

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Board Members

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

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: January 12th
TOT Grant Application Review
<http://www.cityofsalem.net/CTPAB>

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MEETING AGENDA

Tuesday, December 8, 2020

6:00 - 8:00 PM

City of Salem Planning Division YouTube Channel

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

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. November 10, 2020 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
 - a. Review of CTPAB Guidelines for Scoring Grant Applications (including conflict of interest declarations)
 - b. Facility Operator Grant Applications
 - c. Capital Improvement Grant Applications
6. Information Items
 - a. Cultural and Tourism Fund Reports – November 2020
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – November 2020
 - c. Facility Operating Grant Reports – Deepwood Museum & Gardens, Elsinore Theatre, Hallie Ford Museum of Art
 - d. Event Grant Reports – ENLACE Cross-Cultural Community Dev. - Beautification of Forgiveness and Peace Garden Project
 - e. Capital Improvement Reports –
 - f. Annual Reports – None
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, November 10, 2020
Remote Meeting via ZOOM

<https://www.youtube.com/watch?v=PLiCD7P1gHw>

<p>MEMBERS PRESENT Scott Snyder, Chair Gaelen McAllister Laura Tesler Johnathan Baker Elaine Navarro Ryan Gail Omar Alvarado (Arrived after 1st motion) Felipe Gonzales</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II Kathy Knock, CD/IT Tech Specialist Eunice Kim, CD LR Planning Manager</p>	<p>MEMBERS ABSENT</p> <p>Rita Siong</p>
<p>GUESTS Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.</p> <p>Input, questions and updates ahead of the meeting were invited by Chris Neider.</p>	<p>GUESTS Sandra Burnett, Salem Art Association Alicia Bay, AC Gilbert Children’s Museum Kathleen Fish, Salem Multicultural Institute Marie Bradford Blevins, Salem Riverfront Carousel Michelle Cordova, Willamette Heritage Center Irene Bernards, Travel Salem Sally Puhek Litchfield, Elsinore Theatre Roger Williams, Willamette Art Center</p>

1. CALL TO ORDER

Chair, Scott Snyder, began the meeting at approximately 6:05 p.m. with 7 of 9 members present. After the 1st motion, Omar Alvarado arrived, so 8 or 9 for remaining motions.

2. ROLL CALL

Members present: Scott Snyder, Gaelen McAllister, Laura Tesler, Ryan Gail, Omar Alvarado (arrived late), Felipe Gonzales, and Chris Neider.

Members absent: Rita Siong,

Chair Scott Snyder opened the meeting and welcomed everyone to the virtual meeting, both those attending via Zoom and those tuning in via YouTube to watch.

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today’s agenda and the October 27, 2020 CTPAB meeting with Moss Adams minutes.

Motion: To approve today’s agenda and the October 27, 2020 CTPAB meeting with Moss Adams minutes.

Motion by: Gaelen McAllister

Seconded by: Felipe Gonzales

ACTION: APPROVED

Vote: 7-0

Aye: 7

Nay: 0

Abstentions: 0

GUEST APPEARANCE-

Eunice Kim, Community Development, Long-Range Planning Manager, gave the group a quick update and overview of the “Our Salem” project, explaining it was an overview of City of Salem’s plans for growth and change over the next 20-30 years, and the opportunity for public input to shape that plan. Links to the Our Salem Interactive Map and Draft Vision were shared with the group:

<https://www.cityofsalem.net/Pages/our-salem-releases-draft-vision-for-salems-future.aspx>

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

None.

5. ITEMS REQUIRING ACTION

- a. Elsinore Theatre CIP change of scope request

Scott Snyder noted the City Attorney left the ultimate decision of allowing the Pizza Oven, Freezer and Electrical Work up to the CTPAB Board’s discretion regarding the Elsinore Theatre’s altered request for Capital Asset or Improvement Grant Funding. The board discussed and concluded funding for the Pizza Oven and Electrical Work was what they could support with a 50% match of funding once the project was complete.

Motion: Fund the proposed budget for the Pizza Oven and supporting Electrical Work at 50% match as a reimbursement to encourage the Elsinore’s success through this rough season.

Motion by: Gaelen McAllister

Seconded by: Laura Tesler

ACTION: APPROVED

Vote: 7-1 Passed

Aye: 7

Nay: 1
Abstentions: 0
Grant Application Questions:

Michelle Cordova question:

Michelle Cordova, Willamette Heritage Center, asked for clarification on the scoring and preference given to each of the 3 CTPAB Goals, question 2. It states each of the 3 goals can add 3 points, for a total of 9 points. Her previous understanding was each of the 3 goals was weighted equally, so adding cultural enrichment to the community was equal to adding overnight stays. Now the Facility that can achieve all 3 goals is at an advantage. If that is not the Boards intent, it should be a Parking Lot Item for review and possible change next year.

