

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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

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

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

Board Members

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

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: TOT GRANT

ORIENTATION October 9th @
City Library – Anderson Room B
585 Liberty St SE
Salem, OR 97301
<http://www.cityofsalem.net/CTPAB>

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, and source of income, as provided by Salem Revised Code 97. The City also fully complies with Title VI of the Civil Rights Act of 1964, and related statutes and regulations, in all programs and activities.

MEETING AGENDA

Tuesday, September 11, 2018

5:30 - 7:30 PM

City Library – Anderson Room B
585 Liberty St SE, Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. August 14, 2018
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
 - a. DRAFT – Press Release for the next grant cycle & orientation meeting dates Oct. 9th and 11th
 - b. Parking Lot items – Voting on Facility Operators criteria
6. Information Items
 - a. Cultural and Tourism Fund Reports – June
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – June
 - c. Facility Operating Grant Reports – Elsinore Theatre, Hallie Ford Museum of Art, Salem Multicultural Institute, Salem Riverfront Carousel
 - d. Special Event Reports – World Beat
 - e. Capital Improvement Reports – None
 - f. Annual Reports – None
 - g. Meeting & Tour Dates 2018
 - h. Upcoming TOT sponsored events
7. Appearance of Interested Citizens
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
TUESDAY, AUGUST 14, 2018

<p>MEMBERS PRESENT Michele Cordova, Chair Scott Snyder, Vice Chair Laura Tesler Claudia Vorse Jonathan Baker Elaine Navarro Vacant Vacant</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II</p>	<p>MEMBERS ABSENT</p> <p>Adam Kohler</p>
<p>GUESTS James Phelps, Willamette Heritage Center Helen Shafran, Willamette Heritage Center Bryan Gonzalez, Festival Chorale Carlee Wright, Moxie Initiative, Ceili, etc. Theresa Yvonne, Enlightened Theatrics Vincenzo Meduri, Enlightened Theatrics</p>	<p>GUESTS Ross Sutherland, Bush House Museum Alicia Bay, Gilbert House Children’s Museum Sally Litchfield Puhek, Elsinore Theatre Roger Williams, Willamette Art Center Kathleen Fish, World Beat/SMI Marie Bradford Blevins, Riverfront Carousel Yvonne Putze, Deepwood Museum & Gardens</p>

1. CALL TO ORDER

Chair, Michele Cordova, began the meeting at approximately 5:48 p.m. with 6 of 9 members present.

2. ROLL CALL

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

3. APPROVAL AGENDA AND MINUTES

a. Approval of today’s agenda, the May 8 CTPAB meeting minutes and June 12 meeting notes. Reminder that the June 12, 2018 minutes are unofficial, as there was no quorum present. The July meeting was canceled.

Motion: To approve today’s agenda and the May 8, 2018 CTPAB meeting minutes and the June 12, 2018 notes.

Motion by: Scott Snyder
Seconded by: Laura Tesler
ACTION: APPROVED
Vote: 6-0
Aye: 6
Nay: 0
Abstentions: 0

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

None.

5. ITEMS REQUIRING ACTION

a. Sub –committee Creation form Grant Application Review

Motion: Michelle Cordova moved to accept the Sub-Committee created to review Grant Applications: Adam Kohler, Laura Tesler, Jonathan Baker, Yvonne Putze, Kathleen Fish and Denise Magee.

Motion by: Michelle Cordova
Seconded by: Scott Snyder
ACTION: APPROVED
Vote: 6-0
Aye: 6
Nay: 0
Abstentions: 0

b. Grant Application Recommended Changes

Member Laura Tesler shared with the group the changes discussed by the sub-committee. In addition to the changes proposed by the sub-committee, the board recommendation was to add discussion at the pre-scoring Board Training that the three CTPAB Goals are weighted equally: Enhancing quality of life for Salem residents, Increasing the estimated economic impact of tourism in Salem, Increased rooms nights/tax revenues.

Motion: Claudia Vorse moved to accept the changes to CTPAB Applications as discussed.

Motion by: Claudia Vorse
Seconded by: Laura Tesler
ACTION: APPROVED
Vote: 6-0
Aye: 6
Nay: 0
Abstentions: 0

6. Information Items

- a. Cultural and Tourism Fund Reports – None
Staff noted the numbers are slightly down and discussed the accounting process and noted systems are in place for delinquent payments.
- b. Cultural and Tourism Fund Revenue (Tax) Reports – None
- c. Facility Operating Grant Reports – Gilbert House Children’s Museum, Deepwood Garden & Museum, Salem Art Association, Willamette Art Center, Willamette Heritage Center
- d. Special Event Reports – Capital City Classic, Capital Futbol Club, Festival Chorale Oregon
- e. Capital Improvement Reports – None
- f. Annual Reports – None
- g. Meeting & Tour Dates 2018
- h. Upcoming TOT sponsored events

7. APPEARANCE OF INTERESTED CITIZENS

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

Motion: Michelle Cordova moved to add “How did you acknowledge the City of Salem’s TOT funding during your event?” to the Event Report language.

Motion by: Michele Cordova

Seconded by: Claudia Vorse

ACTION: APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

9. ADJOURNMENT

With no further business, Chair Michele Cordova adjourned the meeting at approximately 6:49 p.m.

