

## SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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### Board Members

Scott Snyder, Chair  
Elaine Navarro, Vice-Chair  
Johnathan Baker  
Gaelen McAllister  
Rita Siong  
Laura Tesler  
Ryan Gail  
Omar Alvarado  
Lowell Alik

### City Staff

Chris Neider, Staff Liaison  
Kelly Kelly, Staff Support

### **October 8<sup>th</sup> TOT Grant Orientation**

**Next Meeting:** December 10th

**TBD**

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, September 10, 2019

6:00 - 8:00 PM

**Willamette Heritage Center**

1116 Mission St SE

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
  - a. July 9, 2019 CTPAB meeting and August 21, 2019 Sub Committee Grant Review
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
  - a. Sub-Committee proposed changes to Facility Operator Grant
  - b. Sub-committee on Grant Application Review Team – Update (see minutes)
  - c. Proposed press release for the next TOT grant cycle
  - d. Mission Street Parks Conservancy request for funding
6. Information Items
  - a. Cultural and Tourism Fund Reports – June 2019
  - b. Cultural and Tourism Fund Revenue (Tax) Reports – June 2019
  - c. Facility Operating Grant Reports – Bush House Museum, Elsinore Theatre, Gilbert House Children's Museum, Hallie Ford Museum of Art, Salem Multicultural Institute, Salem Riverfront Carousel, Willamette Art Center, Willamette Heritage Center
  - d. Special Event Reports – Bush House Museum – Family Exploration Day, World Beat Festival
  - e. Capital Improvement Reports – Willamette Heritage Center – New Carpet
  - f. Annual Reports – None
  - g. Upcoming Events – not updated
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, July 9, 2019**  
**Deepwood Museum - Host**

<p><b>MEMBERS PRESENT</b> Scott Snyder, Chair (arrived at 6:15 PM) Elaine Navarro, Vice Chair Jonathan Baker Gaelen McAllister Laura Tesler Ryan Gail</p> <p><b>STAFF PRESENT</b> Chris Neider, CD Management Analyst II</p>	<p><b>MEMBERS ABSENT</b> Rita Siong Omar Alvarado Lowell Alik</p>
<p><b>GUESTS</b> Denise Magee, SAA Kathleen Fish, SMA Alicia Bay, Gilbert House Yvonne Putze, Deepwood Museum &amp; Gardens Melanie Jones, Deepwood Museum &amp; Gardens Kathleen Fish, Salem Multicultural Institute Helen Shafran, Willamette Heritage Center</p>	<p><b>GUESTS</b> Sally Litchfield Puhek, Elsinore Theatre Roger Williams, Willamette Art Center Ross Sutherland, Bush House Museum Michelle Cordova, Willamette Heritage Center Sandra Burnett, Salem Art Association Denise Magee, Salem Art Association Kara Kuh, Travel Salem Angie Onyewuchi, Travel Salem</p>

**1. CALL TO ORDER**

Vice Chair, Elaine Navarro, began the meeting at approximately 6:13 p.m. with 5 of 8 members present. Chair, Scott Snyder, arrived at 6:15 p.m. and continued the meeting.

**2. ROLL CALL**

Members present: Scott Snyder (arrived at 6:15 p.m.), Elaine Navarro, Jonathan Baker, Gaelen McAllister, Laura Tesler, Ryan Gail, and Chris Neider  
Members absent: Rita Siong, Omar Alvarado, Lowell Alik

**3. APPROVAL AGENDA AND MINUTES**

- a. Approval of today's agenda and the June 11th, 2019 CTPAB meeting minutes.

**Motion:** To approve today's agenda and the June 11th, 2019 CTPAB meeting minutes.

<b>Motion by:</b>	<b>Laura Tesler</b>
<b>Seconded by:</b>	<b>Jonathan Baker</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
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.

Yvonne Putze welcomed all to Deepwood and noted there would be a tour available after the meeting for anyone interested.

Scott Snyder introduced new CTPAB member Ryan Gail, graduate of Willamette University, Quality Analyst at Catholic Community Center. The remainder of the board members introduced themselves to Ryan.

**5. ITEMS REQUIRING ACTION**

5.a. Follow-Up Report on the meeting between Facility Operators and Travel Salem

Chair Scott Snyder noted Travel Salem and Facility Operators had a good meeting. Having quarterly meetings on-going to keep dialogue flowing will happen moving forward. Flyer inserts at events like Hoopla, that plug the Cultural Facilities, was discussed. Jason Unruh of Hoopla said he would be happy to do that.

5.b. Definition of a “major” Tourist Attraction and Cultural Facility Operator/Proposed Changes

See the 8 changes suggested as potential criteria for becoming a Cultural Facility Operator, listed on handout, page 5 of agenda. Note the change of 800 hours (vs 1000) – item 3, and 100 performances and 400 hours open – item 4.

- 3. The facility must be open to the public and provide programs and services a minimum of 800 hours per year.
- 4. Major Performing Arts facilities must be open for a minimum of 100 performances per year and open a minimum of 400 hours per year.

5.c. Elsinore Theatre Event Change Request

**Motion:** It was moved to accept the Elsinore Theatre’s request to change their programming from My Fair Lady to The Drowsy Chaperone.

**Motion by:** Laura Tesler  
**Seconded by:** Elaine Navarro  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

Chris Neider noted the Grant Review sub-committee will meet ahead of next meeting. Gaelen McAllister and Jonathan Baker will participate as representative CTPAB Board Members. Alicia Bay and Sandra Burnett will participate as Facility Operator representatives. Rita Siong will attend if able.

Chair Scott Snyder excused himself for the remainder of the meeting and turned the meeting over to Vice Chair, Elaine Navarro.

## **6. INFORMATION ITEMS**

- a. Cultural and Tourism Fund Reports – None
- b. Cultural and Tourism Fund Revenue (Tax) Reports – None
- c. Facility Operating Grant Reports – Deepwood Museum & Gardens, Hallie Ford Museum of Art
- d. Special Event Reports – Enlightened Theatrics – Sweeney Todd & A Tuna Christmas
- e. Capital Improvement Reports – Deepwood Museum & Gardens – New Seating
- f. Annual Reports – None
- g. Upcoming Events

## **7. APPEARANCE OF INTERESTED CITIZENS**

Thank you to the guests who came in support of their grant proposals, cultural and tourism promotion and quality of life events happening in Salem. The Board appreciates their interest and input in the grant awarding process and in cultural and tourism promotion in Salem. Many of the guests present tonight introduced themselves and their upcoming events.

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

## **9. ADJOURNMENT**

With no further business, Vice Chair Elaine Navarro adjourned the meeting at approximately 7:27 p.m.

The next regular TOT board meeting will be held September 10th, at 6:00 PM, at Willamette Heritage Center, 1313 Mill St SE, Salem, OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support



## SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

Grant Review Sub Committee Meeting  
Wednesday, August 21, 2019  
5:30 PM

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### **Board Members**

Jonathan Baker (Present)  
Rita Siong (Present)  
Gaelen McAllister (Absent)

### **City Staff**

Chris Neider, Staff Liaison (Absent)  
Kelly Kelly, Staff Support (Present)

### **Facility Operators**

Alicia Bay - Gilbert House Children's Museum (Present)  
Sandra Burnett – Salem Art Association – Bush Barn Art Annex (Present)

A sub-committee of volunteer TOT Board and TOT Facility operators met to discuss any needed changes to the CTPAB (TOT) Grant Applications or Manual, and to discuss parking lot items related to cultural and community diversity and inclusion as related to the TOT Grant application process.

### **Comments:**

It was agreed that the small/new organizations grant, the Non 501-C-3 Grant, for up to \$2,000, needs better promotion.

Repackaging small grants for “one and done” events, under-represented community groups, and new/small grants was discussed. One and Done grants was discussed. Scoring them differently or separately was discussed.

Is repackaging necessary to shift the focus of the New/Small grants to recognize enhancing and impacting diverse community and building diverse community and quality of life in Salem as a value?

**Action:** Chris Neider – Reminder to the Board before the scoring process, the differences of intention of awarding this grant for new or small events.

It was discussed that the provision exists, but the board members would need to score the new and small grants gently, so that they may receive funding. The high/low provision and 2<sup>nd</sup> look scoring was also discussed and the sub-committee agreed that promotion of these available

new/small organization grants and a reminder to the board of its unique purpose would be helpful. Better promotion of the availability of the new/small event grant and better promotion of the mandatory orientation dates would also be helpful.

**Action:** Chris Neider – speak with Kathy Ursprung, Communication specialist, about how we might better promote Grant Orientation dates, so new, small event organizations don't miss the mandatory grant orientations. Maybe City of Salem Social Media connections can be of assistance? Does Travel Salem have any provisions that could help?

**Action – All:** Reach out to any groups or organizations you are aware of, and help promote the new/small organization or event grant, and the necessity of attending one of the two grant orientation meetings.

Grant Training was discussed. Sponsoring a Grant Writing Workshop was discussed. Mid Valley Development Professionals is a group that provides quality training.

**Action:** Chris Neider - Contact Mid Valley Development Professionals about the feasibility of providing a grant training for interested grant applicants.

Rita Siong asked that some word-smithing be added to promote greater cultural and community diversity. Alicia Bay suggested adding language about “encouraging diverse cultures and community” as criteria.

**Action:** Chris Neider – Under 2. CTPAB Goals in the applications manual and on applications, add:

- Enhancing the quality of life **and cultural diversity** for Salem residents.

**Action:** Chris Neider - The group wants to check in with Gretchen Bennett for a definition of Community Diversity as related to how to encourage diverse cultures and community diversity.

There was discussion from the Facility Operators about Quarterly Reporting. Break-out attendance to show on-site, off-site, event and rental attendance, to give the Facilities more accurate and more meaningful numbers that better represent what they do and with how many.

**Action:** Sandra Burnett will make up a table that better expresses the breakdown on attendance and send it to all. The Board can then decide if it is helpful and can make the change to the reporting if they wish.

Wordsmithing:

Facility App. Page 3 of 8 – Rita Siong wants to tighten the language – add language to explain what is the target. Siong want tighter methodology on measuring outcomes. She wants to avoid guestimates as methodology.

Rita asked how can we get the marketing expertise and knowledge Travel Salem has to the Culturals to have and use in a useful way?

**Action:** Rita Siong - Regarding Marketing Expertise and Data: Rita wants to re-ask this question at the next Board Meeting. How can the Culturals access Travel Salem's marketing expertise and data? Is it relevant? Are they able to interpret it?

The meeting was adjourned at 7:50 PM

Kelly Kelly  
Staff Assistant, 8/21/19

# Cultural Tourism Promotion Advisory Board

## FY 2020-2021 Proposed Changes

**Cultural Facility Operator** – A building, structure, or premises, (take out ‘or monument’) or other similar structure having its primary purpose 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.

