

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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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 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
Gaelen McAllister
Rita Siong
Laura Tesler
Ryan Gail
Omar Alvarado
Felipe Gonzales - **New**

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: August 11th

TBA

<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, July 14, 2020

6:00 - 8:00 PM

City of Salem Planning Division YouTube Channel

Link: <https://www.youtube.com/channel/UCUsS60lpf8AGI1u24Yg248Q/>

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. June 9, 2020 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda – **To be provided to Chris via email before meeting**
5. Items Requiring Action
 - a. Election of Chair and Vice-Chair for FY 2020-2021
 - b. Update on TOT fund revenues (May activity received end of June)
 - c. TOT Grant Application Review for next funding cycle (Manual & Apps)
6. Information Items
 - a. Cultural and Tourism Fund Reports – June 2020 Not Available
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – June 2020 Not Available
 - c. Facility Operating Grant Reports – Willamette Heritage Center
 - d. Event Grant Reports – Timbers U23 2020 Season
 - e. Capital Improvement Reports – None
 - f. Annual Reports – None
7. Appearance of Interested Citizens– **To be provided to Chris via email before meeting**
(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, June 9, 2020
Remote Meeting via ZOOM

<p>MEMBERS PRESENT Scott Snyder, Chair Elaine Navarro, Vice Chair Jonathan Baker (arrived at 6:16) Gaelen McAllister Laura Tesler Ryan Gail Omar Alvarado (arrived at 6:16) Vacant</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II Kathy Knock, CD Tech Support Specialist Kelly Kelly, CD Staff Assistant</p>	<p>MEMBERS ABSENT</p> <p>Rita Siong Vacant</p>
<p>GUESTS No guests were allowed to attend via Zoom for this meeting.</p> <p>Input and questions and updates were requested ahead of the meeting by Chris Neider.</p>	<p>GUESTS</p>

1. CALL TO ORDER

Chair, Scott Snyder, began the meeting at approximately 6:01 p.m. with 5 of 9 members present.

2. ROLL CALL

Members present: Scott Snyder, Elaine Navarro, Jonathan Baker, (arrived at 6:16) Gaelen McAllister, Laura Tesler, Ryan Gail, Omar Alvarado (arrived at 6:16) and Chris Neider.
Members absent: Rita Siong, 1 Vacancy on board

3. APPROVAL AGENDA AND MINUTES

a. Approval of today's agenda and the March 10, 2020 CTPAB meeting minutes.

Motion: To approve today's agenda and the March 10, 2020 CTPAB meeting minutes.

Motion by: **Laura Tesler**

Seconded by:	Gaelen McAllister
<u>ACTION:</u>	APPROVED
Vote:	5-0
Aye:	5
Nay:	0
Abstentions:	0

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

No public testimony was allowed during this remote CTPAB meeting via Zoom. The following cultural organizations provided written updates ahead of the meeting to be shared during the Zoom meeting:

Bush House Museum - Closed. Can only offer Virtual Tours at present.

Salem Art Association - Requested funding for a Virtual Art Fair and Festival as an alternative to the normal Art Fair and Festival event.

Deepwood Gardens has remained open with spacing signage. The Museum is closed to the public and events have been canceled.

Enlightened Theatrics - Canceled Reefer Madness and Little Woman.

Salem Library Foundation - Salem Reads will go forward for the 2021 session. They will plan for virtual and live programming to be prepared regardless.

Elsinore Theatre - Asked if partial funding for expenses incurred for events before they were canceled (the Drowsy Chaperone) is a possibility.

Salem Multicultural Institute - Canceled World Beat Festival for 2020. The World Beat Gallery is closed to the public. There will be some on-line programming continuing throughout the summer months, with classes on cooking, language, and children’s programming on Wednesdays.

Festival Chorale has suspended rehearsals, moved Spring 2020 programming to November 2020, and November 2020 programming to November of 2021.

Gilbert House is closed to the public but is continuing to do some renovation and updates during this time to prepare for re-opening when allowed. Education programs via social media and emails will be on-going.

Press Play Salem noted they are keeping weekly emails and newsletters and the website up-to-date with activities in Salem, to help keep the community informed and engaged. The magazine production is off-line for the time being.

5. ITEMS REQUIRING ACTION

a. Update on adjustments to proposed budget approved by the City of Salem Budget Committee:

Chris Neider reviewed the funds coming in and noted the TOT funds have a Beginning Fund Balance of \$406K in reserve. Funds of \$420K CIP projects/parks money from the Riverfront Park Project were also moved to help offset. Landscape maintenance monies were lowered to free up some additional money. Actions taken gave the TOT funding the capability to absorb a 25% loss of funding. Scenarios of greater funding deficits than 25% were considered and discussed, and possible actions to respond were considered.

b. Update on COVID19 impacts to TOT funded organizations and events:

Chris noted there is a 7% shortage already and the TOT funding is eating into the \$406K Beginning Fund Balance cushion, which is there to absorb TOT collection shortfalls and help meet obligations and contractual agreements in emergency circumstances.

c. Update on TOT fund revenue (April received in May):

In April (monies received in March) there was a 40% reduction in TOT collections. In the month of May (monies received in April), there was a 76% reduction in TOT collections. At this meeting, we still have May and June revenues to receive. The June numbers are projections vs actuals at this point.