The next TOT meeting will be held September 11, at 5:30 PM, at the Salem Public Library, Anderson Room B, Salem OR 97301. Grant Orientation meetings are tentatively scheduled for October 9th, 5:30 PM, CD’s Large Conference Room, City Hall, 555 Liberty St SE, October 11th, 2-4 PM, Louck’s Auditorium, Salem Public Library, 585 Liberty St SE.

Respectfully Submitted,

Kelly Kelly, Board Staff Support



COMMUNITY DEVELOPMENT DEPARTMENT

555 Liberty St. SE / Room 305 • Salem, OR 97301-3503 • (503) 588-6173 • (503) TTY 588-6353 • (503) Fax 588-6005

FOR IMMEDIATE RELEASE

DATE: Friday, September 14, 2018

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

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

Salem Announces Grants for Cultural and Historic Attractions and Events

Transient Occupancy Tax grants provide marketing and promotion support for Salem historic and cultural facilities such as Deepwood, Bush House, and the Willamette Heritage Center, tourist attractions such as the Gilbert House Museum, the Riverfront Carousel, and special events like World Beat, the Salem Art Fair, and Magic at the Mill. Grant awards for events range from up to \$2,000 for small events to up to \$10,000 for large events hosted by non-profit 501(c) organizations listed with the Internal Revenue Service (IRS). All events proposed for grant funding must be open to the public, take place within Salem city limits, and be scheduled between July 1, 2019 and June 30, 2020.

Two years ago, Salem City Council approved making grants of up to \$2,000 available for organizations which may not be currently listed with the IRS as a non-profit but have interest in promoting cultural and community events.

Transient Occupancy Tax Grant Orientation Schedule

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

Tuesday, October 9, 2018, 5:30 - 7:00 p.m.

Community Development Department, City Hall, Room 305
555 Liberty Street SE—Salem, OR 97301

Thursday, October 11, 2018, 2:00 - 4:00 p.m.

Pringle Hall Community Center
606 Church Street SE—Salem, OR 97301

Applications will be available online at <http://www.cityofsalem.net/Pages/cultural-and-tourism-promotion-advisory-board.aspx> or by contacting the City of Salem at (503) 540-2361 on or after October 12, 2018.

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

#

PARKING LOT ITEMS – To be Voted on

1. Facility Operator grant application and funding process review, to ensure all applicants receive funding no matter their score. (Kohler and Navarro, March 13, 2018)
2. Review the value of a High/Low scoring methodology for next grant cycle. (Aguero and Kohler, March 13, 2018)
3. Review criteria for Facility Operator grants. (Navarro and Aguero, March 13, 2018)

Please review Council Policy C-1 to aid in the review of the Parking Lot Items above. (Attached after 4th page)

CTPAB TOT GRANT MANUAL (page 3)

Requirements for Facility Operating Grant Applicants

1. New applicants for facility operating grants are required to have successfully completed three transient occupancy tax-funded special event and/or capital project grants prior to applying for a facility operating grant.
2. Facility operators are limited to a maximum of three TOT grants per year.
3. The facility must provide programs and services 12 months 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).

CTPAB TOT GRANT MANUAL (page 9)

Scoring Criteria and Rubric

Rubric Valuation

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 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 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 for Salem residents. Does not merit investment of transient occupancy tax revenues. A disqualification or score of zero will trigger Board discussion for understanding and justifying of the score.	0 – 14.9

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

Facility Operator Funding Allocation

Meets Policy C-1 - Yes	FY 2018-19		Policy C-1	
Facility Operations	\$	360,000	60.00%	min. 60%
Capital Improvements	\$	27,370	4.56%	max. 10%
Special Events	\$	212,630	35.44%	min. 25%
Total Funding Needed	\$	600,000	100%	

Qualified Applicants - Excellent or Satisfactory Score				
	Avg Score	% of Total Avg	Allocation Based on Share of Total	Rounded
Gilbert House Children's Museum	17.67	11.95%	\$ 43,013	\$ 43,010
Deepwood Museum & Gardens	15.56	10.52%	\$ 37,873	\$ 37,870
Elsinore Theatre	17.22	11.65%	\$ 41,931	\$ 41,930
Hallie Ford Museum of Art	16.43	11.11%	\$ 39,999	\$ 40,000
Riverfront Carousel	15.44	10.45%	\$ 37,603	\$ 37,600
Salem Art Association	17.88	12.09%	\$ 43,520	\$ 43,520
Salem Multicultural Institute	16.33	11.05%	\$ 39,767	\$ 39,770
Willamette Art Center*	14.67	9.92%	\$ 35,717	\$ 35,720
Willamette Heritage Center	16.67	11.27%	\$ 40,578	\$ 40,580
TOTAL AVG POINTS	147.86	100.00%	\$ 360,000	\$ 360,000

*CTPAB decided to fund non-passing Facility operator and let their score dictate the level of funding.