### Requirements for Cultural Facility Operator Grant Applicants

1. Must have 501c 3 designation
2. The facility must provide programs and services 12 months per year
3. The facility must be open to the public or provide programs and services a minimum of ~~1000~~ 800 hours per year and occupy a minimum space of 1000 sq. ft
4. Major Performing Arts facilities must be open for a minimum of 100 performances per year
5. The facility must invest a minimum of 3% of its annual operating budget on marketing via direct costs, radio, Facebook, mailings, etc.
6. Facility operators are limited to a maximum of three TOT grants per year
7. Copy of lease or rental agreement for non-owner occupied facilities (excludes cityowned facilities)
8. Minimum annual attendance of \_\_\_\_\_. (Looking at 3600 as a base, possibly higher)
9. New Facility operators must have executed a minimum of three successful Special Event/Project or Capital Improvement grants
10. Applicant Operator must meet or exceed the minimum allowed score required to be considered for an Operator Grant for that given year

New applicants, having satisfied the above criteria, should provide a Letter of Intent prior to submitting an application as a Cultural Facility Operator

Existing Facility operators, all above criteria should be met in order to be considered for Operating Grant funding



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

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## 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

Cultural 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. 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 sq. ft. Major Performing Arts Facilities must 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, etc.**
3. Facility operators are limited to a maximum of three TOT grants per year.
4. Copy of **audited 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. Applicant Operator must meet or exceed the minimum allowed score required to be considered for an Operator Grant for that given 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 prior to applying as a Cultural 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 **audited 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, 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 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 Capital Improvement and Special Event/Project Grants Only

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 <b>and cultural diversity</b> for 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 <b>and cultural diversity</b> for 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 <b>and cultural diversity</b> for Salem residents. <b>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.</b>	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

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

## Scoring Criteria for Facility Operating Grant

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

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

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

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

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

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:**

1<sup>st</sup> \_\_ 2<sup>nd</sup> \_\_ 3<sup>rd</sup> \_\_ or 4<sup>th</sup> \_\_ 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).*

**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:** 1<sup>st</sup> \_\_ 2<sup>nd</sup> \_\_ 3<sup>rd</sup> \_\_ or 4<sup>th</sup> \_\_ quarter of FY 2020-21

**Total number of days open:** \_\_\_\_\_

**Total hours of operation:** \_\_\_\_\_

**Volunteer hours for period:** \_\_\_\_\_

**Total attendance at facility:** \_\_\_\_\_

**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 (provide data and an explanation of how the data was collected).**

**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):**

1<sup>st</sup> \_\_ 2<sup>nd</sup> \_\_ 3<sup>rd</sup> \_\_ or 4<sup>th</sup> \_\_ 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 cultural diversity for 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.**

**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

**Proposed Facility Attendance Reporting Box 2019**

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



**Transient Occupancy Tax (TOT) grant Capital  
Improvement or Asset Project Application  
Fiscal Year 2020-2021**

City Hall / 555 Liberty St. SE / Room 305 / Salem, OR 97301-3513  
503-540-2361 \* [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net)

**Project information**

<b>Project title</b>	
<b>Funding request</b>	
<b>Non-profit applicant</b>	
<b>Tax ID</b>	
<b>Mailing address</b>	
<b>Phone</b>	
<b>Contact name and job title</b>	
<b>E-mail</b>	

**General instructions**

Provide responses immediately following each question. Please write clearly and concisely and respond to all questions in the space provided.

**TOT Capital grant requests may not exceed \$10,000 and may not represent more than 50 percent of actual costs.**

**1. Project Description and Statement of Need**

- a. Statement of eligibility under Salem City Charter. (See [application manual](#) for charter language.)

- b. General description (in one paragraph) of what is to be accomplished with TOT funds including the need for the project.
- c. Describe how this project preserves the structural integrity of the building and/or enhances operations and maintains the viability of the facility.
- d. If a capital project is proposed for a **city-owned facility**, provide written confirmation (attachment) from the city's contract administrator that the project is not a city responsibility.
- e. If a capital project is proposed for a **non-owner occupied facility**, provide a copy of the lease or rental agreement (attachment).

## 2. CTPAB Funding Goals

- a. Describe how TOT funding will be used to meet the following Cultural and Tourism Promotion Advisory Board's (CTPAB) goals, all CTPAB goals are equally valued. (support your answers with data): (must check at least one)

Increasing the estimated economic impact of tourism in Salem and/or

Enhancing the quality of life **and cultural diversity** for Salem residents and/or

Increasing room nights/tax revenues

- a. Identify two anticipated measurable outcomes for your project related to the CTPAB funding goals. Provide a target for each outcome and the methodology to achieve each outcome. A list of potential measures is included in the [application manual](#).



### 3. Past performance

- a. List two events and/or projects (which may include capital asset improvement projects) that have been completed by your organization within the past three years. *If you have received TOT funding in the past, include at least one TOT-supported event or project below.* Include:
- A brief description of the event/project including dates/time frame.
  - Anticipated versus actual attendance for an event or expected compared to actual results for a project.
  - Efforts to acquire funding from other sources (e.g., donations, grants, sponsorships) and the actual results.
  - Projected versus actual revenues and costs.

If your expectations were not met in any of the above categories, explain why.



f. Complete the project budget section below with all anticipated revenues and expenditures.

Revenue Item	Status of Revenue	Proposed
Type 1		
Type 2		
Type 3		
Type 4		
Type 5		
Type 6		
Type 7		
Type 8		
Type 9		
Type 10		
<b>TOTAL REVENUES</b>		-

In-Kind Item	Value	
Type 1		
Type 2		
Type 3		
Type 4		
Type 5		
Type 6		
<b>TOTAL IN-KIND VALUE</b>	-	<b>TOTAL REVENUES</b>
		\$ -

Expenditure Item	Proposed	In-Kind	Total
<b>Personnel Costs</b>			-
<b>Other Operating Expenses:</b>			
Type 1			-
Type 2			-
Type 3			-
Type 4			-
Type 5			-
Type 6			-
Type 7			-
Type 8			-
Type 9			-
Type 10			-
<b>TOTAL OPERATING EXPENSES</b>	-	-	-

Provide expenditure types that are obvious and understandable regarding the expenditure being represented.



g. Indicate the status of other revenue resources (Committed, Pending and To Be Submitted – MM/YY) and the type of resource (e.g., Donations, Sponsorships, Grants and In-kind).

h. Attach cost estimates (on letterhead) from three qualified professionals/businesses, who are licensed, bonded and insured. If you are unable to supply estimates, explain why.

### **Attachments to application**

1. Copy of current 501(c)(3), 501(c)(4), 501(c)(6) IRS determination letter
2. Written confirmation regarding project responsibility for city-owned facility
3. Cost estimates from qualified professionals/businesses

### **Disqualification Notice**

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



**Transient Occupancy Tax (TOT) grant 501(c)**  
**Organization Event or Project Application**  
**Fiscal Year 2020-2021**

City Hall / 555 Liberty St. SE / Room 305 / Salem, OR 97301-3513  
 503-540-2361 \* [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net)

**Project information**

<b>Event or Project title</b>	
<b>Funding request</b>	
<b>501(c) applicant</b>	
<b>Tax ID</b>	
<b>Mailing address</b>	
<b>Phone</b>	
<b>Contact name and job title</b>	
<b>E-mail</b>	
<b>Grant type</b> (The Board reserves the right to reduce the funding request.)	Small Grant - maximum funding of \$2,000 Large Grant - \$2,001 to \$10,000 (Small and large grants are scored independent of each other.)

**General instructions**

Provide responses immediately following each question. Please write clearly and concisely and respond to all questions in the space provided.

**Events and projects must meet CTPAB goals.**

**1. Event/Project Description**

Application is for (check one and answer corresponding questions):

- Event
- Project

**EVENT QUESTIONS**

- a. Tell us about your organization, including key members and their roles.

b. Provide a description of the event, including dates(s), location(s), and any planning completed to date.

c. Describe in detail marketing and promotion plans. Include how you would recognize the City of Salem for its funding support. We encourage using [Travel Salem's free marketing services](#).

d. Who will benefit from this event?

## **PROJECT QUESTIONS**

a. Tell us about your organization, including key members and their roles.

b. Provide a description of the project, including its estimated time line.

c. What is the project's primary goals and objectives?



d. Describe the need for the project.

e. Who will benefit from the project.

## 2. CTPAB Funding Goals

a. Describe how TOT funding will be used to meet the following Cultural and Tourism Promotion Advisory Board's (CTPAB) goals, all CTPAB goals are equally valued. (support your answers with data): (must check at least one)

Increasing the estimated economic impact of tourism in Salem and/or

Enhancing the quality of life **and cultural diversity** for Salem residents and/or

Increasing room nights/tax revenues

Note: a strong application will include valid and quantifiable data.

- a. Identify two measurable outcomes supporting the CTPAB funding goals. Provide a target for each outcome and the methodology to achieve each outcome. A list of potential measures is included in the [application manual](#). **For an event, one of the measurable outcomes must be anticipated attendance expectations with an estimate of the percentage of Salem residents and guests, out-of-town tourists, and overnight tourists. Overnight tourists are considered those whose zip codes are 50 miles or more outside of town.**

### **3. Past performance**

- a. Highlight your organization's qualifications for putting on this event or project.

#### 4. Project budget

a. Identify the specific use for TOT funds.

b. Percentage of the total cost represented by TOT funds = \_\_\_\_\_ percent.

c. List other financial support.

d. List any in-kind donations included in the budget. In-kind donations are donations that are goods or services rather than cash.

e. Complete the project budget section below with all anticipated revenues and expenditures.

Revenue item	Status of revenue	Proposed

**Total Revenues**

**In-kind item** **Value**

**Total In-kind values**  
**TOTAL REVENUES AND IN-KIND VALUES**

Expenditure item	Proposed	In-kind	Total
Personnel costs			
Other operating expenses			
<b>TOTAL OPERATING EXPENSES</b>			

Provide expenditure types that are obvious and understandable regarding the expenditure being represented.

- f. Indicate the status of other resources (Committed, Pending and To Be Submitted – MM/YY) and the type of resource (e.g., Donations, Sponsorships, Grants and In-kind).

### **Attachments to application**

Copy of current 501(c)(3), 501(c)(4), 501(c)(6) IRS determination letter

### **Disqualification Notice**

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



**Transient Occupancy Tax (TOT)  
grant Non-501(c) Organization  
Event or Project Application Fiscal  
Year 2020-2021**

City Hall / 555 Liberty St. SE / Room 305 / Salem, OR 97301-3513  
503-540-2361 \* [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net)

**Project information**

<b>Event or Project title</b>	
<b>Funding request</b>	
<b>Non-501(c) applicant</b>	
<b>Tax ID</b>	
<b>Mailing address</b>	
<b>Phone</b>	
<b>Contact name and job title</b>	
<b>E-mail</b>	

**(The Board reserves the right to change the award amount.)**

Non-501(c) organization grant applications may not exceed \$2,000, and are scored independently of 501(c) organization applications.

**General instructions**

Provide responses immediately following each question. Please write clearly and concisely and respond to all questions in the space provided.

If the proposed event has received a small TOT grant five times from the Cultural and Tourism Promotion Advisory Board (CTPAB), it is no longer eligible to receive grants.

**Events and projects must meet CTPAB goals.**

**1. Event/Project Description**

Application is for (check one and answer corresponding questions):

- Event
- Project

**EVENT QUESTIONS**

- a. Tell us about your organization, including key members and their roles.

b. Provide a description of the event, including dates(s), location(s), and any planning completed to date.

c. Describe in detail marketing and promotion plans. Include how you would recognize the City of Salem for its funding support. We encourage using [Travel Salem's free marketing services](#).

d. Who will benefit from this event?