Chris Neider clarified Travel Salem only gets 25% of actuals, so if the actuals come in much lower, Travel Salem takes a very large hit, with their funding received decreasing when revenues decrease.

The decrease in TOT revenues may look like about a 52% reduction depending on how the actuals for May and June come through.

d. Planning for the Future, action plan or recommendation for City Council

Council invited the CTPAB Board Members have recommendations for them in an action plan to move forward if the revenues shortage is greater than 25%.

Scott Snyder recommends that TOT not fund events that have been canceled, even though Contracts were recommended.

Laura Tesler noted events may have to be reshaped to Virtual platforms for events in the future.

Chris Neider noted his concern that Virtual Platforms do not meet the TOT requirement of bringing overnight stays or bring Tourism dollars into the community in the same way.

Scott Snyder noted for this strange season, the Virtual Platform just helps keep the Cultural Organizations relevant until people can once again travel, so although these events do not generate TOT funds, they may help keep organizations relevant until things normalize, enticing people to come in person when things change at some point in the future.

Motion: It was moved that 20/21 TOT Events that have been canceled not be funded, and be removed from the TOT Budget. The exception is for 19/20 events that have already spent 3rd party money ahead of the formal notice of cancelation of their event.

Motion by: Scott Snyder
Seconded by: Ryan Gail
Action: APPROVED

Vote: 7 - 0
Aye: 7
Nay: 0
Abstentions: 0

Chris Neider noted canceled events we know of currently:

World Beat Festival
Salem Art Fair and Festival (they requested funding to move to a Virtual format)
Fourth of July - City
Englewood Forest Festival
Artisan's Village, as part of State Fair, canceled
Gilbert House - Dia Del Nino's event
Enlightened Theatrics - Reefer Madness and Little Women
Elsinore Theater - The Music Man
Timbers U-23 2020 Season

Scott Snyder suggested Capital Assets and Improvement Grants for 20-21 be reviewed and possibly hold off on the project and pay-outs to save money towards the shortage of TOT available funding moving forward.

4 projects are slated and were recommended to be awarded:

Elsinore - Concession stand and box office improvements
Gilbert House-Learning Playground
Willamette Art Center - New Kiln
Willamette Heritage Center - New Caboose Exhibit

Motion: Send a memo to keep budget authority for Capital Improvement Grants to the 4 Cultural organizations but hold off sending contracts until or when adequate revenue comes in to fund the \$40k awarded.

Motion by: Gaelen McAllister

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 7-0

Aye: 7

Nay: 0

Abstentions: 0

Scott Snyder opened discussion about considering each Cultural Facility and if they have closed and are not open to the public and are not attracting any Tourism dollars, should the contract be changed to not fund for any quarters the facility has not been open?

Chris Neider suggested the terms might have to be changed to payment on a cash available basis if revenues continue to dwindle beyond the City's means.

Discussion was to consider keeping budget authority for payment to Facilities in full, but send a memo to pay quarterly at 75% with the possibility of catching up the full amount if adequate revenues come in, at the end of the 4th Quarter.

Motion: Send a memo to keep budget authority for Facility Operators in full, but to pay the quarterly payments at 75% with the possibility of catching up the full amount if adequate TOT revenues come in, at the end of the 4th Quarter.

Motion by: Scott Snyder
Seconded by: Elaine Navarro
ACTION: APPROVED
Vote: 7-0
Aye: 7
Nay: 0
Abstentions: 0

Gaelen McAllister asked if more can be cut from the Parks Operating funds, rather than cutting the Facilities and Event funding any further?

Chris Neider noted that was already reviewed in early March and the cuts made give the TOT Fund the 25% reduction pillow.

Motion: It was moved to consider a 25% proportionate cut to the Parks Operating funds budget, to match the potential 25% cut to the culturals, if needed, as a recommendation to Council.

Motion by: Gaelen McAllister
Seconded by: Scott Snyder
ACTION: APPROVED
Vote: 7-0
Aye: 7
Nay: 0
Abstentions: 0

Chris Neider requested clarification from the Board, referencing the motion that canceled Events, not yet contracted, will not be funded, as related to Salem Art Association's request to move the canceled Art Fair and Festival to a virtual event and to receive funding.

Motion: Salem Art Association's request for TOT Grant Funding to move their Salem Art Fair and Festival Event to virtual is denied by virtue of the earlier motion to not fund canceled events not yet contracted.

Motion by: Scott Snyder
Seconded by: Gaelen McAllister
ACTION: APPROVED
Vote: 7-0

Aye: 7
Nay: 0
Abstentions: 0

There was discussion to not accept or discuss emails not received before the on-line meeting begins, as a process clarification to remain fair and ethical to all. Chris Neider noted that currently City of Salem is not accepting Public Comment during a virtual meeting. Chris Neider invited the Cultural and Tourism organizations to send comments or questions or updates via email ahead of meetings to be included in the meeting as part of the record. Chris Neider will be happy to receive comments, questions, or updates via email for the next meeting as well.

6. INFORMATION ITEMS

Chris Neider reviewed the information items a-f, as per reports provided in the agenda packet.

7. APPEARANCE OF INTERESTED CITIZENS

Chris Neider shared email updates sent to him ahead of the meeting.

8. PARKING LOT ITEMS

Omar Alvarado noted the value of encouragement of social media and virtual presentations to help the culturals remain relevant during this season and phase of life and business.