Facility Operating Scoring Sheet

Applicant:

	Salem Art Association - "Bush Barn Art Center"	Gilbert House Children's Museum	Historic Elsinore Theatre	Willamette Heritage Center	Hallie Ford Museum of Art	Salem Multicultural Institute	Deepwood Museum & Gardens	Salem Riverfront Carousel	Willamette Art Center
	Score:	Score:	Score:	Score:	Score:	Score:	Score:	Score:	Score:
	18	18	17	18	17	18	17	17	17
	17	16	18	16	19	15	14	13	13
	NA	18	14	12	NA	16	17	17	15
	17	17	17	16	14	14	14	14	14
	18	15	15	15	15	18	15	15	15
	20	19	20	20	NA	16	17	15	15
	20	20	16	18	19	20	16	15	16
	13	17	19	18	15	16	14	14	15
	20	19	19	17	16	14	16	19	12
Total Score	17.88	17.67	17.22	16.67	16.43	16.33	15.56	15.44	14.67
Minus the Highest and Lowest scores	18.33	17.71	17.29	16.86	16.40	16.14	15.57	15.29	14.71

6 Pass, 3 Fail

Parking Lot Question #2 asks about the High/Low scoring method and its impact on the final score. Above is an example based on last year's scores, the average score in black text on the Total Score line and the high low method where you throw out the highest and lowest score, in red text below the Total Score.

COUNCIL POLICY NO. C-1

TITLE: TOT FUNDING POLICY

POLICY: See Attached

REFERENCE: City of Salem Charter, Section 56 – Transient Occupancy Tax, and SRC Chapter 16 – Salem Cultural and Tourism Promotion Advisory Board & Chapter 37 – Transient Occupancy Tax

TRANSIENT OCCUPANCY TAX FUNDING POLICY

The City of Salem has collected a Transient Occupancy Tax (TOT) since 1974. Commonly known as a Hotel/Motel Tax or a Lodging Tax, the TOT is a nine percent (9%) tax charged to the occupant of a hotel/motel room. The TOT is based on the nightly rate paid by the occupant, and is collected for the City by the hotel/motel operator. The purpose of this policy is to provide guidance to the City Manager and the Cultural and Tourism Promotion Advisory Board (Board) to be used in making recommendations to the City Council for the allocation of TOT funds.

Part I - Definitions

As used in this Policy, the following mean:

Administration Division – One of five functional divisions within the Cultural and Tourism Fund in the City Budget. The Administration Division contains the funds budgeted for the costs of City administration of the Cultural and Tourism Fund.

Applicant – Any person that applies to the Board seeking a recommendation for the allocation of TOT funds from the Major Tourist Attraction and Cultural Facility Division.

Capital Asset – A depreciable asset, other than a capital improvement, that is necessary for the operation of a facility.

Capital Improvement – A depreciable asset that is affixed to a facility and either increases the useful life or types of uses for the building or structure upon which it is installed.

City Programs Division – One of five functional divisions within the Cultural and Tourism Fund in the City Budget. The City Programs Division contains the funds budgeted for enhancement and beautification of vehicular and pedestrian entrance-ways to the city urban beautification generally, restoration and maintenance of city-owned historic structures and grounds and payment of the structures' utilities, and City services at the state fair.

Conference Center Division – One of five functional divisions within the Cultural and Tourism Fund in the City Budget. The Conference Center Division contains the funds budgeted for the Salem Conference Center gain/loss reserve and general marketing.

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

Cultural Tourism Fund – The fund in the City’s Budget, into which the City deposits all of TOT revenues. The Cultural and Tourism Fund is divided into four functional divisions -- Conference Center Division, Tourism Promotion Division, City Programs Division, and the Major Tourist Attractions and Cultural Facilities Division. The Cultural Tourism Fund also includes a contingency account.

Event Sponsor –The principal organizer and responsible party for an event.

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

Operating Expenses – Expenses incurred for general operating costs, as opposed to depreciable assets. As used in this policy, operating expenses include, but are not limited to, advertising, newsletters, conservation, maintenance, tour guides, security, promotions, brochures, education programs, exhibits, artifact care, event permits, fund-raising, administrative expenses, research, and marketing.

Person – An individual, partnership, corporation, limited liability company, governmental entity, non-profit corporation, cooperative, or other entity in law or fact.

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

Major Tourist Attractions and Cultural Facilities Division – The Major Tourist Attractions and Cultural Facilities Division is one of five functional divisions within the Cultural and Tourism Fund in the City Budget. The Major Tourist Attractions and Cultural Facilities Division contains funds budgeted for operating expenses and capital improvements for facilities and operating expenses for special events.

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

Special Events – Performances, conferences, gatherings and other similar events that are of limited duration and are generally sponsored by one or more entities. To be considered a special event, the event must enhance the quality of life for Salem residents and be the type of event that would reasonably be expected to draw tourists to visit Salem to attend the event. Both single and recurring events qualify as special events. Special events may, but need not be, tied to a facility.

Tourism Promotion Division – One of five functional divisions within the Cultural and Tourism Fund in the City budget. The Tourism Promotion Division contains the funds budgeted for

activities performed directly by the City or through contracts that promote the City for conventions, conferences, seminars or for general tourism.

Part II - Recommended Budget

As part of the City's yearly budget cycle, the City Manager will prepare an annual budget recommending an allocation of TOT funds within the Cultural and Tourism Fund for the following fiscal year. The City Manager shall ensure each of the five functional divisions is allocated funds in sufficient amounts to meet the City's contractual or other legal obligations and cover the costs of City administration of the Cultural and Tourism Fund.