Sandra Burnett, Salem Art Association, noted their SAA Art Festival event was not given a chance of reconsideration for funding when it changed to a Virtual Event. Her concern was inconsistency as other events change and get reconsideration for funding. The board noted all canceled events were defunded for the budget that went to Council in June, 2020 and was approved. The board noted with such dire revenue shortfalls, Events canceled and defunded, Facility Grants funded at 75%, with the possibility of full funding at 4th quarter, IF funds are available, and holding off on Capital Improvements not absolutely needed were all measures to offset the TOT fund revenue shortages. Early on, the board agreed Virtual Events had value as a measure to keep the Culturals relevant while closed to the public, but agreed Virtual Events that brought no revenue could not be funded. The Santa at the Carousel event got altered funding as an altered “hybrid” version that was still an actual event, with some variations for social protection, etc.

Roger Williams, Willamette Art Center, had further concerns about the scoring for the 3 CTPAB Goals, Question 2. He noted an organization that doesn’t meet all 3 goals is adversely affected on the score, and he also understood the 3 goals were meant to be weighted more equally in years past. He would like the board to revisit that for future grant cycles. Kathleen Fish, Salem Multicultural Institute agreed.

The Culturals also agreed more space to respond in the future would be desirable and asked that be a consideration for future application cycles.

The Board encouraged the Culturals to live with the changes in scoring on question 2 and be assured everyone was in the same boat with limited space to respond. Their concerns for equal weighting of the three goals and more space to respond will be reviewed for next year’s grant cycle.

6. INFORMATION ITEMS

- a. Cultural and Tourism Fund Reports – October 2020
- b. Cultural and Tourism Fund Revenue (Tax) Reports – October 2020
- c. Facility Operating Grant Reports – Bush House Museum, Salem Multicultural Institute, and Willamette Heritage Center
- d. Event Grant Reports – Willamette Master Chorus Update

- e. Capital Improvement Reports –
- f. Annual Reports – None

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.)

Sally Litchfield Puhek, The Elsinore, shared they have had to last minute cancel or postpone all live events in response to the Governor's "pause" instructions—lots of changing gears on short notice. They are focusing on training for staff. They've made the protective changes and purchased the PPE's for when folks can return. Sandra Burnett of Salem Art Association is busily preparing for her final days in December. The recruitment for her replacement is underway. Programming is ongoing and innovative for the upcoming Walking Tour. The Elaborate Body projects with guest artists is in the works. Art Instruction with the schools is in full swing. Galleries are being developed on-line through the Shopify platform. Alicia Bay, Gilbert House noted the Gilley's boxes of creative play kits for kids are available and for sale on their website. Kits have been donated to under privileged groups. The Halloween Event had 1000 guests and was a great success. Candy was handed out in clever, mechanized and socially distant ways. Irene Bernards, Travel Salem, reported Tool Kits have been sent to local business and Cultural organizations. It is a large file. Please do not hesitate to contact her if you need assistance with the data. Kathleen Fish, Salem Multicultural Institute noted they have had a small number of visitors. Multicultural Institute is excited to work with Gilbert House on cooperative activities and also about sharing space for local Art Walks. Michelle Cordova, Willamette Heritage Center, reported on their drive-thru Trick or Treat event with many local participants and their on-line Speaker Series for the remainder of the year. Spookie Stories is a new on-line book featuring down-town Salem history and Spookie Stories with Salem area roots. Michelle Cordova, Willamette Heritage Center, asked for clarification if TOT Grant funds would be available for the WHC Caboose Capital Improvements Project (already approved) if they began and wrapped up within a month or so. Chris noted funds were available now and should be available for the near future. Predicting fund availability beyond Oct-Dec of 2020 would be difficult. Michelle indicated WHC is ready to begin and had not understood they could be funded. She feels they can wrap up their project ahead of the end of 2020.

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

The requests by the facility operators to review next year's Scoring Matrix, related to the 3 points each for each CTPAB Goal in question 2, and to allow for additional space on the grant application form is noted.

9. ADJOURNMENT

With no further business, Chair Scott Snyder adjourned the meeting at approximately 8:00 p.m.

The next regular meeting will be Tuesday, December 8, 2020, 6-8 PM, via Zoom and YouTube. Facility and Capital Asset and Improvement Grant Applications will be discussed. Those who applied for one of these Grants are encouraged to participate and

be available for board questions. Contact Chris Neider ahead of the meeting to confirm your desire to participate and receive the meeting Zoom link.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

**Cultural and Tourism Fund
Fund Status Report - For the Period Ending November 30, 2020**

Item 6.a.