Scott Snyder noted Travel Salem is available to help the cultural and tourism businesses and organizations with this mission - to become and stay relevant via social media, virtual presence, etc.

Meeting was adjourned at 8:28 PM.

Next meeting will be held July 14, virtually, via Zoom.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

FY 2020-21 Transient Occupancy Tax (TOT) Grant Application Manual

Contents

Requirements

All Applicants	Page 2
Capital Asset or Improvement Grant	Page 3
Facility Operating Grant - NEW	Page 3-4
Event or Project Grant	Page 4

Application Check List

Capital Asset or Improvement Grant	Page 5
Facility Operating Grant	Page 6
501(c) Organization Event or Project Grant	Page 7
Non-501(c) Organization Event Grant	Page 8

Examples of Measurable Outcomes

Event, Project and Capital Improvement Measures	Page 9
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Scoring Rubric Valuation

Scoring Criteria and Rubric - **NEW**

Capital Asset or Improvement Grants	Page 11
Facility Operating Grants	Page 12
501(c) Organization Event or Project Grant	Page 13
Non-501(c) Organization Event Grant	Page 14

Reporting Form

Capital Project Completion	Page 15
Facility Operations Quarterly - NEW	Page 17
Event or Project Completion	Page 19

Travel Salem's Free Services Flyer

Page 21

Requirements for all Applicants

Compliance with Section 56 of Salem’s City Charter

Section 56 of the charter provides that TOT funds may only be used for the following purposes:

- Enhancement and beautification of vehicular and pedestrian entrance-ways to the city,
- Urban beautification generally,
- Improvements to or operation of major tourist attraction or cultural facilities, or
- Activities performed directly by the city or through contracts that promote use of Salem for conventions, conferences, seminars or for general tourism.

IRS Status

Applicant must be a non-profit corporation having tax-exempt status under section 501(c) (3), 501(c) (4) or 501(c) (6) of the Internal Revenue Code at the time of application submission. Provide a copy of organization’s current 501(c) (3), 501(c) (4) or 501(c) (6) IRS determination letter, **unless the organization is a non-501(c) applying for a small grant of \$2,000 or less.**

Reporting Requirements

As applicable, reporting on the use of TOT funds for the previous fiscal year must be complete.

Application Submittal

Completed application must be received by the Cultural and Tourism Promotion Advisory Board by **Friday, November 15, 2019, 5:00 p.m.** Submit completed application in a sealed envelope to:

FY 2020-2021 TOT Funding Application
Cultural and Tourism Promotion Advisory Board
Attn: Chris Neider
City of Salem Community Development Office – Room 305
555 Liberty Street SE, Salem, OR 97301

Disqualification Notice

An otherwise eligible applicant could be disqualified for this grant for failure to comply with Section 56 of the City Charter, failure to meet reporting requirements and deadlines, supplying the Salem Cultural and Tourism Promotion Advisory Board (CTPAB) with inaccurate information or other non-compliance with city contracts.

The board reserves the right to alter the funding amount requested.

Note to all applicants: The Cultural and Tourism Promotion Advisory Board’s recommendations on funding and grant awards are advisory. The Salem City Council makes the final award decision.

Requirements for Capital Asset or Improvement Project Grant Applicants

1. One application per organization/applicant for a capital asset or improvement project.
2. A TOT grant request not to exceed \$10,000 and represent not more than 50 percent of the project budget. The remaining 50 percent of the project budget, which is the grant match, must be at least 60 percent cash and 40 percent in-kind. The value of the in-kind match may exceed the amount equivalent to 40 percent of the total grant match. However, the budget must detail a cash contribution equivalent to not less than 60 percent of the grant match necessary for the project budget. The cash contribution may be provided by multiple sources. **TOT grant may not reimburse more than 50 percent of actual costs.**
3. Capital asset must be necessary for the continued operation of the facility and a capital improvement must increase the useful life of the facility or increase the types of uses for the building or structure upon which it is installed.
4. For city owned facilities: Provide statement from the city's contract administrator acknowledging application and operator's responsibility for project under operating agreement.

Requirements for Facility Operating Grant Applicants

Facility Operator - A building, structure, or premises, or other similar structure having its primary purpose be the advancement or preservation of cultural aspects of human activity. As used in this definition, cultural aspects of human activity include; heritage, museum, visual art, literature, music, theatre and dance.

1. The facility must provide programs and services 12 months per year **and a minimum annual attendance of 3,600 patrons to all programs and events offered by an organization.** Facility must be open to the public or provide programs and services a minimum of 800 hours per year and occupy a minimum of 1,000 square feet. (Major Performing Arts Facilities must only be open for a minimum of 100 performances per year.)
2. Facility operators must invest a minimum of 3% of their annual operating budget on marketing via direct costs, radio, Facebook, mailings, and can include marketing staffing costs.
3. Facility operators are limited to a maximum of three TOT grants per year.
4. Copy of **financial statements** for most recently completed fiscal year.
5. Copy of lease or rental agreement for non-owner occupied facilities (excludes city-owned facilities).

6. New Facility operators must have executed a minimum of three successful Special Event/Project or Capital Improvement grants or combination of the two types of grants.
7. All Facility Operator applicants must meet or exceed the minimum allowed score required to be considered for Facility Operator Grant funding each year.