The City Manager has discretion to determine what items or activities to recommend for funding under the Conference Center, Tourism Promotion, City Programs and Administration divisions. The City Manager's recommended budget shall include specific line items for each of those four divisions. The City Manager will provide a copy of the recommended budget to the Board for review, pursuant to SRC 16.060(a). Upon reviewing the City Manager's recommended budget, the Board will present any comments or recommendations to the City Budget Committee in the form of a report. The report may also include a summary of activities in the past year and a preliminary work plan for the coming year.

The City Manager shall provide an amount in the recommended budget for the Major Tourist Attractions and Cultural Facilities Division. In so doing, the City Manager shall not provide specific line item recommendations. Pursuant to SRC 16.060(a), the Board will review requests for TOT funds from owners and operators of facilities and sponsors of special events, and then make allocation recommendations to the City Budget Committee. The Board shall establish a process, consistent with this Policy, for receiving and evaluating the requests. The Board's total recommended funding package for the Major Tourist Attractions and Cultural Facilities Division shall be allocated as follows:

- A maximum of 10% of the funds for capital assets for, or capital improvements to, facilities;
- A minimum of 25% of the funds for operating expenses for special events; and
- A minimum of 60% of the funds for operating expenses for facilities.

The Board's recommendation shall allocate 100% of the funds, and the Board shall complete its recommendations for the capital, special event and facility operating grants and forward them to the City Manager by March 30 for inclusion in the proposed budget.

Part III - Evaluation of Requests for the Major Tourist Attractions and Cultural Facilities Division

1. Application / Evaluation Process

The Board shall adopt application forms, a schedule, and evaluation criteria by November 15 of each fiscal year for the capital, special event and facility operating grants. The Board may modify the application forms, schedule, and evaluation criteria from year to year, based upon funding goals and priorities.

The Board shall adopt three application forms: one form for capital assets and capital improvements, a second application form for operating expenses for facilities, and a third application form for operating expenses for special events. The application forms shall require the submittal of any information the Board deems necessary to make a recommendation for award of TOT funds. The Board shall adopt the application forms and make them available not less than 30 days prior to the application deadline.

A. Application

Applications may be submitted by any person who wishes to request TOT funds. The Board may authorize pre-application conferences, which may be mandatory or optional.

B. Schedule

The schedule should fairly inform applicants of the process the Board will use to evaluate requests for TOT funds. The schedule shall include a statement of the following:

- Due dates, and whether the Board will apply different due dates depending upon whether an applicant is seeking TOT funds for a capital asset, capital improvement, or operating expense;
- Whether the Board will hold pre-application conferences, and whether the conference is mandatory or optional;
- The anticipated date the Board will evaluate and make a determination regarding the applications;
- Guidelines for the applicant's participation in the evaluation process, including whether presentations by the applicant will be required or allowed;
- Whether the Board will establish classifications for evaluating requests based upon funding amount requested.

2. Evaluation Criteria

A. Process

The Board shall publish its evaluation criteria concurrently with the application forms and schedule.

The Board will hold a public meeting when considering all applications. Consideration shall occur in open session. The Board shall not consider untimely or incomplete applications.

The Board shall evaluate all requests to fund capital assets, capital improvements, operating expenses for special events and operating expenses for major tourist attraction or cultural facilities collectively, using a competitive process according to evaluation criteria adopted by the Board.

B. Minimum Criteria

The evaluation criteria adopted by the Board shall include the following minimum criteria.

Applicants 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, except that for profit entities may apply for a small special event grant not to exceed \$2,000. Applicants need not have a primary place of business within city limits as long as the funding requested will be used to promote or enhance Salem.

Funds may only be awarded for applications that comply with the limitation on TOT funds under Section 56 of the Charter of the City of Salem. 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.

Only owners or operators of facilities and operators of special events are eligible to apply for funding.

Requests by applicants operating City-owned facilities may only request TOT funds for capital assets or capital improvements specifically described as the applicant's responsibility under the applicant's management or maintenance agreement with the City.

Public funds shall not be used to purchase alcoholic beverages.

Part IV - Effective Date of Policy and Review

This Policy is effective beginning FY 2016-17 and is intended to be in effect until the City Council amends or repeals this Policy. If the City Council decides to amend or repeal this Policy the City Council will endeavor to involve the Salem Area Lodging Association, the City's tourism promotion contractor, funding recipients, and the Board in that decision. The Board should review this Policy not less than once every three years, and make recommendations for needed changes to the City Council by August 31 of the year during which the review occurs.

Cultural and Tourism Fund
Fund Status Report - For the Period Ending June 30, 2018

Item 6.a.