## **PROJECT QUESTIONS**

a. Tell us about your organization, including key members and their roles.

b. Provide a description of the project, including its estimated time line.

c. What is the project's primary goals and objectives?



d. Describe the need for the project.

e. Who will benefit from the project.

## 2. CTPAB Funding Goals

a. Describe how TOT funding will be used to meet the following Cultural and Tourism Promotion Advisory Board's (CTPAB) goals, all CTPAB goals are equally valued. (support your answers with data): (must check at least one)

Increasing the estimated economic impact of tourism in Salem and/or

Enhancing the quality of life **and cultural diversity** for Salem residents and/or

Increasing room nights/tax revenues

Note: a strong application will include valid and quantifiable data.

- a. Identify two measurable outcomes supporting the CTPAB funding goals. Provide a target for each outcome and the methodology to achieve each outcome. A list of potential measures is included in the [application manual](#). **For an event, one of the measurable outcomes must be anticipated attendance expectations with an estimate of the percentage of Salem residents and guests, out-of-town tourists, and overnight tourists. Overnight tourists are considered those whose zip codes are 50 miles or more outside of town.**

### **3. Past performance**

- a. Highlight your organization's qualifications for putting on this event or project.

#### 4. Project budget

a. Identify the specific use for TOT funds.

b. Percentage of the total cost represented by TOT funds = \_\_\_\_\_ percent.

c. List other financial support.

d. List any in-kind donations included in the budget. In-kind donations are donations that are goods or services rather than cash.

e. Complete the project budget section below with all anticipated revenues and expenditures.

Revenue item	Status of revenue	Proposed

**Total Revenues**

In-kind item	Value
--------------	-------

**Total In-kind values**  
**TOTAL REVENUES AND IN-KIND VALUES**

Expenditure item	Proposed	In-kind	Total
Personnel costs			
Other operating expenses			
<b>TOTAL OPERATING EXPENSES</b>			

Provide expenditure types that are obvious and understandable regarding the expenditure being represented.

- f. Indicate the status of other resources (Committed, Pending and To Be Submitted – MM/YY) and the type of resource (e.g., Donations, Sponsorships, Grants and In-kind).

### **Attachments to application**

Copy of current 501(c)(3), 501(c)(4), 501(c)(6) IRS determination letter

### **Disqualification Notice**

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



**Transient Occupancy Tax (TOT)  
grant Major Tourist Attraction or  
Cultural Facility Application  
Fiscal Year 2020-2021**

City Hall / 555 Liberty St. SE / Room 305 / Salem, OR 97301-3513  
503-540-2361 \* [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net)

**Project information**

<b>Facility name</b>	
<b>Date established</b>	
<b>Non-profit applicant</b>	
<b>Tax ID</b>	
<b>Mailing address</b>	
<b>Phone</b>	
<b>Contact name and job title</b>	
<b>E-mail</b>	

**General instructions**

Provide responses immediately following each question. Please write clearly and concisely and respond to all questions in the space provided.

**1. Organizational narrative**

a. Please provide your organization's mission statement.

b. Describe your facility.

- c. Describe your organization's programs, services, activities, and staffing.
- |                       |                                 |
|-----------------------|---------------------------------|
| 12 months of programs | less than 12 months of programs |
|-----------------------|---------------------------------|

- d. Describe the role of volunteers in the success of your organization. Include the number of volunteers and the annual contribution hours.

## 2. CTPAB Funding Goals

- a. Describe how TOT funding will be used to meet the following Cultural and Tourism Promotion Advisory Board's (CTPAB) goals, all CTPAB goals are equally valued. (support your answers with data): (must check at least one)

Increasing the estimated economic impact of tourism in Salem and/or

Enhancing the quality of life **and cultural diversity** for Salem residents and/or

Increasing room nights/tax revenues

- b. Identify two measurable outcomes for your facility related to the CTPAB funding goals. Provide a target for each outcome and the methodology to achieve each outcome. A list of potential measures is included in the [application manual](#).



- c. Describe your organization's partnership with other organizations and businesses as it relates to increasing tourism in Salem.

### **3. Past performance**

- a. Describe one to three accomplishments related to CTPAB funding goals made by your organization in the past year.

#### 4. Project budget

a. Using the budget form below, provide complete budget information for your most recently completed fiscal year (required), current fiscal year (required), and upcoming fiscal year (if available).

<b>Revenue budget</b>	<b>Actuals from most recently completed</b>	<b>Current budget</b>	<b>Upcoming (if available)</b>
	FY:	FY:	FY:
<b>Earned revenue</b>			
<b>TOTAL EARNED REVENUE</b>			
<b>Fundraising revenue</b>			
<b>TOTAL FUNDRAISING</b>			
<b>Other revenues</b>			
<b>TOTAL OTHER REVENUE</b>			
<b>TOTAL ALL REVENUES</b>			

<b>Expenditure budget</b>	<b>Actuals from most recently completed</b>	<b>Current budget</b>	<b>Upcoming (if available)</b>
	FY:	FY:	FY:
<b>Personnel costs</b>			
<b>Other operating expenses</b>			
<b>TOTAL OPERATING EXPENSES</b>			
<b>Capital expenses</b>			
<b>TOTAL CAPITAL EXPENSES</b>			
<b>TOTAL FOR ALL EXPENDITURES</b>			

Provide expenditure types that are obvious and understandable regarding the expenditure being represented.

- b. Explain how your organization has developed diversified funding sources to support your facility's operation.

c. If, in the last two years, expenditures exceeded revenues, please explain the deficit.

**Audit reporting worksheet for Transient Occupancy Tax (TOT) recipients**

<b>Organization name</b>			
<b>Period prepared for</b>			
<b>Prepared by</b>			
<b>Date prepared</b>			
<b>Beginning bank balance (A)</b>			
<b>TOT receipts</b>	<b>Date</b>	<b>Amount</b>	
<b>Total TOT receipts (B)</b>			
<b>All other income (C)</b>			
<b>Total income (B+C) = D</b>			
<b>Use of TOT funds</b>	<b>Date</b>	<b>Amount</b>	<b>Purpose</b>
<b>Total TOT expenditures (E)</b>			
<b>All other expenditures (F)</b>			
<b>Total expenditures (E+F)=G</b>			
<b>Income more (less) than expenses (D-G)=H</b>			
<b>Ending bank balance (A+H)=I</b>			

Please submit bank statements or reconciliations that support both the beginning and ending bank balance.

## **Attachments to application**

1. Copy of current 501(c)(3), 501(c)(4), 501(c)(6) IRS determination letter
2. **Audited Financial Statements** for the most recently completed fiscal year
3. Copy of lease or rental agreement for non-owner occupied facilities (excludes city-owned facilities)
4. Current strategic plan or business plan

## **Disqualification Notice**

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**FOR IMMEDIATE RELEASE**

Monday, September 16, 2019

**CONTACT:**

Chris Neider, Management Analyst II  
City of Salem, Community Development  
503) 540-2361 | [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net)

Si necesita ayuda para comprender esta información, por favor llame (503) 588-6178.

**Salem Cultural, Historic Attractions and Events Grants Available**

Salem, Ore. — The City of Salem is accepting grant proposals from organizations that want to host historic, cultural, and tourism-related events in Salem. Grant awards of up to \$2,000 are available for small events and up to \$10,000 for large events hosted by nonprofit 501(c) organizations listed with the Internal Revenue Service. **All events must take place within Salem city limits, be open to the public, and occur between July 1, 2020 and June 30, 2021.**

The grants are funded by the Transient Occupancy Tax, also known as a hotel tax. The grants provide marketing and promotion support for various historic and cultural facilities and events in Salem.

**Transient Occupancy Tax Grant Orientation Schedule**

Attendance at one of the pre-application meetings is a requirement for funding consideration.

**Tuesday, October 8, 2019, 6:00 - 8:00 p.m.**

Library Anderson Room B  
585 Liberty Street SE, Salem, OR 97301

**Thursday, October 10, 2019, 2:00 – 4:00 p.m.**

Pringle Hall  
606 Church St SE, Salem, OR 97301

Applications will be available beginning October 10, 2019 both online at <http://www.cityofsalem.net/Pages/cultural-and-tourism-promotion-advisory-board.aspx> and by contacting the City of Salem at (503) 540-2361.

For more information about Transient Occupancy Tax grants, please contact the City of Salem at (503)-540-2361.

# # #



MISSION STREET PARKS  
CONSERVANCY

To: Cultural and Tourism Promotional Advisory Board

From: Michael Slater

Date: July 10, 2019

**RE: Support for Horticultural Signs at Bush's Pasture Park**

\*\*\*\*\*

The Mission Street Parks Conservancy incorporated in April 2018 as the successor to Friends of Bush Gardens. It received its 501(c)(3) determination in April 2019. MSPC exists to help the City preserve maintain, enhance, and interpret Bush's Pasture Park and other public landscapes on and near Mission Street. Our focus is on the health, diversity, aesthetic quality, and appreciation of the parks' plant material.

MSPC is seeking \$1,262 to purchase landscape bed labels and plant identification labels for Bush's Pasture Park. Ordering and installing the signs and labels would occur between when funding is committed and April 2020.

The park's northwest area contains over 45 individual landscape beds, some dating back almost 100 years, with multiple species of ornamental plants. We have created a web page for each landscape bed and are currently identifying all the plants in each bed. As we collect that information, we make it available on the bed's webpage. We have completed more than half the beds to date. To better serve visitors, MSPC would like to provide a sign for each bed that would provide the bed's number and a QR code that launches that bed's website page with its list of plants. Bed labels with QR codes are now a standard feature of public gardens. In addition, we will be able to produce online and paper garden maps that orient visitors to the various landscape beds. Signs are \$10.25 each and a total of \$512.00 for 50. If funded, MSPC would be able to order the plant bed signs immediately and install them before the end of August.

The northwest area also includes over 300 trees and well over 500 woody shrubs. Many of these plants merit attention because of age, size, aesthetic value, or provenance. MSPC would like to install labels on up to 100 trees (or large shrubs) to identify significant or unique trees for the public. Label information would include family, scientific name, common name, and a QR code to access more information. Again, MSPC can then create maps or self-guided tours of the park's tree and shrub collections for visitors. Tree labels are \$7.50 each and a total of \$750 for 100. If funded, MSPC would order the first 50 signs immediately and install them promptly upon receipt. The second group of 50 would be ordered and installed in April 2020 after we have completed the plant inventory.

Bed and plant labels are one piece of MSPC's larger project to better care for and interpret the park's plant material. MSPC has developed a Geographic Information System (GIS) database and has begun the processing of accessioning trees and shrubs. We are seeking additional funds to continue this project. We are also developing online interactive maps that will allow people to create custom itineraries for their visits. Plant and bed labels provide a critical piece of the visitor experience.