	FY 2020-21		FY 2019-20		FY 19-20 to FY 20-21	% Difference
	Budget FY 2020-21	Actual Thru 30-Nov	Budget FY 2019-20	Actual Thru 30-Nov		
Resources						
Beginning fund balance	399,320	382,474	473,000	660,962	(278,488)	-42.13%
Tax collections	3,180,370	1,063,163	4,137,870	1,765,794	(702,631)	-39.79%
Other agencies	5,400	393	5,400	384	9	2.28%
Interest earnings	2,500	3,367	2,500	6,483	(3,116)	-48.06%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	6,400	12,000	5,000	1,400	28.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	3,599,590	1,455,797	4,630,770	2,438,623	(982,826)	-40.30%
Expenditures by Division						
Conference Center Marketing	309,090	-	300,090	75,023	(75,023)	-100.00%
Tourism Promotion - Travel Salem	795,090	129,653	1,030,720	350,599	(220,946)	-63.02%
City Programs/Parks/CIP	1,582,240	618,815	1,737,560	728,108	(109,293)	-15.01%
Administration	275,140	113,701	339,690	139,700	(25,999)	-18.61%
Major Tourist Attractions and Cultural Facilities	573,530	150,200	618,000	240,525	(90,325)	-37.55%
Contingency	64,500	8,517	120,000	7,069	1,448	20.48%
Total Expenditures	3,599,590	1,020,886	4,146,060	1,541,024	(520,138)	-33.75%
Total Resources Less Expenditures	-	434,911	484,710	897,599	(462,688)	-51.55%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,177	238,457	323,419	287,170	283,123	227,425	236,482	287,341	204,371	79,478	290,940	2,672,383	3,180,370
% Chg		-58.91%	-55.25%	-7.13%	-20.98%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	-20.82%	-15.97%

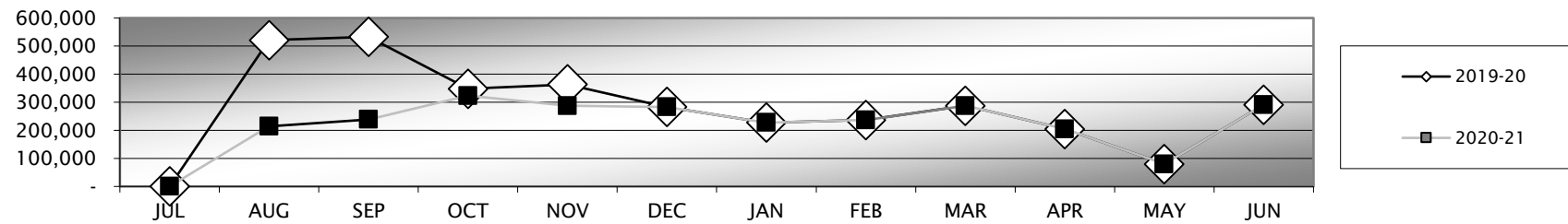


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021.

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 November FY 2019-20	1,765,794
YTD November FY 2020-21	1,063,223
Variance FY 19-20 to FY 20-21	-39.79%

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant

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

1. Organization name

Friends of Deepwood

2. Name and location of facility

Deepwood Museum & Gardens, 1116 Mission Street SE, Salem, OR 97302

3. Reporting period

1st quarter

4. Total number of days open

92

5. Total hours of operation

1183

6. Volunteer hours for period

90.5

7. Total attendance at facility

3996

8. List the attendance and each type of activity

Events, Festivals, Experiences, Other Programs : 3600

Off site activities / events : 458

Rentals : 396

9. Operating expenses funded by TOT for the period

\$7,742.50

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

11. Total income from other sources

\$18,199.00

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

We have been working to build out social media and other virtual experiences while we wait for a safe time to reopen the museum home. We are doing an increased focus our social media to keep our 'regulars' like Friends of Deepwood members, donors and tea attendees connected with Deepwood while the museum home is closed and to attract people who may visit Salem in the future and want to experience places that are new to them. We've found by adding features like Teacup Tuesday to our line up we've created more interest and awareness through posts being shared and boosting posts. We are also looking at what all we can join others in doing such as participating the Capitol Foundation's Multicultural Day reimaged https://www.youtube.com/watch?v=tSAPtfORN9o&feature=emb_logo with programs, special projects and other ways we can stay engaged with the schools through virtual engagement. We are trying to keep things moving forward to always give people another reason to keep checking in with Deepwood and to encourage a visit to Salem. If we do get a call about coming to visit we tell them our virtual options and then offer options of things that are open in Salem to still encourage them to come to town or stay a bit longer if they've already arrived. To encourage rentals we have continued to do social media, PR and participation in a socially distanced (masks required) wedding show. We participated in this event during COVID as we know how critical the rental guests are to the businesses in Salem as well as for the rental income at Deepwood Museum & Gardens. NOTE: The museum Home continues to be closed. The estimated attendance above is for garden traffic, off site activities and virtual programming.