	FY 2017-18		FY 2016-17		FY 16-17 to FY 17-18	%
	Budget FY 2017-18	Actual Thru 30-Jun	Budget FY 2016-17	Actual Thru 30-Jun		
Resources						
Beginning fund balance	342,890	545,515	1,267,810	1,219,127	(673,612)	-55.25%
Tax collections	4,092,310	3,922,627	3,948,940	3,943,285	(20,658)	-0.52%
Other agencies	5,700	5,381	5,200	5,779	(398)	-6.89%
Interest earnings	3,800	5,571	3,800	10,354	(4,783)	-46.20%
Loan principle	-	11,363	-	4,080	7,283	178.51%
Loan interest	-	310	-	470	(160)	-34.10%
Other revenue	15,000	12,000	15,000	56,069	(44,069)	-78.60%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	4,459,700	4,502,767	5,240,750	5,239,164	(736,398)	-14.06%
Expenditures by Division						
Conference Center Marketing	289,220	288,199	298,590	291,196	(2,997)	-1.03%
Tourism Promotion - Travel Salem	1,023,080	980,657	987,230	987,230	(6,573)	-0.67%
City Programs/Parks/CIP	1,989,110	1,706,492	2,904,240	2,743,275	(1,036,783)	-37.79%
Administration	362,480	315,046	273,410	257,098	57,948	22.54%
Major Tourist Attractions and Cultural Facilities	458,760	422,976	433,760	414,849	8,127	1.96%
Contingency	60,000	-	120,000	-	-	0.00%
Total Expenditures	4,182,650	3,713,370	5,017,230	4,693,648	(980,278)	-20.89%
Total Resources Less Expenditures	277,050	789,397	223,520	545,516	243,880	44.71%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2016-17	-	414,393	437,924	363,861	306,569	254,905	238,895	213,009	275,975	352,756	313,651	771,347	3,943,285	3,948,940
2017-18	-	409,039	484,285	446,764	258,220	274,508	218,484	209,483	266,459	308,101	295,108	752,176	3,922,627	4,092,310
% Chg		-1.29%	10.59%	22.78%	-15.77%	7.69%	-8.54%	-1.66%	-3.45%	-12.66%	-5.91%	-2.49%	-0.52%	

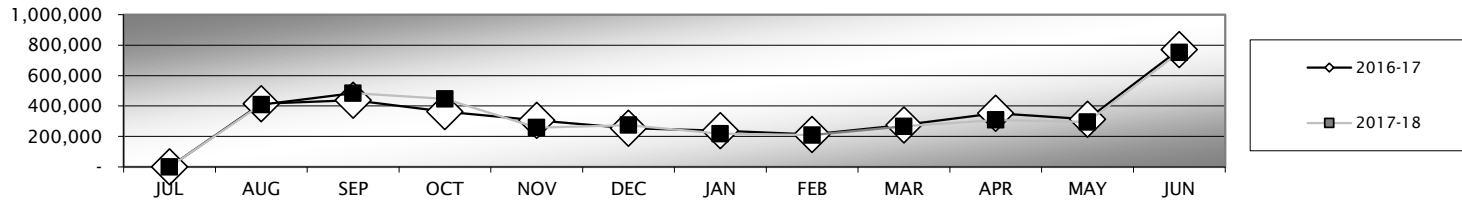


Chart and graph demonstrate actual revenue for FY 2016-2017 and FY 2017-2018.

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

YTD June FY 2016-17	3,943,285
YTD June FY 2017-18	3,922,627
Variance FY 16-17 to FY 17-18	-0.52%

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

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

Organization: Elsinore Theatre **Name and location of facility:** 170 High St.

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

Total number of days open: 79 **Total hours of operation:** 772

Volunteer hours for period: 2585 **Total attendance at facility:** 21,225

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

Total income from other sources: \$395,769.75

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

Thirty-eight events were held at the Elsinore Theatre during the months of April, May and June 2018. We had six performances with excellent attendance (over 500 patrons). One of our goals for the year has been to broaden our patron base by providing shows that will draw people downtown and to the Elsinore who possibly weren't coming before.

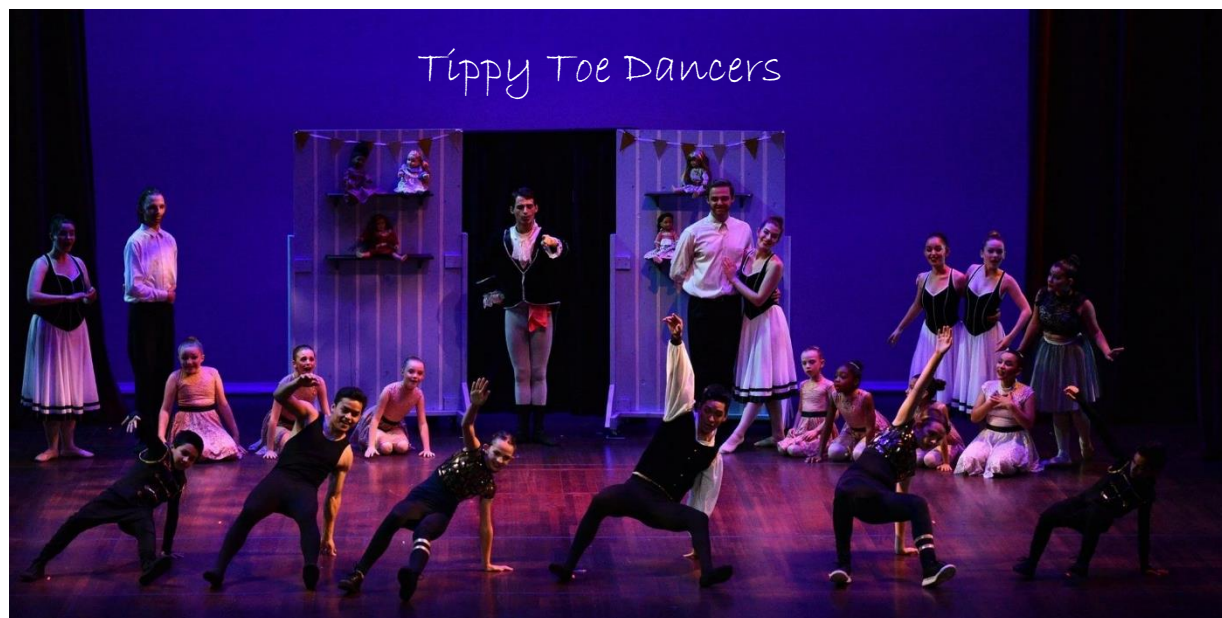
These performances drew fans across a diverse interest group; lovers of comedy, and music in the genres of blues, gospel, rock, country, opera, and instrumental. Performers were Johnny Lange, Kevin Smith, Storm Large, Aaron Watson, and Apocolyptica.