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

**Item 6.a.**

	FY 2018-19		FY 2017-18		FY 17-18 to FY 18-19	%
	Budget FY 2018-19	Actual Thru 30-Jun	Budget FY 2017-18	Actual Thru 30-Jun		
<b>Resources</b>						
Beginning fund balance	662,000	789,396	342,890	545,515	243,881	44.71%
Tax collections	4,443,500	4,088,110	4,092,310	3,922,627	165,483	4.22%
Other agencies	5,800	7,539	5,700	5,381	2,158	40.10%
Interest earnings	4,100	10,965	3,800	5,571	5,394	96.82%
Loan principle	-	-	-	11,363	(11,363)	-100.00%
Loan interest	-	-	-	310	(310)	-100.00%
Other revenue	12,000	17,000	15,000	12,000	5,000	41.67%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
<b>Total Resources</b>	<b>5,127,400</b>	<b>4,913,010</b>	<b>4,459,700</b>	<b>4,502,767</b>	<b>410,243</b>	<b>9.11%</b>
<b>Expenditures by Division</b>						
Conference Center Marketing	294,210	294,210	289,220	288,199	6,011	2.09%
Tourism Promotion - Travel Salem	1,110,880	1,022,028	1,023,080	980,657	41,371	4.22%
City Programs/Parks/CIP	2,237,760	2,070,004	1,989,110	1,706,492	363,512	21.30%
Administration	308,920	284,176	362,480	315,046	(30,870)	-9.80%
Major Tourist Attractions and Cultural Facilities	600,000	581,630	458,760	422,976	158,654	37.51%
Contingency	120,000	-	60,000	-	-	0.00%
<b>Total Expenditures</b>	<b>4,671,770</b>	<b>4,252,048</b>	<b>4,182,650</b>	<b>3,713,370</b>	<b>538,678</b>	<b>14.51%</b>
Total Resources Less Expenditures	455,630	660,962	277,050	789,397	(128,435)	-16.27%



Item 6.b.

**Transient Occupancy Tax - Actual Tax Revenue**

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2017-18	-	409,039	484,285	446,764	258,220	274,508	218,484	209,483	266,459	308,101	295,108	752,176	3,922,627	4,092,310
2018-19	-	477,793	481,996	380,983	273,710	297,508	216,014	244,990	259,593	341,781	340,016	773,726	4,088,110	4,443,500
<i>% Chg</i>		16.81%	-0.47%	-14.72%	6.00%	8.38%	-1.13%	16.95%	-2.58%	10.93%	15.22%	2.87%	4.22%	-8.00%

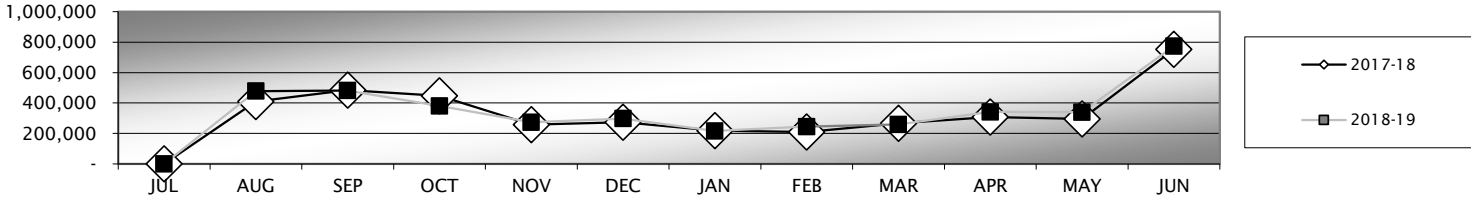


Chart and graph demonstrate actual revenue for FY 2017-2018 and FY 2018-2019.

This revised hotel tax revenue chart - which is a fiscal year to fiscal year comparison rather than a "running year" comparison - reconciles to the City's general ledger. Tax receipts are recorded on a cash basis throughout the fiscal year and modified in June to record revenues earned in June and received in July. As the result, general ledger reports reflect no cash receipts in July of each fiscal year and two months of cash receipts in June.

YTD June FY 2017-18	3,922,627
YTD June FY 2018-19	4,088,110
Variance FY 17-18 to FY 18-19	4.22%

# CTPAB Completion Report

## TOT Funds Supporting Salem Tourism

### 2018-2019 Facility Operating Grant (April to June 2019)

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

**Organization:** **Bush House Museum**

**Name and location:** **Bush House Museum | 600 Mission Street | Salem, Oregon 97302**

**Reporting period:** 4th quarter of FY 2018-19 | April to June 2019

**Total number of days open:** 52 Days      **Total hours of operation:** 208 Hours

**Volunteer hours for period:** 127\* Hours      **Total facility attendance:** 1,374 visitors

\*The Mission Street Parks Conservancy contributed an additional 876+ volunteer hours on the Bush House Museum grounds and in Bush's Pasture Park.

**Operating expenses funded by TOT, \$8,750, and special project expenses funded by TOT, \$2,000 (i.e., one-time events, brochures, unanticipated repairs) for the period.**

**Total income from other sources:** \$43,634

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

(Highlight one activity that occurred during the period.)

From April to June 2019, the Bush House Museum strengthened its relationship with a number of Salem area programming partners through cooperative marketing efforts and event participation. Programming partnerships also allow the Museum to maximize the impact of its limited staff and financial resources to enhance tourist visitation to our site and others in Salem and the Willamette Valley. For years, Travel Salem has said that it is the combination of activities that attracts out of town visitors to Salem rather than one major destination such as Disneyland. The more Salem cultural-heritage sites work together, and with other area venues to attract visitors, the more successful we will all be.

The Bush House Museum's Programming Partners include:

**The Salem Historic Landmarks Commission (HLC)** – In April, Bush House Museum participated in the HLC's annual *This Place Matters* photo contest featuring images of historic sites throughout Salem. The image of the Bush House Museum was later exhibited with a number of other entries at the Oregon State Capitol.

**Willamette Heritage Center, Deepwood Museum & Gardens and Gaiety Hollow** – Beginning in early 2019, these three cultural-heritage sites have been working with Bush House Museum to develop a collaborative marketing brochure, *Take a Stroll Through Salem History*. . .The four-fold brochure features color images of each site, a brief description, hours, contact information, annual events and a map. The brochure opens up into a collaborative timeline which shows how the history of these four sites, within walking distance of each other, are intertwined.

**Mission Street Parks Conservancy (MSPC)** – Formerly the Friends of Bush Gardens, which were self-directed under the auspices of the Salem Art Association, the Mission Street Parks holds two plant sales per year. Bush House Museum had a collaborative information booth at this event to provide plant sale

participants with information on the Museum, as well as promotional material from the MSPC, Deepwood Museum & Gardens and Gaiety Hollow.

**Willamette Heritage Center (WHC)** – From January to April, the Bush House Museum participated in the WHC Heritage Invitational exhibition. This theme-based exhibition brings together small exhibitions from a dozen Willamette Valley cultural-heritage organizations. This year, the Museum’s exhibit focused on the music and lyrics of Estelle Bush Thayer, daughter of Asahel Bush, and her husband Claudius.

**Oregon State Historic Preservation Office (SHPO)** – May is National Historic Preservation Month and each year Bush House Museum participates in the Historic Preservation Month Fair at the Oregon State Capitol. This event is attended by hundreds of state workers, and others, who learn about various cultural-heritage sites to visit with out of town guests.

**City of Salem | Salem for Refugees** – In June, the Bush House Museum was invited to provide a free tour for Master Li, renown Chinese artist, who was in Salem to present a work to the City. A free group tour for refugees from Congo and Afghanistan was provided through the Museum’s Explore Your Community Program which provides free group tours throughout the year to various social service participants.

**Artists in Action – Paint the Town | Bush Barn Art Center | Bush’s Pasture Park 1882 Conservatory | Deepwood Museum & Gardens | Gaiety Hollow | Gilbert House Children’s Museum | Lifesource Natural Foods | Mission Street Parks Conservancy | Music Together Salem with Mrs. D. | Oregon Dairy Princess Ambassadors | Salem Art Association – Community Arts Education Program | Salem Multicultural Institute | SMART (Start Making a Reader Today) | Tokyo International University of America Willamette Heritage Center** – Each June the Bush House Museum presents Family Exploration Day on the back lawn of the Museum. Local non-profit organizations and educators, listed above, provided a wide range of hands-on activities for children and families to encourage them to Explore History! Explore Creativity! Explore Bush’s Pasture Park!

**City of Salem Public Works Day – Gilbert House Children’s Museum** – The Bush House Museum participates in both of these events for children. This June, the Museum’s activity encouraged children to draw their dream house using photographs of a number of local historic homes for inspiration.

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

(Provide data and an explanation of how the data was collected).

When visitors purchase their Bush House Museum tour tickets at the Bush Barn Art Center front desk, they are asked their residential zip code for various informational uses such as the TOT Quarterly Reports.

- The 1,374 visitors to Bush House Museum from April to June 2019 included: 595 paid visitors | 579 grant funded education program or free group tour visitors | 200 Family Exploration Day attendees. Of the 595 paid visitors,
- 310 live in Salem (52.2%), 72 live out of town (12.2%), 55 Oregonians traveled beyond 50 miles (9.2%), 126 visitors were from other states (21.2%) and 32 did not provide zip code information (5.2%).
- Based on these visitation figures, 382 paid visitors (64.4%) live within 50 miles and 181 visitors (30.4%) live beyond 50 miles and are considered overnight visitors.

**Submitted by:** Ross Sutherland, Museum Director

**Date:** August 26, 2019

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

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

**Organization:** **Historic Elsinore Theatre**

**Name and location of facility:** **Elsinore Theatre, 170 High St. SE, Salem, OR 97301**

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

**Total number of days open:** 80                      **Total hours of operation:** 749

**Volunteer hours for period:** 2,279 hours, 140 people **Total attendance at facility:** 22,438

**Operating expenses funded by TOT** \$10,482.50, **and special project expenses funded by TOT,** \$5,000 event grant for Russian String Orchestra event 11/8/2018 **for the period.**

**Total income from other sources:** \$443,532.60

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

Forty-six events were held at the Elsinore Theatre during April, May and June 2019 vs. 38 the year before.

Comedian Tim Hawkins performed to a sold-out crowd of 1,261 on Saturday, May 11<sup>th</sup>, and downtown was bustling. His clean humor for the whole family has a national following and 300 million video views on-line. From our E-tix zip code report, 35% of the tickets sold (453 people) came beyond a 50-mile radius.



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

Our QuickBooks Profit and Loss report shows gross income for the quarter was up \$15,565 or 3.5% over the same quarter the previous year.

**Submitted by: Tom Fohn**

**Date: 8/22/2019**

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

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

**Organization: Gilbert House Children's Museum**  
**Name and location of facility: Gilbert House Children's Museum**

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

**Total number of days open:** 84

**Total hours of operation:** 576

**Volunteer hours for period:** 734

**Total attendance at facility:** 27,582

**Operating expenses funded by TOT, \$10,752**

**Total income from other sources:** \$341,756

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

Gilbert House Children's Museum contributed to Salem's appeal as a tourist destination by participating in the Family Fun Pass – Discover the Northwest program. A family can purchase the pass and receive admission to several museums and family attractions in the Northwest. More information is available at <http://www.familyfunpass.org/>. Participating organizations receive radio ads on the I Heart Radio stations throughout the Northwest.

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

Gilbert House Children's Museum worked to increase tourism to Salem by marketing the Summer Learning Block Party in Portland and Eugene publications. The Block party is an event that features partner organizations, such as Salem Keizer Education Foundation, The Kroc Center, and the other facility operators, and their programs to reduce summer slide for preschool and elementary age children. The Museum is free admission that day and the event participants provide several educational activities for families. The event welcomed over 1,700 guests, 30% of whom were from outside the Salem-Keizer area. The data was collected through a marketing survey in our database. All guests were asked the same questions at entry.

