this activity?

The Bite & Brew of Salem benefits from partnerships with many local businesses and organizations that support the event in many ways: whether as sponsors, vendors or volunteers. Sponsors contribute financially, but many also help market the event and/or involve their employees in the event as volunteers. Most of our corporate sponsors are truly “partners” with the event and take pride as such. As The Bite has grown over the years, the event has spent much more for goods and services from vendors, the great majority of which are Salem-based. Hoopla also works with various governmental bodies – including the City of Salem and the State of

Oregon – to efficiently and cooperatively utilize Riverfront Park and the city’s nearby streets and walkways. The Bite works with Travel Salem in a number of ways, and has partnered with other events in Salem like the Men’s Senior Softball Nationals and the Fun Run benefiting Liberty House. These cooperative efforts allowed for cross-marketing and benefited all constituents, helping each event grow.

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?

The Bite & Brew of Salem attracts participants, exhibitors, guests and vendors from across the Pacific Northwest and beyond. This not only contributes significantly to Salem’s economy, but also gives visitors the opportunity to see that Salem is a diverse community as well. This year about 19,900 people attended The Bite. 62% of our attendees were from the Salem area, while 38% were from out of the Salem area. Our estimate is that 5% of our out-of-area attendees stayed in hotels. We estimate we had an increase of 24% in room nights sold from 252 (2016) to 313 (2017). With this growth, The Bite’s overall economic impact was similarly impacted and was significantly greater.

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

The Bite & Brew of Salem offers the Salem community a vibrant community event that offers a number of entertainment and cultural to Salem citizens. The Bite is a fun-filled, outdoor, active and healthy family-oriented opportunity for folks to gather, celebrate and have a good time together. A Kid Zone and carnival offers fun options for the youngest in attendance. Live musical acts singing and playing throughout the event offer entertainment for all. A plethora of food and beverage options from a variety of cultures enriches the experience for many. The Bite is an annual reunion of sorts, bringing together friends new and old throughout the region and uniting people of many ages, races and socioeconomic categories through the common interests of food, music and fun.

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

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

19,000 attended The Bite in 2017. We arrived at this number through a combination of counts at gate on paid days plus an estimate on Sunday (when Admission was free to all).

Estimated percentage of:

Salem residents and/or guests	<u>62%</u>
Out-of-town tourists	<u>38%</u>
Overnight tourists (hotel/motel)	<u>5%</u>

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

Out-of-Salem tourists were calculated by sample polling at the gate conducted on multiple days at The Bite. The overnight tourist number is an estimated figure.

Report on the other measurable outcome documented in your application.

(1) Attendance: Increased 14% from 17,500 (2016) to 19,950 (2017)

- (2) Out-of-Area Attendance: Increased roughly 3% from an estimated 35% (2016) to 38% (2017)
- (3) Overnight Tourists: Increased 24% from estimated 252 room nights (2016) to estimated 313 room nights (2017)
- (4) Gate: Increased more than 25% from \$40,000 (2016) to \$50,839 (2017) (Note: An admissions price increase and fewer free/promotional admissions explain the greater increase in our Gate revenue number than in our Attendance figures)
- (5) Social Media Presence:
 - a. Increased Facebook followers more than 14% from 5,109 (2016) to 5,829 (2017);
 - b. Increased Twitter followers nearly 18% from 693 (2016) to 816 (2017); &
 - c. Increased Instagram followers about 445% from 155 (2016) to 845 (2017).

The Bite & Brew of Salem had an amazing year in 2017, and we believe a major reason for our jumps in attendance and gate was the added resources we were able to devote to our entertainment lineup and marketing offerings made possible by our TOT grant.

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

The Bite & Brew has a strong relationship with iHeart media that provides radio messaging and top-of-mind awareness of the event. Digital billboards, event posters, postcards, yard signs and drink coasters similarly promote the event. We think both our bolstered entertainment lineup *and* our investments in marketing and promotion (specifically grassroots social media campaigns) were hugely effective in helping us grow the event so much in the event's 24th year. The Bite did not target per se any Spanish language populations, but did work to have a diverse offering of musical acts that would appeal to a wide group of cultures and populations.

Submitted by:

Jason Unruh

Date:

May 7, 2018

THE BITE & BREW OF SALEM 2017



2017 The Bite & Brew of Salem

City of Salem Special Event Grant Financial Report

A. Enhance The Bite’s Entertainment Offerings (est 50%)

- 1. Swan Entertainment – *Addition of highly-popular Mustache Harbor group to entertainment lineup* \$7,000

Sub-Total: \$7,000

B. Improve Marketing & Promotion, especially for Out-of-Area Audience (est 50%)

- 1. Bozyk Digital Media – *Social Media/SEO/Video consulting* \$2,500
- 2. Aaron Harris – *Engagement of Portland-area based Emcee at The Bite; someone with radio following throughout* \$1,800
- 3. Facebook – *Boosting of Posts to try to reach wider audience, grow following* \$870
- 4. PDX Pipeline – *Marketing effort in greater-PDX area* \$749