The Aaron Watson show brought true cowboys and cowgirls from surrounding areas throughout the Willamette Valley and beyond. They donned their cowboy hats and boots for an evening out and had a marvelous evening. Over 600 people attended this show.



Our calendar for much of the rest of the quarter drew in many people from the community as local young people performed, shared and celebrated their hard work in drama and dance classes with their parents, friends and extended family members. Performing in the grand Elsinore creates a lasting memory and often ignites a lifetime of passion for the performing arts.

Groups and programs including High School Drama Festival, Discovery Dance, Delphian School, YMCA Dance, Valley Dance Academy, ABA Dance, PAPA Dance, American Ballet Academy, and Tippy Toes Dance, all had events at the theatre that allowed their students to grow.



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

Income from ticket sales is one of the big performance measures used by our Board of Directors to evaluate the success of our season. Ticket sales speak to the level of engagement and support of the community. We were very happy with a 75% increase in ticket sales and the additional patrons that our shows brought both to the Elsinore, and to downtown Salem.

	2016-2017	2017-2018	% change
Ticket Sales	\$ 399,575.28	\$ 699,458.82	75%

*These are fiscal year figures (July 1 to June 30). 2017-2018 have been internally audited but not yet audited by our accounting firm.

Submitted by: Tom Fohn, Executive Director

Date: August 31, 2018

**CTPAB Completion Report
Facility Operating Grant**

TOT Funds Supporting Salem Tourism

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

Organization:

Hallie Ford Museum of Art, Willamette University

Name and Location of Facility:

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

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

Total numbers of days open: 78* Total hours of operation: 507*

Volunteer hours for period: 112* Total attendance at facility: 4,462*

*This quarter

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

Total income from other sources: \$161,988.50

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

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

This past spring, HFMA presented several exhibitions that attracted visitors from throughout the region, nation, and world. Our annual senior art majors' exhibition (April 14 to May 13), 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,

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.

Other exhibitions presented during the spring included *Robert Bibler: Works on Paper* (May 12-July 15), an exhibition of works on paper by this highly regarded Salem artist, film historian, and art instructor that attracted audiences from throughout Salem and the mid-Willamette Valley, and *Jim Riswold: Undignified* (June 2-August 26), an irreverent and provocative exhibition of staged photographs and other mixed media works by this Portland artist and former creative director at Weiden+Kennedy that poke fun at historical and taboo figures such as Adolf Hitler, Vladimir Lenin, Mao Zedong, and Kim Jong-Un, among others.

In total, 4,462 people visited HFMA during the spring months: 61% or 2,722 were from Salem; 11% or 490 were from outside of Salem but inside Oregon; 25% or 1,116 were from outside of Oregon but inside the United States; 1% or 45 were international visitors; and 2% or 89 were unknown. Of those 1,161 out-of-state and international visitors (AAA members, prospective students and their parents, etc.), it is estimated that approximately one-half (581 travelers) spent at least two nights in Salem, based on information gathered at our front desk and from WU's Admissions office. Based on a daily rate of \$181 per day for a travel party of 2.7 people (Source: Travel Salem), it is estimated that HFMA had an economic impact of \$77,897 on cultural tourism during the fourth quarter of 2018. This figure, of course, does not include those day visitors who eat in local restaurants or shop in local stores, which could have easily doubled 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 a lecture by Renaissance art historian Alessandra Baroni (69); student-led gallery talks of the senior art majors' exhibition (88); student-led virtual reality tours of two works in the permanent collection (82); two Rob Bibler gallery talks (58); a Jim Riswold lecture (145); a Jim Riswold gallery talk (20); and an alumni reunion lecture (51). In addition, staff-led, docent-guided, faculty-led, or self-guided tours of our collections and exhibitions reached another 434 participants, from children and college students to adults, seniors, alumni, and parents of prospective students.