**Submitted by:** Alicia Bay

**Date:** 7-22-19

# Summer Learning Block Party

June 24, 2019



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

Total numbers of days open: 78\*      Total hours of operation: 524\*

Volunteer hours for period: 112\*      Total attendance at facility: 5,454\*

\*This quarter

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Operating expenses funded by TOT, \$0, and special project expenses funded by TOT, \$10,000 (i.e. one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$178,756.25

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

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 spring, HFMA presented several exhibitions that attracted visitors from throughout the region and nation. Our annual senior art majors' exhibition (April 20-May 19), for example, always attracts out-of-town parents, families, and others to Salem for the reception in mid-April and Commencement in mid-May. In addition, the campus is always abuzz in the spring with prospective students and their parents, increasing the



number of out-of-town visitors significantly from other times of the year. Historically, the senior art majors' exhibition is always paired with an art faculty member, and this year, we presented the work of photographer Alexandra Opie.

Other exhibitions presented during the spring included *John R. Stahl: Oregon Artist* (May 11-August 11), a 35-year retrospective exhibition for this multi-talented artist, educator, and environmental activist, and *George Rodrigues: Embellished Narratives* (June 8-August 25), an exhibition by this nationally-recognized Mexican American artist who creates ceramic sculptures inspired by childhood memories, international travel, border politics, and the history of art. The Stahl exhibition attracted visitors from Portland and the Oregon Coast, while the Rodriguez exhibition attracted Hispanic audiences from throughout the mid-Willamette Valley and region.

In total, 5,454 people visited HFMA during the spring months: 2,758 (51%) were from Salem; 1,982 (37%) were from within a 50 mile radius of Salem; 81 (1%) were from outside a 50 mile radius of Salem but inside Oregon; 351 (6%) were from outside of Oregon but inside the United States; 11 (n/a) were international visitors; and 271 (5%) were unknown. Of the 470 potential overnight travelers (visitors from beyond a 50 mile radius of Salem, plus 10% of our unknown zip codes), it is estimated that each visitor spent a minimum of one night in Salem. Based on a daily rate of \$166 per day for overnight travelers (Source: Travel Salem), it is estimated that conservatively, HFMA had an economic impact of \$78,020 on cultural tourism during the fourth quarter of 2018-19. This figure, of course, does not include those day visitors who eat in local restaurants or shop in local stores which at \$114 per day (Source: Travel Salem), could easily double our economic impact on cultural tourism during the past quarter.

In addition to serving as a tourist destination and cultural attraction through its encyclopedic permanent collection of Western and non-Western art and world-class temporary exhibitions, HFMA organized a number of free lectures, gallery talks, films, and special receptions and tours in conjunction with its collections and exhibitions that further enhanced the quality of life in Salem. During the past quarter, for example, these included student-led gallery talks of the senior art majors' exhibition (77); lectures by artist George Rodriguez (103) and art historian Roger Hull (104); and a family activity day led by George Rodriguez (73). In addition, staff-led, docent-guided, faculty-led, or self-guided tours of our collections and exhibitions reached another 418 participants, from children and college students to adults, seniors, alumni, and parents of prospective students.

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

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 more than 600 members as of June 30, 2019. Moreover, based on the demographics of Salem and the mid-Willamette Valley as well as 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 end of the decade and 1,000 members by our twenty-fifth anniversary in 2023.

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. As of June 30, 2019, we have four business members.

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 approximately 24,000 visitors per year. Moreover, as of June 30, 2019, we have 2,946 e-newsletter recipients, 2,273 Facebook followers, 2,071 Facebook Likes, 240 Twitter followers, and 1,196 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 the WPA in the Pacific Northwest, 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

July 31, 2019

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# CTPAB Completion Report

## TOT Funds Supporting Salem Tourism

### *Facility Operating Grant*

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

**Organization:** Salem Multicultural Institute

**Name and location of facility:** World Beat Gallery & Office, 390 Liberty Street, NE, Salem 97301

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

**Total number of days open:** 50 – Gallery/ **Total hours of operation:** 300 - Gallery/26 Festival

**Volunteer hours for period:** 12,000 **Total attendance at facility:** 356 - Gallery/ 30,000 –  
Festival

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

**Total income from other sources:** \$180,000

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

It has been a long-time goal of ours to sync our summer gallery exhibit with the World Beat Festival’s focus country. We finally made that happen this year with the opening of the **India: Beyond Bollywood** exhibit on June 5. The exhibit’s content comes from a collaborative effort among various members of the Indian community in Salem, including members of the Sikh community. One particularly interesting highlight of the exhibit pertains to the history of East Indians in Oregon and the founding of the Ghadar Party in Astoria in 1913. This had an impact internationally, as the Ghadar Party’s overarching goal was to end British rule over India. Their attempts to overthrow the British during WWI, though unsuccessful, are considered to be the beginning of the end of British rule in India.

Thirteen percent of visitors to the gallery were from out-of-area, including guests from Thailand, Japan, India, Tennessee, North Dakota and Seattle.

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

***Benchmark: Overall number of visitors to the World Beat Gallery and World Beat Festival > 25,000.***

An estimated 30,000 people attended this year's World Beat Festival. Attendance was up sharply particularly on Friday evening and Saturday. We fell slightly short of our goal of 2000 visitors to the Gallery. This is primarily due to our move in February and consequent shortened exhibit period for *Finding Paradise*. 356 people visited the World Beat Gallery in the 4<sup>th</sup> quarter – a 30% increase from the same period in 2018. Total visitation was 1802.

Festival attendance data is collected via ticket sales and gate counts of people who entered with passes or were eligible for free admission. Gallery attendance data is collected via a guest book that visitors are asked to sign.

**Submitted by:** Kathleen Fish

**Date:** July 23, 2019



**Lamp Lighting Ceremony at Gallery Opening.** Dr. Pritam Rohila and Bahadur Singh light a lamp together. Lamp lighting before a ceremony or event is a widespread tradition in India.



Gagandeep Singh, on the mandolin and Saikiran Madhusudan on the tabla, perform at the opening reception. Gagandeep is an accomplished mandolin player who has performed at the White House.

**CTPAB Completion Report  
Facility Operating Grant**

**TOT Funding Supporting Salem Tourism**

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

Organization: Salem's Riverfront Carousel

Reporting period: 1<sup>st</sup> \_X\_ 2<sup>nd</sup> X\_ 3<sup>rd</sup> X\_ 4<sup>th</sup> \_X\_ quarter of FY 2018-2019

Total number of days open: 91 (during reporting period) Total hours of operation: 892

Volunteer hours for period: 1065 Total attendance at facility: 37,451  
(Paid riders, school visits & events)

Operating expenses funded by TOT, \$13,613 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: 99,004

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

Happy 18<sup>th</sup> birthday to us! We celebrated with \$1 rides, face painting, raffles, a generous donation from PEPSI of Bubbly sparkling soda, children's drinks and of course birthday cake! Over 500 guests throughout the day celebrate with us. We advertised through our social media outlets.





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

Increase in token sales over last year 2018

Token sales 2018 \$51,322

Token sales 2019 \$52,528

Data is collect from our P & L reports

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

Date: July 24, 2019

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**CTPAB Completion Report  
Facility Operating Grant**

**TOT Funds Supporting Salem Tourism**

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

Organization: Friends of the Visual Arts dba Willamette Art Center

Name and Location of Facility: Oregon State Fairgrounds, 2330 17<sup>th</sup> St NE, Salem OR 97301

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

Total number of days open: 88 Total hours of operation: 776

Volunteer hours for period: 984.5 Total attendance at facility: 3669

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

*Total income from other sources: \$ 50,786 Program Services (classes, tickets, passes); and \$ 1,128 Gallery Sales*

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

This quarter the Willamette Art Center (WAC) held fully enrolled spring and summer classes starting April 1, and continuing through the end of July. In May Blanchet Catholic School came for a Raku workshop. This is the 9<sup>th</sup> year they have been coming for Raku. We hosted three Clay-a-Thons and produced 448 pieces this quarter for our Empty Bowls event, which is held in November. We had over 32 potters who created pots this quarter.

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

Quarterly facility attendance has increased from 2,858 in 2018 to 3,669 in 2019, a 28.37% increase. Data was collected by daily hand tally.

Submitted by: Sue Karnosh, Program Administrator

Date: June 30, 2019

## Clay-a-Thons for Empty Bowls



*Handbuilding and  
Wheelthrowing  
at Clay-a-Thon*



## May 2019 School Outreach

*Blanchet Catholic School Raku*



## May 2019 School Outreach

*Classes ~ April 1<sup>st</sup> thru May 25<sup>th</sup>*





*Facility Operating Grant*

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

**Organization:** Willamette Heritage Center

**Name and location of facility:** Willamette Heritage Center, 1313 Mill St., Suite 200, Salem, OR 97301

**Reporting period:** 4th quarter of FY 2018-2019 (April 1 – June 30, 2019)

**Total number of days open:** 78

**Total hours of operation:** 10:00 – 5:00 Mon.-Sat. (546 hours)

**Volunteer hours for period:** 3,488

**Total attendance at facility:** 34,006 (attendance and rentals)

**Operating expenses funded by TOT, \$10,145 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.**

**Total income from other sources:** \$190,045

**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 hosted our 34<sup>th</sup> annual “Sheep to Shawl” FREE family/community event on Saturday, May 11, from 10:00 a.m. to 4:00 p.m., and it was a fantastic day of fun and memorable activities for all ages and abilities. The weather was warm, and we welcomed 1,100 guests throughout the six hours. As always, it was the perfect opportunity to experience the full spectrum of wool fiber processing—from the shearing of sheep, alpacas, llamas, and rabbits, to the production of beautiful wool, lace, yarn, etc.—at the hands of expert fiber artists. Participants of all ages loved the fleece-dyeing, jump-rope-making, butter-churning with the Oregon Dairy Princess (from Oregon Dairy Women), making lamb’s-ear hats, and duck races—always a family favorite—in the millstream (we had three rounds this year). Families enjoyed “The Lamb’s-Tail Trail,” a passport-type activity where they visit various on-site locations to receive “stamps,” along with yarn-doll-making, and we also had “yarn bombs” hidden throughout the property, and a handful of raffles (including a gift card from Wilco, our sponsor). Demonstrations included blacksmithing, spinning, rug-hooking, lace-making, weaving, and flint knapping, as well as learning about electrical safety in our PGE building. Entertainment included our favorite local fiddlers, a small string band, a storyteller, and a living history demonstration of a school day in 1900; local vendors tempted guests with hand-made and vintage items from soaps, candles, pottery and jewelry, to delicious goat cheeses, to products made from recycled materials and wool. The Model A Club once again brought their fabulous historic cars for folks to enjoy. And, naturally, no trip to the WHC would be complete without exploring our historic buildings; living history interpreters in period clothing gave tours of the 1896 woolen mill, church, historic homes and parsonage. **PLEASE SEE ATTACHED PHOTOS.**

**Report on one of the benchmarks of performance measures used by your organization:** As a community, regional and state treasure, one of our performance goals is to target new out-of-town audiences who have never visited the WHC through Travel Salem, Time Travelers reciprocal membership network, and AAA discounts and promotional materials, as well as work with external organizations. As described in our application, we use data tracked by admissions staff and volunteers; for this quarter, tracked attendance by non-Salem visitors made up 67% (April), 53% (May), and 56% (June) of our totals, for an average of 59% non-Salem attendees.