*Existing Facility operators, all above criteria should be met in order to be considered for Operating Grant Funding. New applicants, having satisfied the above criteria, should provide a letter of intent in July each year prior to applying as a Facility Operator.

Requirements for Event and Project Grant Applicants

1. An organization may apply for event or project grant funding for a maximum of two grants.
2. Limitation – an event with the primary focus to raise funds for purposes which are not in compliance with Chapter 56 of the Salem City Charter is ineligible to receive funding.
3. A non-501(c) group without official IRS non-profit status, as required above, may apply for a small event grant or project for up to \$2,000.

Capital Asset/Improvement Grant Application Checklist

Please use this checklist to ensure your application is complete. Applications missing *any* of the listed required materials will not be considered for funding.

- ___ All applicant/contact information
- ___ Copy of current 501(c) (3), 501(c) (4) or 501(c) (6) IRS determination letter
- ___ Statement of eligibility under charter
(Project Description, Section 1.a. of application)
- ___ Description of project and how it will preserve structural integrity and/or enhances operations and maintains the viability of the facility
(Project Description, Section 1.b. and 1.c. of application)
- ___ For city-owned facilities: Provide statement from the city's contract administrator acknowledging the application and operator's responsibility for project under an operating agreement. Copy of lease or rental agreement for non-owner occupied facility.
(Project Description, Section 1.d. and 1.e. of application)
- ___ Statement of how the project meets TOT board goals
(CTPAB Goals, Section 2.a. of application)
- ___ Measurable outcomes
(CTPAB Goals, Section 2.b. of application)
- ___ Summary of two completed projects in past three years
(Past Performance, Section 3.a. of application)
- ___ Budget narrative identifying use of TOT funds, the percentage of total budget represented by TOT funds, other financial support leveraged, in-kind support and plan for future maintenance *(Project Budget, Section 4.a., 4.b., 4.c., 4.d., and 4.e. of application)*
- ___ Capital project budget with all revenues/resources and expenses (attachment)
(Project Budget and Cost Estimate, Section 4.f. and 4.g. of application)
- ___ Three cost estimates from qualified professionals/businesses on letterhead (attachment)
(Project Budget and Cost Estimate, Section 4.h. of application)

Facility Operating Grant Application Checklist

Please use this checklist to ensure your application is complete. Applications missing any of the listed required materials will not be considered for funding.

- ___ All applicant/contact information
- ___ Copy of current 501(c) (3), 501(c) (4) or 501(c) (6) IRS determination letter (attachment)
- ___ Copy of **financial statements** for most recently completed fiscal year (attachment)
- ___ Copy of lease or rental agreement for non-owner occupied facilities (excludes city-owned facilities) (attachment)
- ___ Copy of current strategic plan or business plan (attachment)
- ___ Organizational narrative including mission statement, description of facility (**over 1,000 sq. ft.) annual attendance/annual number of performances**, programs, services and staffing and volunteers (*Organization Narrative, Section 1.a., 1.b., 1.c., and 1.d. of application*)
- ___ Statement of how the project meets TOT board goals (*CTPAB Goals, Section 2.a. of application*)
- ___ Measurable outcomes (*CTPAB Goals, Section 2.b. of application*)
- ___ Description of partnerships with other organizations/businesses and explanation of how partnerships contribute to Salem’s appeal as a tourist destination (*CTPAB Goals, Section 2.c. of application*)
- ___ Summary of accomplishments in past years (*Past Performance, Section 3.a. of application*)
- ___ Financial information for most recently completed fiscal year (actuals), current fiscal year budget and if available, the upcoming fiscal year budget (attachment) (*Organizational Budget, Section 4.a. of application*)
- ___ Explanation of diversified funding sources, **3% of operating expenses for marketing**, and any reasons for a deficit (*Organizational Budget, Section 4.b. and 4.c. of application*)

501(c) Organization Event or Project Grant Application Checklist

Please use this checklist to ensure your application is complete. Applications missing any of the listed required materials will not be considered for funding.

- ___ All applicant and contact information
- ___ Copy of current 501(c) (3), 501(c) (4) or 501(c) (6) IRS determination letter
- ___ Organizational Information, key members and their roles
(Event or Project Description, Section 1.a. Event questions and 1.a. Project questions)
- ___ Summary of event or project including date and location for event, timeframe for project, and planning completed to date
(Event or Project Description, Section 1.b. Event questions and 1.b. Project questions)
- ___ Description of marketing and promotion, and how the City of Salem will be recognized for its funding support *(Event Description, Section 1.c. of application)*
- ___ *Description of the project's primary goals and objective
(Project Description, Section 1.c. of application)*
- ___ Description of who will benefit from this event or the need for the project
(Event of Project Description, Section 1.d. and 1.e. Project questions of application.)
- ___ Statement of how the project meets CTPAB goals
(CTPAB Goals, Section 2.a. of application)
- ___ Measurable outcomes
(CTPAB Goals, Section 2.b. of application)
- ___ Description of the organization's qualifications
(Past Performance, Section 3.a. of application)
- ___ Budget narrative identifying use of TOT funds, the percentage of total budget represented by TOT funds, list other financial support and in-kind support
(Event or Project Budget, Section 4.a., 4.b., 4.c., and 4.d. of application)
- ___ Event budget with all revenues/resources and expenses (narrative and attachment)
(Event or Project Budget, Section 4.e and 4.f. of application)

Non-501(c) Organization Event or Project Grant Application Checklist

Please use this checklist to ensure your application is complete. Applications missing any of the listed required materials will not be considered for funding.