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

One of the Hallie Ford Museum of Art's benchmarks or performance measures for the past five years has been membership development. For the first fifteen years of our existence, membership held steady at about 250 members, but over the past four years, we have experienced a steady rise in membership to our current level of 652 members (928 individuals) as of June 30, 2018. Moreover, based on the demographics of Salem and the quality and diversity of our collections, exhibitions, and programs, we have established (what we believe to be an achievable) membership goal of 750

individual, family, and business members by the fall of 2018 (our twentieth anniversary) and 1,000 members by the end of the decade.

In order to achieve this goal, membership/public relations manager Andrea Foust (whose position was recently funded through 2025 by a major gift from one of our donors) has or will implement various membership strategies, initiatives, and drives, including recruitment receptions, telethons, direct mail drives, special members' tours, etc. Moreover, we recently unveiled our new business membership program that will offer exceptional partnership opportunities for local businesses and corporations, including increased visibility; business entertainment opportunities; membership benefits that can be transferred to employees; exhibition and program sponsorship; and an opportunity to partner with one of the best small college art museums in the country that has had a significant impact on the local economy and tourism for the past 20 years and has helped make Salem a great place to live, work, visit, and stay. As of June 30, 2018, we have three 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 24,000+ visitors per year. Moreover, as of June 30, 2018, we have 2,883 e-newsletter recipients, 1,971 Facebook followers, 180 Twitter followers, and 989 Instagram followers.

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

Submitted by:

Date:

John Olbrantz

August 3, 2018

CTPAB Completion Report

TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

Organization: Salem Multicultural Institute

Name and location of facility: World Beat Gallery & Office, 189 Liberty Street, NE Suite 107

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

Total number of days open: 65 Office/ - 55 Gallery **Total hours of operation:** 558 – Office/ 360 - Gallery

Volunteer hours for period: (4,000 est) **Total attendance at facility:** 257@Gallery/ 28,000@Festival

Operating expenses funded by TOT, \$ 8,130 **and special project expenses funded by TOT, \$** _____
(i.e., one-time events, brochures, unanticipated repairs) **for the period.**

Total income from other sources: \$97,622

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

Highlight one activity that occurred during the period.

As part of our gallery programming, we hosted a marketplace for recently resettled refugees. Five women participated and sold items ranging from Syrian pastries to hand-knit items to original paintings.

83% of visitors to the Gallery came from Salem/Marion/Polk/Yamhill/Linn counties and 17% were from out-of-area. Out-of-area guests came mainly from Portland, but there were also guests from Japan, Mexico, California, Washington and South Carolina. Data is collected via information visitors leave in our guest book. We ask for the number of visitors, their zip code, and any comments they may have about the exhibit.

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

One of our benchmarks for the Gallery was to have 2,000 visitors during the fiscal year. We had 1,917 visitors between July 1, 2017 and June 30, 2018. Data is collected via information visitors leave in our guest book. We ask for the number of visitors, their zip code, and any comments they may have about the exhibit.

Submitted by: Kathleen Fish

Date: July 23, 2018

**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: 1st ___ 2nd ___ 3rd ___ 4th x quarter of FY 2017-18

Total number of days open: 91 (during reporting period) Total hours of operation: 696

Volunteer hours for period: 1574

Total attendance at facility: 63,459
(Paid riders, parties, and events & school visits)

Operating expenses funded by TOT, \$7,055 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$109,066

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

June 2, 2018 – Happy 17th Birthday to us! Yes the Carousel is 17 years old! We celebrated with singing, \$1 rides, cakes, face painting and prizes! We estimate that over 600 people throughout the day plus out of state visitors from Canada, California, Washington, Idaho and Montana celebrated with us!

Token sales 2018 \$49,267
Token sales 2017 \$45,816
7% increase over 2017

Data is collect from our P & L reports

Submitted by: Marie Bradford Blevins

Date: July 24, 2018



This event is promoted in part with Travel Salem's event calendar, The Statesman Journal and our entire social media outlets.

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 international cultural festival designed to build community through showcasing the many cultures that call Salem and Oregon home. This year’s event featured 85 vendors and exhibitors and 102 performances representing 68 cultures.

Completion Date(s):

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

Staff to administer program or event (estimate number):

Professional/staff hours 2,200 Volunteer hours 11,000

Amount of funds provided by TOT, \$10,000, and by other sources, \$175,000

Admission (checks or give amount):

Free: Donation requested on Sunday

Admission: \$5/person on Friday night and Saturday. Free admission for Oregon Trail card holders and children 14 & younger.

How did local businesses or organizations assist in this activity?

Local businesses support World Beat in several ways: as sponsors, vendors or volunteers. Out of 52 sponsors this year, 51 were local or regional. Some sponsors, such as Salem Health, played active roles in both the planning process and during the event by encouraging employees to volunteer. A small sampling of local groups that assisted with World Beat includes: *Casa de la Cultura Tlanese* (Cultures of Mexico exhibit); La Familia Cider (in-kind donation); Fischer, Hayes, Joye & Allen, LLC provided accounting support and volunteers; and 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. Taproot and Salem Health each had teams in the Dragon Boat Races this year.

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. This year 28,000 people attended World Beat. 74% were from Salem and surrounding areas, 24% were from out-of-area. Our survey indicated that approximately 2% of guests stayed in a hotel/motel. 39% of our vendors were from over 50 miles away.