*Additional statistics on our April 1 – June 30 visitors are as follows:*

April: On-site walk-ins 5,053; total museum tours 861; out-of-state museum guests 108, out-of-country museum guests 25.  
May: On-site walk-ins 10,375; total museum tours 1,095; out-of-state museum guests 116; out-of-country museum guests 3.  
June: On-site walk-ins 5,262; total museum tours 442; out-of-state museum guests 130; out-of-country museum guests 12.  
As always, we are proud and grateful to be able to engage our community with history and with one another.

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

**Date:** July 9, 2019











Welcome  
**ENTRANCE**

WILLAMETTE  
HERITAGE CENTER  
VIEWS FROM THE  
AIR



**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: Salem Multicultural Institute**

**Name of Program or Event: World Beat Festival**

**Location of Program or Event: Riverfront Park**

**Description of Activity:** The World Beat Festival is a 2-day multicultural festival designed to build community through showcasing the many cultures that call Salem and Oregon home. This year's event featured 83 vendors and exhibitors and 101 performances representing 73 cultures.

**Completion Date(s):**

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

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

Professional/staff hours 2,000

Volunteer hours 12,000

**Amount of funds provided by TOT, \$10,000, and by other sources, \$ \$194,769**

**Admission (checks or give amount):** **Free >14 yrs. old, Oregon Trail Card Holders**

**Admission:** \$5/person per day. Admission Friday night was by donation.

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

Local businesses support World Beat in a variety of ways: as sponsors, vendors or volunteers. Out of 47 sponsors this year, 46 were local or regional. Some sponsors, such as Salem Health, played active roles in both the planning process and during the event by helping us with First Aid by providing equipment and staff. Salem Health employees also participated in the Dragon Boat Races' Community Division with two teams.

This year's country focus for World Beat was India. Representatives from INDUS (Indo-US Friendship Organization), Temple Dashmesh Darbar (the Sikh temple) and other members of the Indian community in Salem were instrumental in planning the performances and exhibits reflecting the many cultures of India. The focus team spent 11 months planning the



performances and demonstrations around India. This level of participation resulted in the planning process resulting in 22 performances, and multiple exhibits. The Sikh temple also very generously brought food for our volunteers – pizza, pakoras and chai.

The Special Naturalization Ceremony received support from the Daughters of the American Revolution, who provided cake and gift bags to the new citizens; Brooks Tree Farm, which provided saplings to each new citizen and North Salem High School's JROTC, which presented the colors during the ceremony.

Other local groups and businesses that assisted with World Beat includes: La Familia Cider (in-kind donation); Fischer, Hayes, Joye & Allen, LLC provided accounting support and volunteers; Chemeketa Community College students helped with a visitor survey at World Beat. The Sprague High School Dance Team helped with the gates and tear down on Sunday. In-kind donations of time, marketing and materials also came from West Salem Ace Hardware Store, Vision Graphix, and Gilbert House.

### **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?**

World Beat attracts performers, vendors, exhibitors and guests from all over the Pacific Northwest and beyond. This not only contributes to Salem's economy, but gives visitors the opportunity to see that Salem is a diverse community with a lively cultural life. 30,000 people attended this year's World Beat. 59% were from Salem, 19% were from 50+ miles away and 22% were out-of-town tourists. Overnight tourists came from 9 states and Washington, DC. The survey also showed that guests from 5 countries were in attendance. One couple from British Columbia actually re-routed their planned road trip after finding out about World Beat online. Our survey indicated that approximately 2.5% of guests stayed in a hotel/motel. Out-of-area guests who were repeat visitors, have attended World Beat an average of 7 times. One family from Portland reported that they have come to World Beat for the past 5 years and stay in a hotel.

31% of our vendors and 25% of performers were from over 50 miles away. They came from as far away as Sacramento and Seattle. One group of performers came all the way from Salem, India. We have surveyed vendors who came from over 50 miles away to see where they stayed while in Salem. Unfortunately, we are still waiting for responses to come in. We currently have direct knowledge of at least two vendors and 1 performing group who stayed in hotels while in Salem.

This year, 26 of the 32 teams participating in the Dragon Boat races were from 50+ miles away. The finish line officials came from Bellevue. Our best estimate, based on information from The Grand is that at least 30 Dragon Boat team members stayed in hotel rooms.

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

The festival provides a positive economic impact, supports tourism and tourism-related businesses and employment, brings thousands of people downtown, provides education, promotes harmony and community safety, promotes community diversity, creates community

vitality, gives a way of celebrating community, and helps create a more successful Salem. Guests, vendors and performers report that they are glad to have the opportunity to meet and interact with people from all over the world.

On a more micro level, the festival provides a platform that enables people to reach audiences that they may not otherwise have contact with. One example is the Sikh temple. Many people in Salem are unaware that it exists or are unfamiliar with Sikh traditions, such as wearing turbans. The Sikh temple had a turban wrapping station which attracted people of all ages, genders and backgrounds. It was not uncommon to see whole families sporting turbans throughout the weekend. This is just one example of how we work towards our organizational vision that Salem be recognized as a peaceful community committed to cultural exchange and enrichment.

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

This year, World Beat had 30,000 attendees. This number comes from counts at each gate.

**Estimated percentage of:**

Salem residents and/or guests	<u>59%</u>
Out-of-town tourists (less than 50 miles)	<u>22%</u>
Overnight tourists (hotel/motel)	<u>19%</u>

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

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

We gather data through information collected from 'passports' that people turn in at World Beat and intercept surveys taken onsite. Once again this year, we worked with Aileen Collins, a professor from Chemeketa Community College to create and conduct the onsite survey.

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

**Desired Outcome:** 95% or more of guests indicate that they would return to World Beat and at least 85% of attendees report gaining an increased understanding and awareness of local cultures.

**Actual Outcome:** 99.3% of guests said that they would return to World Beat in the future and 92% indicated that their awareness and understanding of local cultures increased after attending World Beat. 100% of guests from 50+ miles away said that they would come back to World Beat.

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

Word of mouth was the single most effective resource used for marketing and promotion this year. The top five marketing/promotion activities were:

Word of Mouth: 42%

Previous Attendee: 33%

Social Media: 20%

Other: 17% (this includes everything from driving past to “we heard it from across the river.”)

Statesman Journal: 6%

Outreach to Spanish-speaking population groups included distributing flyers in Spanish as well as on-air and social media promotion via KWIP. We continue to advertise in the *Asian Reporter* as well. Further, members of the groups and organizations that participate in World Beat reach out to their friends and families.

**Submitted by:** Kathleen Fish

**Date:** August 7, 2019



Taking the Oath of Allegiance during the Special Naturalization Ceremony on June 29.



Members of the Deaf Culture group from Chemeketa Community College marching in the Parade of Nations.



Kalabharathi School of Dance performing on Saturday night.

**TRANSIENT OCCUPANCY TAX**

*EVENT OPERATING EXPENSE - World Beat Festival*

**FY 2018-19 GRANT APPLICATION - BUDGET ATTACHMENT**

Revenue Item	Status of Revenue	Proposed
Sponsorships	Received	\$ 46,425.00
Admission Fees (6/29 - 30)	Received	\$ 48,220.00
Admission Donations (6/28)	Received	\$ 1,800.00
Grants	Received	\$ 30,000.00
TOT GRANT FUNDS	Received	\$ 10,000.00
Concessions/Sales	Received	\$ 21,026.00
Booth Proceeds	In process	\$ 6,995.87
Vendor Fees	Received	\$ 25,192.00
Dragon Boat Race Fees	Received	\$ 15,110.00
<b>TOTAL REVENUES</b>		<b>\$ 204,768.87</b>

In-Kind Item	Value
Marketing - Lewis Media Group, That Oregon Life, etc.	\$ 11,000.00
Storage Space	\$ 1,700.00
Operations and equipment	\$ 12,500.00
Artisan fee waivers/in-kind	\$ 8,000.00
Office rent, supplies, services (design, accounting, etc.)	\$ 7,500.00
<b>TOTAL IN-KIND VALUE</b>	<b>\$ 40,700.00</b>

<b>TOTAL RESOURCES</b>	<b>245,469</b>
<b>TOTAL RESOURCES, less in-kind revenue</b>	<b>204,769</b>

**Expenditure Item**

	Actual	In-Kind	Total
<b>Personnel Costs</b>	\$ 50,000.00	\$ -	\$ 50,000.00
<b>Other Operating Expenses:</b>			
Facility Rent, Estimate	\$ 11,500.00		\$ 11,500.00
Festival Equipment/Rentals	\$ 42,989.00	\$ 12,000.00	\$ 54,989.00
Beer Garden (Equipment, Rentals, Alcohol Purchases, etc.)	\$ 5,252.00		\$ 5,252.00
Sound	\$ 11,980.00		\$ 11,980.00
Utilities	\$ 2,224.00		\$ 2,224.00
Security	\$ 13,675.00	\$ 500.00	\$ 14,175.00
Artistic Fees and Supplies	\$ 15,365.00	\$ 8,000.00	\$ 23,365.00
Marketing	\$ 15,693.00	\$ 11,000.00	\$ 26,693.00
T-shirts	\$ 4,115.00	\$ 500.00	\$ 4,615.00
Volunteers	\$ 2,975.20		\$ 2,975.20
Hospitality	\$ 900.00	\$ 500.00	\$ 1,400.00
Dragon Boat Races (boat rental, insurance, management, equipment, etc.)	\$ 9,900.00		\$ 9,900.00
Office Space & Supplies	\$ 10,000.00	\$ 7,000.00	\$ 17,000.00
Insurance	\$ 6,000.00		\$ 6,000.00
Storage	\$ 1,770.00	\$ 1,770.00	\$ 3,540.00
Misc	\$ 499.00		\$ 499.00
<b>TOTAL OPERATING EXPENSES</b>	<b>\$ 204,338.20</b>	<b>\$ 41,270.00</b>	<b>\$ 245,608.20</b>

Provide expenditure types that are obvious and understandable regarding the expenditure being reported. Revenue and expense types may be added, applicants are not limited to the quantity on this form.

## 2019 World Beat Festival

### City of Salem Special Event Grant Financial Report

#### A. Out-of-Area Marketing Summary

1. Asian Reporter – Pacific NW paper	\$ 322.50
2. KWIP, La Campeona Radio	\$ 2,000.00
3. NW Folklife Festival Online Ad (Seattle)*	\$300.00
4. That Oregon Life (social media)	\$1,750.00
5. Comcast Spotlight	\$2,259.07
6. Oregonian Rose Festival Guide	\$850.00
7. Statesman Journal	\$2,000.00
8. Press Play	\$900.00
9. Travel Salem print ad	\$300.00
10. Eugene Weekly	\$300.00

**Total: \$10,981.57**

**Reimbursement Request: \$10,000.00**

\*We are still waiting for an invoice from them

# The Asian Reporter

Your International & Pacific NW News Source  
PO Box 17323  
Portland, OR 97217

(503) 283-4440 \* Fax (503) 283-4445  
www.AsianReporter.com

*pd # 5544 7/19/2019*

## Invoice

DATE	INVOICE #
6/17/2019	26588

### BILL TO

Salem Multicultural & World Beat  
189 Liberty St. NE #107  
Salem, OR 97301  
Attn: Evan Bosch, Ast Director

P.O. NO.	TERMS	PROJECT
	Net 10	

QUANTITY	DESCRIPTION	RATE	AMOUNT
1	2019 World Beat Festival Display Advertisement V29, Issue 12, June 17, 2019	322.50	322.50

Thank you for advertising in The Asian Reporter.