13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.

We had a goal of increasing social media visibility to increase visitors from local and 50 miles + to visit Salem area attractions. To appeal to a variety of interests we now do Teacup Tuesday, What is it Wednesday (results on Thursday) and Flashback Friday. On the other days of the week we provide updates on the gardens and general news about Deepwood Museum & Gardens. While many people don't mark like or another emoticon they do come back time and time again with many posts have 400-500 views and far more when posts are boosted. In speaking with people who mention our social media in conversation (although they never comment) they reference what a wonderful way it is to learn more about Deepwood, Salem and general history. I also have received emails, calls and contact within social media from people who became aware of Deepwood as a result of our ongoing posts. Comments like "I never knew there was so much to do in Salem" or "You keep giving me more reasons to visit/revisit Deepwood Museum & Gardens. We watching tracking of all posts and pay attention to tags that help us reach new audiences.

14. Submitted by

yvonne putze

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

yvonne@deepwoodmuseum.org

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

[multicultural_Day_You_Tube_Image.JPG](#)

[Socially_Distanced_Wedding_Show.jpg](#)

[Instagram_teacup_Tuesday.jpg](#)

[Facebook_What_Is_it_Wednesday.jpg](#)

[Facebook_Visit_Gardens_Promo.jpg](#)

[Autumn_Social_Media_Promo.jpg](#)

[Garden_Promotion.jpg](#)

[Flashback_Friday.jpg](#)

[facebook_Teacup_Tuesday.jpg](#)

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant

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

1. Organization name

The Historic Elsinore Theatre

2. Name and location of facility

The Elsinore Theatre 170 High St. SE, Salem, OR 97301

3. Reporting period

1st quarter

4. Total number of days open

0

5. Total hours of operation

0

6. Volunteer hours for period

1

7. Total attendance at facility

0

8. List the attendance and each type of activity

Museum tours / gallery visits : 0

Films / performances : 0

Student attendance : 0

Children's Entertainment : 0

Classes, Workshops, Camps : 0

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 0

Rentals : 1

9. Operating expenses funded by TOT for the period

\$7,127.50

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

\$0.00

11. Total income from other sources

\$209,406.00

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

The capacity limit of 100 people including staff and volunteers made any potential for profitable events negligible at best. And the risk far outweighed any reward. We had one rental of our lobby during the quarter involving 2 people that brought us \$500 in revenue. Being closed, our focus was to figure out how to insure we could open back up and bring tourists back to Salem again when it was safe to do so. With much of our concession inventory approaching expiration, we were happy much of it to local hospital staff and St. Francis Shelter.

Much of our staff was furloughed or had significant reduction in hours. Our office manager, normally full-time, worked 4 hours a week to pay bills. Remaining staff researched the changing COVID safety requirements and had meetings virtual meetings with the Independent Venue Coalition that lobbied the Oregon Legislature for CARES ACT funds to help independent venues across Oregon. We emailed the attached letter to our 25,000 email subscribers, asking for their help contacting their Senators and Representatives to help save independent venues.

We were beyond grateful to receive \$197,295 in late August. These funds must be used by 12/30/2020. For comparison, Portland Center Stage at the Armory received \$875,000, Oregon Symphony- \$1.75M and Metro, which operates Portland's Centers for the Arts and other venues-\$4.1M.

13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.

Our 2nd benchmark was to increase annual % of Etix sales beyond 50 miles from 15% of purchasers to 17%. Historically, Summer has the fewest events on our stage as most people want to be outside. In the first quarter of 2019, attendance was 5623 so 15% would be 843 people. Being closed for the entire quarter in 2020, we brought no one beyond 50 miles.