Sub-Total: \$5,919

Grand Total: \$12,919

Reimbursement Requested: \$10,000

TRANSIENT OCCUPANCY TAX
EVENT OPERATING EXPENSE - The Bite & Brew of Salem
FY 2017-18 GRANT APPLICATION - SUMMARY ATTACHMENT

Revenue Item	Status of Revenue	Actual
Alcohol Sales		73,602
Admissions		50,839
Vendor Fees		45,425
Sponsorship		21,000
Carnival		10,045
TOT GRANT FUNDS		10,000
Sales		7,022
Other		4,085
TOTAL REVENUES		222,018

In-Kind Item	Value
Advertising	7,500
Beverages	9,300
Tents & Other Rentals	1,900
TOTAL IN-KIND VALUE	18,700

TOTAL RESOURCES	240,718
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Expenditure Item	Actual	In-Kind	Total
Personnel Costs	-	0	0
Other Operating Expenses:			
Advertising/Marketing	8,361	7,500	15,861
Beverages	17,375	9,300	26,675
Chemical Toilets	3,954	0	3,954
Communications	245	0	245
Dues & Subscriptions	1,582	0	1,582
Entertainment/Music	47,600	0	47,600
Fuel	1,441	0	1,441
Hospitality	481	0	481
Meetings	1,436	0	1,436
Misc	1,368	0	1,368
Outside Services	9,100	0	9,100
Permits	435	0	435
Power	19,910	0	19,910
Production	4,420	0	4,420
Printing	1,600	0	1,600
Professional Fees	38,670	0	38,670
Research/Development	1,103	0	1,103
Security	13,313	0	13,313
Sound/Lighting	12,003	0	12,003
Supplies	7,060	0	7,060
Telephone	1,178	0	1,178
Tents/Rentals	28,162	1,900	30,062
Volunteer Service/Meals	911	0	911
Website	318	0	318
TOTAL OPERATING EXPENSES	222,026	18,700	240,726

Provide expenditure types that are obvious and understandable regarding the exp
Revenue and expense types may be added, applicants are not limited to the quar

CTPAB Completion Report
TOT Funds Supporting Salem Tourism
Capital Asset or Improvement Grant

Please use this form to report how capital project has enhanced Salem tourism or cultural opportunities for residents.

Organization: Friends of the Visual Arts dba Willamette Art Center

Location of project: 2330 17th St NE, Salem OR 97301

Mailing Location: PO Box 7498, Salem OR 97303-0701

Description of project: Purchase of new Bailey Studio Shuttle 28/18 Deluxe Kiln

Date completed:

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

Staff to administer project (estimate number):

Professional/staff hours 450

Volunteer hours 220

The amount of funds provided by TOT, \$ 10,000.00,

and by other sources:

Willamette Art Center \$ 15,292.40

Kiln Donations \$ 4,000.00

How many local businesses or organizations assisted with this project?

The kiln will increase the center's efficiency by firing faster and more consistently especially during high volume times such as preparing for Empty Bowls and firing student work at the end of terms.

How does this completed project increase opportunities for tourists in Salem?

The new kiln will be used to fire both glazed pots and bisqueware for a rapid turnaround for special events.

How does this completed project preserve the structural integrity of the building?

This advanced computer controlled kiln, greatly reduces chemical pollution through downdraft engineering and by re-firing emission gas, increases fire safety. The kiln has been located in an all-metal building.

How does this completed project enhance operations and contribute to the viability of the facility as a major tourist attraction or cultural facility?

Does not apply.

Describe any planned maintenance requirements for the completed project, including estimated cost.

Basically, the kiln is maintenance free once programming of the numerous initial programs has been done. It is possible to replace one or many damaged bricks without disturbing those around them thereby eliminating the need to rebuild the kiln every 2-4 years. The exhaust system, burners, and oxygen sensors are maintenance free.

Report on two measurable outcomes (*the same measurable outcomes described in grant application*).

Cost of energy use for firing the kiln has dropped 70% to date, reducing our monthly energy expenses to \$35 a month.

Once final calibration of firings has been completed, labor costs will be reduced by 80% and have currently been reduced by 20%.