- ___ All applicant and contact information

- ___ Organizational Information, key members and their roles
(Event or Project Description, Section 1.a. Event questions and 1.a. Project questions)

- ___ Summary of event or project including date and location for event, timeframe for project, and planning completed to date
(Event or Project Description, Section 1.b. Event questions and 1.b. Project questions)

- ___ Description of marketing and promotion, and how the City of Salem will be recognized for its funding support *(Event Description, Section 1.c. of application)*

- ___ *Description of the project's primary goals and objective
(Project Description, Section 1.c. of application)*

- ___ Description of who will benefit from this event or the need for the project
(Event or Project Description, Section 1.d. and 1.e. Project questions of application.)

- ___ Statement of how the project meets CTPAB goals
(CTPAB Goals, Section 2.a. of application)

- ___ Measurable outcomes
(CTPAB Goals, Section 2.b. of application)

- ___ Description of the organization's qualifications
(Past Performance, Section 3.a. of application)

- ___ Budget narrative identifying use of TOT funds, the percentage of total budget represented by TOT funds, list other financial support and in-kind support
(Event or Project Budget, Section 4.a., 4.b., 4.c., and 4.d. of application)

- ___ Event budget with all revenues/resources and expenses (narrative and attachment)
(Event or Project Budget, Section 4.e and 4.f. of application)

Examples of Measurable Outcomes for Event or Project Grants and Capital Asset or Improvement Project Grants

Examples:

Event Measures

1. Attendance at event
2. Gate receipts for event
3. Donations received at event
4. Number of community partners
5. Lodging nights attributable to event (Overnight tourists are defined as guest traveling greater than 50 miles for an event)
6. Other: provided by applicant

Project Measures

1. Increased Market Share
2. Outreach
3. Social Media Activity (number of “likes” or re-tweets)

Capital Project Measures

1. Diversified project funding – number of funding sources accessed
2. Volunteer hours used to complete project
3. Amount of time from project implementation to project completion
4. Anticipated reduction in operating costs resulting from project
5. Anticipated improvement in operating efficiency resulting from project
6. Other: provided by applicant

Scoring Criteria and Rubric

Rubric Valuation for **All Applicants**

Value	Description	Avg. Score
Excellent	Clearly demonstrates compliance with Chapter 56 of the Salem City Charter through the operation of, or improvement to, a major tourist attraction or cultural facility and/or by promoting use of Salem for general tourism. Strongly contributes to the Cultural and Tourism Promotion Advisory Board goals of increasing revenues/room nights, increasing the overall estimated economic impact of tourism and enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents. Merits investment of transient occupancy tax revenues.	17.6 – 20
Satisfactory	Demonstrates compliance with Chapter 56 of the Salem City Charter through the operation of, or improvement to, a major tourist attraction or cultural facility and/or by promoting use of Salem for general tourism. Contributes to the Cultural and Tourism Promotion Advisory Board goals of increasing revenues/room nights, increasing the overall estimated economic impact of tourism and enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem’s residents. Merits investment of transient occupancy tax revenues.	15 – 17.5
Unsatisfactory	Makes an incomplete or inadequate demonstration of compliance with Chapter 56 of the Salem City Charter through the operation of, or improvement to, a major tourist attraction or cultural facility and/or by promoting use of Salem for general tourism. Makes an insignificant contribution to the Cultural and Tourism Promotion Advisory Board goals of increasing revenues/room nights, increasing the overall estimated economic impact of tourism and enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents. Does not merit investment of transient occupancy tax revenues. A disqualification or score of zero will trigger Board discussion for understanding and justifying of the score.	0 – 14.9

* Second Tier Scoring Allocation: Any unallocated Special Event grant funding left after all passing scored application awards are met, may be allocated at the Board’s discretion and according to the next highest score until all available funds are awarded or the Board determines no further allocations are warranted.

Capital Asset/Improvement Grant Scoring Criteria

<i>Review Criteria</i>	<i>Score</i>	<i>Points</i>
Description (6 points maximum) <ul style="list-style-type: none"> • Is there significant need for the project? • How well does the project preserve the structural integrity/enhance viability of the facility? 		<i>6: Exceeds all criteria</i> <i>5: Meets all criteria</i> <i>3-4: Generally meets criteria</i> <i>1-2: Meets only some criteria</i> <i>0: Does not meet criteria</i>
CTPAB Funding Goals (8 points maximum) <ul style="list-style-type: none"> • Does this proposal have strong potential to advance CTPAB goals of: <ul style="list-style-type: none"> • Increasing room nights/tax revenues? • Increasing the estimated economic impact of tourism in Salem? • Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents? • How well do the measurable impacts selected support CTPAB goals? 		<i>8: Exceeds all criteria</i> <i>7: Meets and in some areas exceeds</i> <i>6: Meets all criteria</i> <i>3-5: Generally meets criteria</i> <i>1-2: Meets only some criteria</i> <i>0: Does not meet criteria</i>
Past Performance (4 points maximum) <ul style="list-style-type: none"> • Is evidence shown of past projects? (required to list 2 examples) • Were prior project goals met? • Were revenue goals met? • Were anticipated sources of support secured? 		<i>4: Exceeds all criteria</i> <i>3: Meets all criteria</i> <i>2: Generally meets criteria</i> <i>1: Meets only some criteria</i> <i>0: Does not meet criteria</i>
Budget (2 point maximum) <ul style="list-style-type: none"> • Is the budget realistic? • Will the TOT funds be leveraged to obtain other support? • If pertinent, are the continued planned maintenance costs sustainable? • Is there sufficient match for the grant dollars requested? • Do the cost estimates provided seem reasonable? (required to provide 3 quotes) 		<i>2: Exceeds all criteria</i> <i>1: Meets all criteria</i> <i>0: Does not meet criteria</i>
Total Score		