**Total**

\$322.50



PORTLAND, SALEM, EUGENE

**KWIP**  
880  
am\*stereo

P.O. Box 469  
Dallas, Oregon 97338  
(503) 623-0245  
Fax (503) 623-6733  
www.kwip.com

ADVERTISING CONTRACT  
200 Miles Coverage

INVOICE #	15923
DATE	4/18/19
ACCT. EXC.	SW/1990 E
PRODUCT	
BILLING	SBC CAL
CO-OP	YES NO
CONFIRMATION	YES NO
START DAY	DATE
STOP DAY	DATE

TO	WORLD BEATS	CONTACT	Kathleen
390 LIBERTY ST NE		PHONE #	503 531 2004
SALEM OR 97301		AGENCY DISC.	YES NO
ACCOUNT		RATE SOURCE	
		LIVE	CART CART NO.

FLIGHT DATE	TIME PERIOD/OTHER	LENGTH	MON	TUE	WED	THU	FRI	SAT	SUN	# UNITS	RATE	AMOUNT
6/10/19	6/30/19											
CLIENT PAID WITH CHECK # 534												

TOTAL 60'S \_\_\_\_\_ 30'S \_\_\_\_\_ 10/15 \_\_\_\_\_ PRG \_\_\_\_\_ TOTAL # WKS. \_\_\_\_\_ WEEKLY TOTAL \$ \_\_\_\_\_ GRAND TOTAL \$ 2000

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
YEAR												
AMOUNT												

SPECIAL INSTRUCTIONS: Please Play from 9 am 4:30 pm

- Invoices are due and payable upon receipt.
- Client will be charged earned rate for failure to fulfil contract.
- Client may be charged 2% interest on amounts 30 days past due.
- These time periods may be pre-empted for the broadcasting of news or other special features.

ACCEPTED FOR STATION BY	DATE	ACCEPTED BY ADVERTISER	DATE
-------------------------	------	------------------------	------

"KWIP is committed to a policy of non-discrimination in the advertising contracts that it enters into with advertisers. KWIP will not enter into or carry out, in connection with any advertising contract it is a part to, any terms, conditions, or policies that commit to the advertiser, KWIP, to discriminate in the sale or placement of advertising on the basis or race or ethnicity."

Subject to the terms and conditions printed on the reverse side hereof, KWIP agrees to furnish broadcasting facilities to Agency or Advertiser who, in turn agrees to pay KWIP as stated above.

That Oregon Life  
PO Box 7804  
Springfield, OR 97475 US  
(541) 513-1436  
tyler@thatoregonlife.com  
http://thatoregonlife.com



# Invoice

**BILL TO**

World Beat Festival  
189 Liberty St NE #107 Salem,  
OR 97301

**INVOICE #** 1850

**DATE** 03/18/2019

**DUE DATE** 03/18/2019

**TERMS** Due on receipt

ACTIVITY	AMOUNT
<b>Marketing</b> That Oregon Life, LLC. will provide Full Marketing / Advertising Services packaged and valued at \$3,500. In support of the World Beat Festival, That Oregon Life, LLC. will reduce Marketing Services by 50% in exchange for a 10 x 10 premium location Sponsor / Vendor Booth / Exhibition Space. That Oregon Life, LLC. will be hosting Facebook Live Video to further promote Event on location.  8 Promotional Tickets set aside for us to run as Giveaway Contests February - June promoting World Beat Festival to our 920,000+ Social Media Followers.	1,750.00

PAID

PAYMENT	1,750.00
BALANCE DUE	<b>\$0.00</b>





INVOICE NO.
WN6372319
BILL CYCLE
201906

<b>BILL TO</b>
----------------

SALEM MULTICULTURAL INSTITUTE  
 PO BOX 4611  
 SALEM, OR 97302

**REMITTANCE**

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Please return this document with your payment

AGENCY	AGENCY NO.	CUSTOMER	CUSTOMER NO.
		SALEM MULTICULTURAL INSTITUTE	32592

<b>Terms:</b>	Net 30 Days	<b>Phone:</b>	866-531-1721
<b>Mail to:</b>	COMCAST SPOTLIGHT P.O. BOX 415949  BOSTON, MA 02241-5949	<b>Note:</b>	ask_busops@comcast.com
<b>Special Note:</b>	We have adopted an Eco-Friendly billing approach by eliminating paper invoices. If you previously selected EDI or Customer Portal to obtain invoices, you will no longer receive a copy in the mail.		

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<b>Net Balance Due</b>	<b>\$2,259.07</b>
------------------------	-------------------

We accept checks, money orders, and all major credit cards.

To pay via credit card, please log into our online portal at [www.comcastinvoices.com](http://www.comcastinvoices.com) or call us at 866-531-1721.



3102 Walker Ridge Dr NW  
Walker, MI 49544

Advertising Invoice  
Invoice #  
Business Unit: 37300

1 Billing Period		2 Advertiser / Client Name		
06/01/2019 - 06/30/2019		SALEM WORLD BEAT FESTIVAL		
3 Billing Date	4 Advertiser Account #	5 Customer Account #		
06/30/2019	1000842802	1000842802		
6 Total Amount Due	7 * Unapplied Amount	8 Terms of Payment		9 Page
\$850.00	\$0.00	Upon Receipt		1
10 Current Period	11 30 Days	11 60 Days	11 90 Days	
\$0.00	\$850.00	\$0.00	\$0.00	

M

SALEM WORLD BEAT FESTIVAL  
PO BOX 4611  
SALEM, OR 97302

Customer Service Inquiries: 1-877-229-2380  
omg-invoicesupport@advancelocal.com

12 Date	13 Ad #	14 Product	15 PO/Description	16 Times	17 Units	18 Rate	19 Amount
Balance Forward							850.00

Please remember to include the bottom portion of page 1 with your payment. Thank You!

*pd # 5542  
7/18/19*

PLEASE DETACH AND RETURN LOWER PORTION WITH YOUR REMITTANCE



Advertising Invoice  
Invoice #  
Business Unit: 37300



1 Billing Period		2 Advertiser / Client Name		
06/01/2019 - 06/30/2019		SALEM WORLD BEAT FESTIVAL		
3 Billing Date	4 Advertiser Account #	5 Customer Account #		
06/30/2019	1000842802	1000842802		
6 Total Amount Due	7 * Unapplied Amount	8 Terms of Payment		9 Page
\$850.00	\$0.00	Upon Receipt		1
10 Current Period	11 30 Days	11 60 Days	11 90 Days	
\$0.00	\$850.00	\$0.00	\$0.00	

SALEM WORLD BEAT FESTIVAL  
PO BOX 4611  
SALEM, OR 97302


20 REMIT TO:  
Oregonian Media Group  
Dept 77571  
PO Box 77000  
Detroit MI 48277-0571

Amount Paid: \_\_\_\_\_  
Check # \_\_\_\_\_

37300 0000001000842802 0000001000842802 0000085000 0000000000 6

Kd # 5541

**statesman journal** 7/18/2019  
PART OF THE USA TODAY NETWORK

<b>ACCOUNT NAME</b> Salem Multicultural Institute		<b>ACCOUNT #</b> 192190	<b>PAGE #</b> 1 of 1
<b>INVOICE #</b> 0002596933	<b>BILLING PERIOD</b> Jun 1- Jun 30, 2019	<b>PAYMENT DUE DATE</b> July 20, 2019	
<b>PREPAY (Memo Info)</b> \$0.00	<b>UNAPPLIED (included in amt due)</b> \$0.00	<b>TOTAL AMOUNT DUE</b> <b>\$2,000.50</b>	
<b>BILLING ACCOUNT NAME AND ADDRESS</b>  SALEM MULTICULTURAL INSTITUTE PO BOX 4611 SALEM, OR 97302-8611 		<b>BILLING INQUIRIES/ADDRESS CHANGES</b> 1-877-736-7612 or smb@ccc.gannett.com	<b>FEDERAL ID</b> 57-0691788
<p><b>Terms and Conditions:</b> Past due accounts are subject to interest at the rate of 12% per annum or the maximum legal rate (whichever is less). Advertiser claims for a credit related to rates incorrectly invoiced or paid must be submitted in writing to Publisher within 30 days of the invoice date or the claim will be waived. Any credit towards future advertising must be used within 30 days of issuance or the credit will be forfeited.  <b>All funds payable in US dollars.</b></p>			

0000192190000000000000025969330020005010746

**NOTE: Please contact 1-866-858-8791 or SALM@ccc.gannett.com with billing questions. Your account number is 192190 and should be used for all future correspondence. If you had a previous account number, you can reference this number if needed: 459590.**

Date	Description	Amount
6/1/19	Balance Forward	\$0.00

**Digital Advertising:**

Campaign Dates Billing Date	Product/Placement Targeting	Description	PO Number	Impressions	Gross Amount	Net Amount
6/9/19-6/9/19 Jun	SAL Local.com	2019 World Beat Festival With		42,875		\$600.25
6/9/19-6/9/19 Jun	SAL Local.com	2019 World Beat Festival With		42,875		\$600.25
6/19/19-6/19/19 Jun	SAL Local.com	2019 World Beat Festival With		20,000		\$800.00



Pd # 5367  
4/10/19

# INVOICE

Press Play Salem, LLC  
4755 15th Ct S  
Salem, Oregon 97302  
United States

[www.pressplaysalem.com](http://www.pressplaysalem.com)

BILL TO  
**Salem Multicultural/World Beat Festival**  
Kathleen Fish

503-581-2004  
[kathleen@salemmulticultural.org](mailto:kathleen@salemmulticultural.org)

**Invoice Number:** 2018-0075

**Invoice Date:** June 1, 2019

**Payment Due:** June 1, 2019

**Amount Due (USD): \$900.00**

Services	Rate	Amount
<b>9-unit ad</b> Issue 7 (Jun/Jul)	\$1,000.00	\$1,000.00
<b>Discount</b> 10% nonprofit discount	(\$100.00)	(\$100.00)

**Total:** \$900.00

**Amount Due (USD): \$900.00**

Thank you for your support of Press Play Salem!

EUGENE WEEKLY  
1251 LINCOLN ST  
EUGENE, OR 97401  
541-484-0519

06/14/2019 16:22  
Trans #: 3 Batch #: 834

Acct: \*\*\*\*\*1355  
Type: VISA  
Entry: Manual

Resp: EXACT MATCH  
Code: 07575G  
Ref #: 916523000452

CVV RSP: M-VCODE Match  
AVS RSP: Match, 5 Dig Zip  
Y-Exact

THANK YOU!!  
HAVE A NICE DAY!!