Submitted by: Roger Williams

Date: May 29, 2018

Willamette Art Center
TOT MATCHING GRANT (BAILEY KILN)
12/2016 ~ 4/09/2018

	Date	Transaction	Num	Name	Memo/Description	Amount	Balance
TOT MATCHING GRANT							
	04/24/2017	Check	4297	Bailey Pottery Equipment	TOT Matching Grant - new Bailey Kiln	-15,000.00	
	10/23/2017	Check	4525	Bailey Pottery Equipment	TOT Matching Grant - Remaining on Kiln	-15,079.95	
	12/28/2017	Check	4572	Bailey Pottery Equipment	TOT Matching Grant - remaining freight	-212.45	
Total for TOT Matching Grant							-\$ 30,292.40
OUTSIDE DONATIONS							
	2/16/2017	Check		Donation to Bailey Kiln purchase	Rick Noyes	1,000.00	
	12/23/2017	Check		Donation to Bailey Kiln purchase	Lorraine Vickery	3,000.00	
							\$ 4,000.00
KILN EXPENSES							
	01/10/2018	Expenditure	M/C	Home Depot	Miscellaneous items for kiln & area	-246.50	
	02/15/2018	Check	4594	Salem Heating & Sheet Metal, Inc.	venting Bailey Kiln	-1,610.00	
	02/19/2018	Expenditure	M/C	A-1 Plumbing	Dispatch fee for estimate re Bailey Kiln	-39.00	
	03/24/2018	Expenditure	M/C	Lowe's	pipes, black iron elbow, etc. for Bailey Kiln	-113.13	
	03/26/2018	Expenditure	M/C	Lowe's	Bailey kiln supplies	-62.87	
	03/27/2018	Expenditure	M/C	Saffron	Regulator gas pressure for Bailey kiln	-312.12	
	04/02/2018	Check	4614	Nonnenmacher, Mike	Installation of gas lines for Bailey Kiln	-600.00	
	04/09/2018	Check	4616	Bailey Pottery Equipment	shipping charges for water column gauge (replacement part)	-76.31	
Total for Kiln Expenses							-\$ 3,059.93
TOTAL ALL WAC OUT-OF-POCKET EXPENSES							-\$ 29,352.33

BAILEY STUDIO SHUTTLE 28/18 DELUXE KILN





**PHOTOS OF TWO SEPARATE KILN FIRINGS
IN NEW BAILEY KILN**



CTPAB Meetings & Tour Dates

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

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

Tuesday July 10, 2018 (**regular meeting**) - **CANCELLED**

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

Tuesday August 14, 2018 (**regular meeting**)

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

Tuesday September 11, 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

UP COMING EVENTS

Salem Art Association

Bush's Pasture Park Exploration Day

Saturday, June 16, 2018, 1-4 PM

Admission - Free

Bush House Museum, 600 Mission St SE, Salem, OR

Creative mix of family-friendly fun, history, art and music

<https://SalemArt.org/exploration-day/>

Salem Art Association

Studio Art Quilt Associates-Bridge

May 5-June 24, 2018

Bush Barn Art Center, 600 Mission St SE, Salem, OR

Studio Art Quilt Associates invited artists to submit work that reflects the theme of "Bridge" either in a representational or abstract interpretation.

Salem Art Association

Jim Hockenhill: *Our Story Thus Far*

Through June 24, 2018

Bush Barn Art Center, 600 Mission St SE, Salem, OR

Jim Hockenhill describes his latest exhibition as "Songs, sculpture, spaceships, and diverse digital daydreams – a glimpse into the multifarious meanderings of a post-midcareer practitioner, from way back 'til day before yesterday."

Salem Art Association

Sarah Tancred: *From Scratch*

Through June 24, 2018

Bush Barn Art Center, 600 Mission St SE, Salem, OR

Sarah Tancred's work focuses on domestic objects used or made by women in the post-World War II home, investigating the dynamic of women's roles during this era while commemorating the societal expectation of being both a working woman, mother and caretaker of a home.

The Moxie Initiative

Make Music Day

Thursday, June 21, 2018

9 AM-9 PM

Locations all around the Salem Downtown area.

Go to: makemusic.org/salem; or [Make Music Day - Salem Facebook](#) page to track where to find live performances, family-friendly events like a harmonica, ekulele or bucket drumming lesson, etc.

Salem Multicultural Institute

21st Annual World Beat Festival

Friday, June 29th – Sunday, July 1st, 2018

Friday 5 PM-10 PM Amphitheatre, Riverfront Park

Saturday, 10 AM-11 PM Riverfront Park

Sunday, 11 AM-7 PM, Riverfront Park

UP COMING EVENTS

Capital Futbol Club

Capital Cup Soccer Tournament

Friday, June 29 – Sunday, July 1, 2018

Games played on local Salem fields

capitalcup.org

Titanium Racing

Salem 4th of July Stars & Stripes

5K Run (and kids ½ mile)

www.salemstarsandstripes.com

Salem's Waterfront Park, 200 Water St NE, Salem OR

Wednesday, July 4, 2018

8:30 AM

Salem Art Association

69th Annual Salem Art Fair and Festival

Friday, July 20th – Sunday, July 22nd, 2018

Friday, July 20th, 10 AM – 7 PM (Music Headliner 7:30-9:00 PM)

Saturday, July 21st, 10 AM – 7 PM (Music Headliner 7:30-9:00 PM)

Sunday, July 22nd, 10 AM – 5 PM

Admission \$5 Day, 16 & Younger

Free for All Ages 3-5 PM Sunday

Free with Oregon Trail Card

Bush's Pasture Park

Titanium Racing

Inaugural Spirit of Oregon

Half Marathon and 5K Run

www.spiritoforegonrun.com

Starts and Ends at the State Capitol in Salem

900 Court St NE, Salem, OR

Sunday, October 7, 2018

7:00 AM - Half Marathon

7:15 AM - 5K

9:30 AM – Kids ½ Mile

CTPAB Parking Lot

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

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)

Completed

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

Discussion on Travel Salem services available to TOT recipients. (Jan. 9, 2018 meeting notes) – [Workshop w/Travel Salem scheduled for April meeting.](#)