Scoring Criteria for Facility Operating Grant

<i>Review Criteria</i>	<i>Score</i>	<i>Points</i>
<p>Description (6 points maximum)</p> <ul style="list-style-type: none"> • Does the organization deliver quality programming and services? • Is the staffing sufficient for administration and program delivery? • Does the organization attract volunteers as evidence of community support? 		<p>6: Exceeds all criteria 5: Meets all criteria 3-4: Generally meets criteria 1-2: Meets only some criteria 0: Does not meet criteria</p>
<p>CTPAB Funding Goals (8 points maximum)</p> <ul style="list-style-type: none"> • Does this organization have strong potential to advance CTPAB goals of: <ul style="list-style-type: none"> • Increasing room nights/tax revenues? • Increasing the estimated economic impact of tourism in Salem? • Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents? • How well do the measurable impacts selected support CTPAB goals? • How well does this organization's partnership(s) promote cultural tourism? 		<p>8: Exceeds all criteria 7: Meets and in some areas exceeds 6: Meets all criteria 3-5: Generally meets criteria 1-2: Meets only some criteria 0: Does not meet criteria</p>
<p>Past Performance (4 points maximum)</p> <ul style="list-style-type: none"> • Is evidence shown of past accomplishments? (related to CTPAB goals in past the year) • How significant were these accomplishments for the organization and/or for the Salem community? 		<p>4: Exceeds all criteria 3: Meets all criteria 2: Generally meets criteria 1: Meets only some criteria 0: Does not meet criteria</p>
<p>Budget (2 points maximum)</p> <ul style="list-style-type: none"> • Is the budget realistic? • Does the budget show evidence of diversified funding sources? • Is the explanation for the deficit reasonable or does it show evidence of fiscal weakness? 		<p>2: Exceeds all criteria 1: Meets all criteria 0: Does not meet criteria</p>

Scoring Criteria for 501(c) Organization Event or Project Grant

<i>Review Criteria</i>	<i>Score</i>	<i>Points</i>
<p>Description (6 points maximum)</p> <ul style="list-style-type: none"> • Is it a high quality event/project? • Is there evidence of a strong marketing and promotion plan? 		<p>6: Exceeds all criteria</p> <p>5: Meets all criteria</p> <p>3-4: Generally meets criteria</p> <p>1-2: Meets only some criteria</p> <p>0: Does not meet criteria</p>
<p>CTPAB Funding Goals (8 points maximum)</p> <ul style="list-style-type: none"> • Does this proposal have strong potential to advance CTPAB goals of: <ul style="list-style-type: none"> • Increasing room nights/tax revenues? • Increasing the estimated economic impact of tourism in Salem? • Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents? • How well do the measurable impacts selected support TOT goals? 		<p>8: Exceeds all criteria</p> <p>7: Meets and in some areas exceeds</p> <p>6: Meets all criteria</p> <p>3-5: Generally meets criteria</p> <p>1-2: Meets only some criteria</p> <p>0: Does not meet criteria</p>
<p>Past Performance (4 points maximum)</p> <ul style="list-style-type: none"> • Is evidence shown of organizational capacity to complete the proposed event or project? 		<p>4: Exceeds all criteria</p> <p>3: Meets all criteria</p> <p>2: Generally meets criteria</p> <p>1: Meets only some criteria</p> <p>0: Does not meet criteria</p>
<p>Budget (2 points maximum)</p> <ul style="list-style-type: none"> • Is the budget realistic for the organization or project? • Is the percentage of the grant request appropriate for the overall budget? • Does it show diversified sources of funding? 		<p>2: Exceeds all criteria</p> <p>1: Meets all criteria</p> <p>0: Does not meet criteria</p>
Total Score		