38 of the 52 teams participating in this year's Dragon Boat races were from outside Salem, including one from Kent, WA. The Race Director was from Kent and the finish line officials came from Bellevue. All of them stayed in hotels (for at least two nights). Our best estimate is that at least 30 Dragon Boat team members stayed in hotel rooms.

One of the survey questions asked people how many years they had been attending World Beat. On average, out-of-area respondents have been attending for 4 years. One guest from Arizona said they have been coming for 15 years and one guest from Vancouver, WA has been attending for the past 10 years.

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. One couple, originally from India but living in Portland now, come to World Beat every year for the opportunity to enjoy different cultures in a warm, welcoming place.

This year we asked vendors if they thought that participation at World Beat helped improve business for them outside the festival. 45% said that it did, 45% said it had a neutral impact and 10% said it did not.

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

We estimate that 28,000 people attended this year's World Beat Festival. Our estimate is based on counts at the entrance gates. Our goal was to have at least 25,000 participants with >25% of participants from more than 50 miles away.

Estimated percentage of:

Salem residents and/or guests	<u>74%</u>
Out-of-town tourists	<u>24%</u>
Overnight tourists (hotel/motel)	<u>2%</u>

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 Chemeketa to create and conduct the onsite survey. Despite increased attendance, fewer people than ever before were willing to take the survey this year. The professor in charge of the project noted that very few people were willing to be surveyed, although no personally identifying information is collected. This makes us a bit uneasy about the statistical significance of the guest data we were able to get this year, although the data does tend to track prior years' results.

Report on the other measurable outcome documented in your application.

Desired Outcome: We aimed for a satisfaction level (i.e. guests reporting that they would return to World Beat) of 95% or higher, with at least 85% of guests reporting an increased understanding and awareness of local cultures.

Actual Outcome: 100% of participants surveyed indicated that they would return to World Beat in the future. 92% of respondents stated that their understanding of other cultures increased after attending the festival.

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

The top two answers to how guests heard about World Beat were: previous attendees (27%) or through friends and family (26%). The breakdown of other marketing methods is:

Facebook: 18%
Other: 9%
Statesman: 6%
Oregonian: 3%
Radio: 3%
Poster/Flyer: 3%

When we broke it down by out-of-area guest responses, we found that 52% heard about World Beat through friends and family; 34% were previous attendees, 19% saw it on Facebook; 13% heard a radio ad; and 3% saw an ad in the Oregonian.

We tried a couple of different approaches to get the word out to the Hispanic community this year. We worked with the City of Woodburn to cross-promote World Beat and Fiesta Mexicana. Fiesta Mexicana had a booth at World Beat and World Beat was promoted on Radio Movimiento. We also distributed Spanish-language fliers and purchased advertising on KWIP – La Campeona. KWIP also shared live feeds during the festival. Finally, we tried good, old-fashioned grassroots level marketing, via friends of World Beat, performers and vendors.

Submitted by: Kathleen Fish

Date: August 3, 2018



UP COMING EVENTS

Elsinore Theatre

Irving Berlin's – Annie Get Your Gun

170 High St SE, Salem, OR

September 6 – 9, 2018

7:30 PM, Sunday 2 PM

Deepwood Museum & Gardens

Heritage Talk – Family Memories of Life at Deepwood

1116 Mission St SE, Salem, OR

Wednesday, September 12, 2018

5:30 PM

Deepwood Museum & Gardens

Tea Lovers Tea

www.DeepwoodMuseum.org

1116 Mission St SE, Salem, OR

Sunday, September 16, 2018

Titanium Racing

Inaugural Spirit of Oregon

Half Marathon and 5K Run

www.spiritoforegonrun.com

Starts and Ends at the State Capitol in Salem

900 Court St NE, Salem, OR

Sunday, October 7, 2018

7:00 AM - Half Marathon

7:15 AM - 5K

9:30 AM – Kids ½ Mile

Wine & Jazz Festival

Deepwood Museum & Gardens

1116 Mission St SE, Salem, OR

Sunday, October 21, 2018

2:00 – 6:00 PM

Elsinore Theatre

Russian String Orchestra

170 High St SE, Salem, OR

November 8, 2018

CTPAB Meetings & Tour Dates

Tuesday September 11, 2018 (**regular meeting**)

@ 5:30 pm –**City Library, Anderson Room B, 585 Liberty St SE, Salem, OR**

Tuesday October 9, 2018 (**1st Grant Orientation**)

@ 5:30 pm –**City Library, Anderson Room B, 585 Liberty St SE, Salem, OR**

Thursday October 11, 2018 (**2nd Grant Orientation – for those that could not attend on the 9th**)

@ 2:00 pm –**Loucks Auditorium, Salem Library, 585 Liberty St SE, Salem, OR**

Tuesday November 13, 2018 (**regular meeting**)

@ 5:30 pm –**City Library, Anderson Room B, 585 Liberty St SE, Salem, OR**

Tuesday December 11, 2018 (**regular meeting**)

@ 5:30 pm –**City Library, Anderson Room B, 585 Liberty St SE, Salem, OR**

Waiting list:

Deepwood Museum & Gardens

Willamette Art Center

CTPAB Parking Lot

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

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

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

Schedule Tour and Meeting Dates for the next 3 months

Completed

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

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

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