CUSTOMER COPY

# EUGENE WEEKLY

Date 6/14/19

Account Name Salem Multicultural Institute

Ad/Invoice/Acct# 41571

Dates Paying For 6/20 - 6/27

Check # \_\_\_\_\_  Credit Card  Cash

Total Cost \$300- Discount \_\_\_\_\_

Rep CM Total Paid \$300-

Thank You for advertising in Eugene Weekly

Chloe

**CTPAB Completion Report**  
**TOT Funds Supporting Salem Tourism**  
**2018-2019 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:** **Bush House Museum**

**Name of Program or Event:** Bush House Museum Family Exploration Day, June 15, 2019 (FREE)

**Location of Program or Event:** Bush's Pasture Park | 600 Mission Street SE | Salem, Oregon

**Description of Activity:** Bush House Museum Family Exploration Day (June 15, 2019), now in its 4<sup>th</sup> year, brings together over a dozen local non-profits, and educators, to encourage children and families to Explore History! Explore Creativity! Explore Bush's Pasture Park!. Held on the back lawn of the Bush House Museum, each non-profit and educator has a family-friendly, hands-on activity at their table. Participating organizations are encouraged to share information about their site, programs and events to encourage children and their families to continue exploring heritage, creativity and culture in Salem on their own.

To further enhance Bush House Museum Family Exploration Day's ability to "increase room nights/revenue", Bush House Museum partnered with the Mission Street Parks Conservancy to provide free guided tours of Bush's Pasture Park on June 1, 8, 22 and 29. These guided tours were marketed to Salem visitors through Travel Salem, Facebook and Instagram boosts and as part of the general event marketing for Bush House Museum Family Exploration Days. Given the wide range of activities and events available to Salem residents and visitors each Saturday in June, the four park tours did not attract the projected number of participants.

**Completion Date(s):** **June 1, 8, 15, 22 and 29, 2019**

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

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

Professional/staff hours	100	Volunteer hours	124
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**Amount of funds provided by TOT, \$2,000, and by other sources, \$3,050 Total \$5,050**  
\$2,000 includes Civic Rose Garden Rental \$150 | Equipment \$500 | Artistic Fees and Supply Stipends \$500 | Marketing \$600 | Miscellaneous \$250.

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

**Admission** NONE

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

Bush House Museum invited the following local non-profit organizations and educators to participate in this event with a hands-on activity at their table. Artists in Action – Paint the Town | Bush Barn Art Center | Bush's Pasture Park 1882 Conservatory | Deepwood Museum & Gardens Gilbert House Children's Museum | Lifesource Natural Foods | Lord & Schryver Conservancy | Mission Street Parks Conservancy | Music Together Salem with Mrs. D. | Oregon Dairy Princess Ambassadors | Salem Art Association – Community Arts Education Program | Salem Multicultural Institute | SMART (Start Making a Reader Today) | Tokyo International University of America Willamette Heritage Center | Watercolor with Nancy Kurz

**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?**

Over 1/3 of the 200+ Bush House Museum Family Exploration Day participants were visitors to Salem. 11.6% “overnight visitors” traveled from outside 50 miles for this event and 22.7% travelled from within 50 miles of Salem. The event participants, as well as the 56.6% living in Salem all learned about various cultural-heritage sites in Salem where they could continue to explore heritage, creativity and culture.

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

In addition to marketing this event through Travel Salem, Facebook, Instagram and other communication platforms, Bush House Museum Director, Ross Sutherland, emailed personal invitations to the event to Catholic Community Services, Center for Hope & Safety, Marion County Foster Care & Adoption and Salem Interfaith Network. Bush House Museum staff and programming partners are committed to making this event welcoming for children and families from all walks of life, economic backgrounds and physical abilities.

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

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

Bush House Museum Family Exploration Day (June 15, 2019) had over 200+ children and family members attend this event. Attendees were counted by asking people who came into the event where they were visiting from and how many were in their party. This was the first time we used this counting method which resulted in a lower total number of attendees than our past estimates.

**Estimated percentage of:**

Salem residents and/or guests	<u>56.6%</u>
Out-of-town tourists (less than 50 miles)	<u>22.7%</u>
Overnight tourists (hotel/motel)	<u>11.6%</u>
<i>(Overnight tourists are defined as guests traveling greater than 50 miles for an event)</i>	
Unknown	<u>9.10%</u>

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

Since we know where a high number of attendees are visiting from it was easy to divide the attendance numbers for each category by the total number of visitors.

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

As noted in the Description of Activity above, given the wide range of activities and events available to Salem residents and visitors each Saturday in June, the four park tours did not attract the projected number of participants. Due to low attendance, Bush House Museum staff will be reconsidering coupling tours with Bush House Museum Family Exploration Day in 2020.

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

The most effective resource was to use a wide variety of marketing communications platforms from event calendars on the Travel Salem website and others, to social media, posters, flyers and other printed materials. Marketing for this event did not target any Spanish language populations, however, we did communicate with several underrepresented populations through local social service providers. We look forward to broadening our marketing reach for Bush House Museum Family Exploration Day in 2020.

**Submitted by: Ross Sutherland**

**Date: August 25, 2019**

## Bush House Museum Family Exploration Day | June 15, 2019



Students from the Tokyo International University of America share their calligraphy skills.



The Mission Street Parks Conservancy Treasure Hunt had children planting thyme.



A young artists shares her brushwork technique while watercoloring with Nancy Kurz.



## Bush House Museum Family Exploration Day | June 15, 2019



Their first instrument is a complimentary egg rattle from Music Together with Mrs. D.



Becky Droz-Albeke, State Director and Emily Henry, Oregon Dairy Princess Ambassador make ice cream with children and families.

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: Willamette Heritage Center**

**Location of project: Willamette Heritage Center, 1300 Mill St., Salem, OR 97301**

**Description of project: Thomas Kay Woolen Mill Warehouse Carpet Replacement**

**Date completed:**

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

**Staff to administer project** (estimate number):

Professional/staff hours      168

Volunteer hours                10

**The amount of funds provided by TOT, \$10,000, and by other sources, \$11,038.**

**How many local businesses or organizations assisted with this project?**

- 1) J/K Carpet, 985 Broadway NE, Salem, OR 97301
- 2) Bella Hill, 1300 Mill St., Salem, OR 97301
- 3) Eco Hub, 1300 Mill St., Salem, OR 97301

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

The new commercial-grade carpet just installed on the first floor of the Wool Warehouse, including Bella Hill Gift Shop, Art Studios at Mission Mill, common hallways, stairs, and offices replaces the carpet that was installed in 1997. The general appearance of the building—through which nearly all of our multiple thousands of guests walk—is greatly improved and makes each of our numerous tenants’ businesses more inviting and also accessible. The 22-year-old carpet had become a serious trip hazard, which was especially dangerous for our many older and/or differently-abled patrons and visitors, and additionally dangerous when crowds were walking together and the buckled, distressed carpet ahead was obscured from view . The new carpet will help ensure that the WHC can retain our high-quality tenants who share our goal of welcoming and serving the community.

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

The 1997 Warehouse carpet had been in place far beyond its life expectancy, had begun delaminating, and was failing structurally. Due to its delamination, the carpet became a trip hazard because the primary and secondary backing had separated from one another, causing the carpet to buckle. Imagine the danger caused to everyone traversing our first floor—from toddlers on their way to “Music with Mrs. D.” to young prom-goers or bridesmaids in heels and floor-length gowns, to the elderly or differently-abled with their low gait, walkers and wheelchairs; the safety and security of these and many more guests was compromised and we were increasingly and ever more gravely concerned about if someone would sustain an injury while with us. The carpet—and therefore, the subflooring—of our most-traversed building is now both protected and keeping our building safer and much more intact for the long term.

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

The WHC is a significant historical site in Salem and a key heritage tourism destination for the Willamette Valley. WHC offers facilities rentals for weddings, business meetings, dances, and various other large-scale events that allow non-residents to engage with Salem’s unique history. The Warehouse, as the Willamette Heritage Center’s visitor center, retail space, and main thoroughfare for the site, simply must be both presentable and safe. Home to our WHC admission desk/orientation center, the building also houses Architect Patrick Bickler LLC, Art Studios at Mission Mill, Beauty Boutique at the Mill, Bella Hill Gifts, Eco Hub and Straub Outdoors, Frank Barnett Photography, Max Marbles Bookbinder, Pet Peace of Mind, Oregon Community Foundation, and Teaselwick Wools. The new carpet has significantly enhanced the visibility, professionalism and welcoming atmosphere of the space in and around all of these richly valued partners/collaborators, friends and neighbors, and has made these common areas safer for what will be many years to come.

The appearance of a well-maintained building and infrastructure represent an organization's level of professionalism and demonstrates that the place is worth investing in. The retail industry knows this and regularly updates their storefronts and facilities to create an atmosphere for their clients. Replacing the worn and hazardous 22-year-old carpet in the Warehouse—where visitors spend time shopping, eating, and engaging with current tenants and the WHC—has enhanced the general appearance and is assuring both tourists and area visitors that the facility (and by extension the museum and its collections) receive professional care and handling. This will engender public trust, and in turn increase the feeling of ownership and involvement by community members.

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

Planned maintenance will include regular vacuuming, shampooing, and spot-cleaning as needed, and in accordance with the carpet manufacturer’s guidelines. No additional cost will be incurred

by the WHC, as this maintenance will be completed as part of the normal, assigned tasks of our staff.

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

Goal 1: The Willamette Heritage Center will secure additional funding sources for the Warehouse carpet replacement project.

Measurable Outcome 1: The total number of revenue sources will be documented, itemized and monitored by WHC staff.

Actual Outcome 1: The WHC secured funding from two sources additional to TOT: The Pratt Trust, and the WHC operating budget.

Goal 2: The Warehouse carpet replacement will not be a burden to visitors and tenants.

Measurable Outcome 2: A schedule for the project will be created and adhered to by the WHC's Director of Operations and professional staff. The Director of Operations will work closely with the professional installers, WHC staff, and volunteers to ensure that the project runs according to plan.

Actual Outcome 2: The project began on July 8 and was completed on July 28, and went smoothly. The work was done in sections, thereby allowing visitors and tenants continued full access to all meetings, events, businesses and organizations on site throughout the duration of the project.

Please see attached photos.

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

**Date:** August 8, 2019

Beauty Boutique  
at the Mill  
by appointment only

Mill Store  
100

THIS KAY WOODEN MILL  
—DEC 1881—  
The location of The Mill  
WV IT OUR RETAIL DEPT  
FOR →  
BURNETS VINTAGE FURNITURE  
GOODS & BETS HERE

Eco Hub

WILLAMETTE  
HERITAGE CENTER  
Bella Hill



EXIT

THE THOS. KAY WOOLEN MILL  
— SINCE 1859 —  
*Manufacturers of Fine Wools*  
VIEW OUR RETAIL DEPT  
FOR →  
BLANKETS, ROBES, YARDAGE  
GOODS & MEN'S WEAR



STRAUB  
OUTDOORS  
10000 N. 100th St. - Aurora, CO

Welcome  
to Nature Rangers  
Today we will be  
at  
Kingston  
Prairie



# CTPAB Parking Lot

## **Actions Taken in GREEN:**

Schedule Tour and Meeting Dates for the next 3 months - [Scheduled Willamette Heritage Center](#).

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

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

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

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

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

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