Scoring Criteria for Non-501(c) Organization Event or Project Grant

<i>Review Criteria</i>	<i>Score</i>	<i>Points</i>
Description (6 points maximum) <ul style="list-style-type: none"> • Is it a high quality event/project? • Is there evidence of a strong marketing and promotion plan? 		<i>6: Exceeds all criteria</i> <i>5: Meets all criteria</i> <i>3-4: Generally meets criteria</i> <i>1-2: Meets only some criteria</i> <i>0: Does not meet criteria</i>
CTPAB Funding Goals (8 points maximum) <ul style="list-style-type: none"> • Does this proposal have strong potential to advance CTPAB goal of: <ul style="list-style-type: none"> • Increasing room nights/tax revenues? • Increasing the estimated economic impact of tourism in Salem? • Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents? • How well do the measurable impacts selected support this TOT goal? 		<i>8: Exceeds all criteria</i> <i>7: Meets and in some areas exceeds</i> <i>6: Meets all criteria</i> <i>3-5: Generally meets criteria</i> <i>1-2: Meets only some criteria</i> <i>0: Does not meet criteria</i>
Past Performance (4 points maximum) <ul style="list-style-type: none"> • Is evidence shown of organizational capacity to complete the proposed event or project? 		<i>4: Exceeds all criteria</i> <i>3: Meets all criteria</i> <i>2: Generally meets criteria</i> <i>1: Meets only some criteria</i> <i>0: Does not meet criteria</i>
Budget (2 points maximum) <ul style="list-style-type: none"> • Is the budget realistic for the event? • Is the percentage of the grant request appropriate for the overall budget? • Does it show diversified sources of funding? 		<i>2: Exceeds all criteria</i> <i>1: Meets all criteria</i> <i>0: Does not meet criteria</i>
Total Score		

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:

Location of project:

Description of project:

Date completed:

1st __ 2nd __ 3rd __ or 4th __ quarter of FY 2020-21

Staff to administer project (estimate number):

Professional/staff hours _____

Volunteer hours _____

The amount of funds provided by TOT, \$_____ , and by other sources, \$_____ .

How many local businesses or organizations assisted with this project?

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

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

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

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

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

Outcome #1:

Goal/Target #1:

Method used to track/record #1:

Outcome #2:

Goal/Target #2:

Method used to track/record #2:

Submitted by:

Date:

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:

Name and location of facility:

Reporting period: 1st __ 2nd __ 3rd __ or 4th __ quarter of FY 2020-21

Total number of days open: _____

Total hours of operation: _____

Volunteer hours for period: _____

Total attendance at facility: _____

ATTENDANCE AT ACTIVITIES	NUMBER
Museum tours / gallery visits	
Films / performances	
Student attendance	
Children's Entertainment	
Classes, Workshops, Camps	
Events, Festivals, Experiences, Other Programs	
Off site activities / events	
Rentals	
TOTAL	

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

Total income from other sources: _____

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

Report on one of the benchmarks or performance measures used by your organization.

Outcome:

Goal/Target:

Method used to track:

Submitted by:

Date:

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:

Name of Program or Event:

Location of Program or Event:

Description of Activity:

Completion Date(s):

1st __ 2nd __ 3rd __ or 4th __ quarter of FY 2020-21

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

Professional/staff hours _____ Volunteer hours _____

Amount of funds provided by TOT, \$ _____, and by other sources, \$ _____

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

How did local businesses or organizations assist in this activity?

How did you acknowledge the City of Salem's TOT funding during your event?

How did this event contribute to the CTPAB's goal of enhancing the quality of life **and embracing a culture of inclusiveness and diversity for **all** Salem's residents?**

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?

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

Estimated percentage of:

Salem residents and/or guests _____

Out-of-town tourists (less than 50 miles) _____

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)*

Report on the other measurable outcome documented in your application.

Outcome #2:

Goal/Target #2:

Method used #2:

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

Submitted by:

Date:



yes free services

FOR BUSINESSES WITHIN SALEM CITY LIMITS

Travel Salem is pleased to provide the following free tourism promotion services thanks to financial support from the City of Salem's Transient Occupancy Tax

MARKETING

- Website listing on TravelSalem.com
 - Self-submit your listing using a quick online form
- Event listings on TravelSalem.com
 - Self-submit your visitor-related events using a quick online form
 - Travel Salem will promote your major events through multiple platforms: online, print media, e-newsletters, etc.
 - Travel Salem will distribute your events regionally, statewide & nationally (Travel Oregon & travel publications)

Follow these steps:

- Go to TravelSalem.com
- Select "Things to Do"
- Select "Events"
- Select "Submit an Event"
- Complete form & submit

NETWORKING & EDUCATION

- Marketing Exchange events (learn about innovative & results-oriented marketing tactics)
- Travel Salem 101 events (learn about Travel Salem programs & maximize your engagement)
- Team Salem events (learn about upcoming group & leisure opportunities)
- Food for Thought (learn about marketing topics such as PR, websites, grants etc.)
- Bar Side Briefing (network with Travel Salem staff and members)

Questions?

Contact Sue Nichols
503.581.4325 ext. 122
snichols@TravelSalem.com

COMMUNICATIONS

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

CONVENTION LEADS

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

PUBLIC RELATIONS

- "Concept Library" of newsworthy assets & experiences showcasing the region
 - Share your story idea with Travel Salem's marketing team to be included in various promotions – contact us anytime and/or attend a Speed Pitching Event
- Speakers Bureau
 - Invite a Travel Salem representative to present to your group
- Media pitches to editors, travel writers & publications
 - Travel Salem utilizes an editorial database to strategically target your message to local, regional, national & international media
- Press release development & targeted pitching to media outlets
 - Self-submit your newsworthy announcement using a quick online form
 - Travel Salem will write your press release & send you a media list that you can use to distribute your news

Follow these steps:

- Go to TravelSalem.com
- Choose the "MEMBERS" drop down
- Select "Member Links/Member Forms" from dropdown
- Select "Public Relations Request" form
- Complete form & submit

CTAB Completion Report-Facility

1. (untitled)

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.

1. Organization name

Willamette Heritage Center

2. Name and location of facility

1313 Mill St. SE, Suite 200, Salem OR 97301

3. Reporting period

4th quarter

4. Total number of days open

20

5. Total hours of operation

100

6. Volunteer hours for period

650

7. Total attendance at facility

931

8. Operating expenses funded by TOT for the period

\$10,180.00

9. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)

\$0.00

10. Total income from other sources

\$109,020.00

11. 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 (WHC) had been closed to the public due to Covid-19 restrictions, however, we were able to safely reopen, with limited hours, to the public with safety protocols in place on May 27. Being the only cultural organization that was able to open this quarter, we were able to offer this tourist destination to to the community of Salem as well as visitors from out of town.

12. 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 our performance goals is to target out-of-town guests through Travel Salem, and Time Travelers reciprocal membership network, as well as work with external organizations. We use data tracked by admissions staff and volunteers. During this quarter, 58% of our visitors live 50+ miles outside of Salem.

13. Submitted by

Michelle Cordova

14. Email address of person to receive confirmation email message.

michellec@willametteheritage.org

Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Capital Futbol Club

2. Name of program or event

Timbers U23 2020 Season

3. Location of program or event

McCulloch Stadium

4. Description of activity

2020 USL2 Semi Professional Soccer Season

5. Completion date(s)

4th quarter

6. Estimated professional/staff hours to administer program or event

500

7. Estimated volunteer hours to administer program or event

300

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$30,000.00

10. Was the event free?

No

11. Amount of admission ticket, if any

10

12. How did local businesses or organizations assist in this activity?

Though our 2020 season was not able to happen, we had tremendous community support lined up this year. We had signed a new agreement with local title sponsor, Dutch Bros Salem. We were working on plans to have them involved to enhance the game day environment and activate throughout Salem at their locations during the season.

Also new this year was an agreement with The Ram of Salem, who were planning to feature a Timbers U23 branded beer for the summer and have a presence at the games as well.

In addition we had many of our partners from past seasons on board, including Travel Salem, Hampton Inn and Suites Salem, Salem Health, Venti's, Basil and Board, Impact Heating and Air, Los Panditas, Willamette University - and more.

Besides businesses, we had lined up many local organizations for partnerships to enhance what we were doing beyond just the game day. We had plans to be at the Awesome 3000 along with Salem Keizer Education Foundation. We were planning to work with local elementary schools for player appearances, South Salem DECA for merchandise, and the City of Salem Youth Development Group.

This is all made possible by the Timbers U23 Advisory Committee, made up of volunteer community members along with a couple staff.

13. 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?

We only played one game in this fiscal year from the 2019 season that increased room nights and revenue. For reference here is last year's report:

In the FY 2018-19, Timbers U23 played 10 home games in the Salem area. On each date, an out of town team traveled to Salem to play in the match. Each traveling team (10 total) spent approximately \$2,000 on travel expenses (\$20,000 total). This include approximately 8 room-nights per game (56 total).

In addition to hosting the out-of-town teams, the Timbers U23 provided a venue for Calgary's team to bring their 17-year-olds down as well, providing an additional 50 room nights in 2019.

This does not include the number of fans and families of players who have traveled to Salem from the surrounding areas and beyond to attend games. We estimate an additional 20 room nights and 1000 guests from 50 miles or greater.

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

Timbers U23 matches provide quality, family-friendly activities. With a low admission fee, the games are accessible to families of all financial backgrounds. Because of the international popularity of soccer, it also attracts many people from the Latino community, bringing them into the downtown Salem/Bush Park area.

The Timbers U23 "Fanzone" gives families a safe and fun activity for their kids to participate in, including more than just soccer. Activities included face painting, bounce houses, corn hole, soccer-based competitions, and more.

15. How many attendees did your activity attract?

600

16. How were attendees counted (Example: ticket sales, count at gate or estimate)?

gate

17. Estimated percentage of Salem residents and/or guests

70%

18. Estimated percentage of out-of-town tourists (less than 50 miles)

10%

19. Estimated percentage of overnight tourists (hotel/motel)
(Overnight tourists are defined as guests traveling greater than 50 miles for an event)

20%

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

zip codes from credit card ticket purchases

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

Our other measurable outcome was increase in sponsorship revenue. We had secured \$30,000 of our \$60,000 goal for 2020 by the time we realized our season would be canceled.

22. What was the most effective resource used for marketing and promotion?

We primarily use social media to market our events, but also have found lots of success with local partnerships. We use the players to make appearances and partner with local events such as the Awesome 3000, Salem First Wednesday, Boys and Girls Club, and in local elementary schools, to help get the word out and hand out tickets. This has been incredibly effective and also helped enhance the other local events that we attended – a true win-win situation.

23. Did you target any Spanish language or underrepresented population groups? (Explain)

We market to the Latino community through our local CFC youth, which is approximately 40% Latino. We hope to continue improving our marketing strategies as we build the brand, name recognition, and excitement around Salem's home team, the Timbers U23.

This year we had planned for a Latino Night highlighting many parts of Latino culture.

24. Submitted by

Collin Box

Attach up to 10 additional files as needed. Each file must be 1 megabyte or less in size.

25. Email address of person to receive confirmation email message.

collin@capitalfctimbers.com

2. Thank You!

Thank you for submitting your report.