14. Submitted by

Sally Puhek

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

Sally@ElsinoreTheatre.com

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

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant

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

1. Organization name

Hallie Ford Museum of Art, Willamette University

2. Name and location of facility

Willamette University, 900 State Street, Salem, OR 97301

3. Reporting period

1st quarter

4. Total number of days open

30

5. Total hours of operation

150

6. Volunteer hours for period

164.5

7. Total attendance at facility

3404

8. List the attendance and each type of activity

Museum tours / gallery visits : 3315

Films / performances : 0

Student attendance : 89

Children's Entertainment : 0

Classes, Workshops, Camps : 0

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 0

Rentals : 0

9. Operating expenses funded by TOT for the period

\$0.00

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

\$7,742.50

11. Total income from other sources

\$192,096.25

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

What did we do to contribute to Salem's appeal as a tourist destination? We reopened, plain and simple. After being closed since March 15 due to the coronavirus pandemic, the Hallie Ford Museum of Art finally reopened on August 20 with two new exhibitions: "Clifford Gleason: The Promise of Paint" and "Bonnie Hull: Memory as Myth." Moreover, in spite of reduced hours and other coronavirus protocols that we've implemented (and maybe because people are getting really bored and restless sequestered at home), we have enjoyed excellent attendance during the past two months.

Clifford Gleason was a Salem painter and important mid-century modernist. The exhibition, "Clifford Gleason: The Promise of Paint", traced the artist's career from the 1930s to his death in 1978 and featured paintings, drawing, and prints drawn from public and private collections throughout the region. The exhibition was accompanied by a full-color, hardcover 96-page book by Roger Hull that placed Gleason's career within the broader context of Pacific Northwest and contemporary art; the exhibition closed on October 31.

The other exhibition, "Bonnie Hull: Memory as Myth," featured drawings, paintings, and quilts created over a 50 year period by this highly regarded Salem artist and activist. As a special feature, the exhibition included a new series of drawings created in response to the coronavirus pandemic as well as a selection of the artist's sketchbooks. A free, full-color brochure on the artist accompanied the exhibition, which closed on October 17.

13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.

As part of our TOT grant from the City of Salem, we identified two outcomes related to CTPAB goals that we hoped to achieve this year: increase attendance at the Hallie Ford Museum of Art by 10% in 2020-21, and increase attendance at our education programs by 10% during the same time period. Both goals were intended to increase our impact on cultural tourism and enhance the quality of life in Salem, and we hoped to promote and market both our exhibitions and programs on a regional level in order to attract travelers and tourists to Salem and therefore increase room nights/tax revenues.

Attendance has been outstanding since we reopened and even though we may only be open for nine or ten months this year, we may just be on track to achieve our attendance goal for 2020-21. During the 30 days we were open during the first quarter of 2020-21, for example, we had 3,404 visitors or approximately 114 visitors per day. Of those visitors, 3,362 visitors (98.5%) came from within a 50 mile radius of Salem; 11 visitors (.05%) came from beyond a 50 mile radius of Salem but within Oregon; and 31 visitors (1.5%) came from outside of Oregon but within the United States.

While we have enjoyed excellent attendance during the past two months, reaffirming the value that Salem residents and others have in our collections, exhibitions, and what we have to offer, we have not witnessed a similar increase in the number of out-of-town travelers and tourists. During the months of August and September, for example, we only had 42 potential overnight visitors. This is clearly the result of the coronavirus pandemic and travel restrictions and will hopefully change once a vaccine is developed, travel restrictions are lifted, and people feel safe to travel.

Similarly, because of social gathering restrictions imposed by the State of Oregon, education programs planned in conjunction with our exhibitions were cancelled through the spring of 2021 and we are therefore unable to implement our goal of increasing attendance at lectures, films, gallery talks, and the like by 10% this year. However, thanks to an NEH CARES grant, we are developing a series of virtual tours and lectures in conjunction with our forthcoming WPA exhibition that will be broadcast on our website and Facebook page this winter. If successful, others may follow.

14. Submitted by

John Olbrantz

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

jolbrant@willamette.edu

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

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

ENLACE Cross-Cultural Community Development Project

2. Name of program or event

Beatification of Forgiveness and Peace Garden

3. Location of program or event

3577 Hawthorne Ave NE, Salem Oregon 97301

4. Description of activity

The project was about to work in an area as a one of the first phase of improvement of Forgiveness and Peace community garden located at Northgate neighborhood association as a part of a short and a long term strategy to increase the interest of the Salem neighbors, general community and outside visitors to be engaged on projects, events and help to promote Northgate as an important Neighborhood that also could offers activities, events and projects for any local community member or outside visitors.

5. Completion date(s)

2nd quarter

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

150

7. Estimated volunteer hours to administer program or event

500

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$2,000.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

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

There are businesses and organizations that where and are very interested on continue to support the project, due to the importance of help our neighborhood come out from the challenged concept of being insecure, be one of the poorest, and not very popular to live. The project pretended to tract the attention and bring the awareness to businesses and organizations that there are many tools that we can work with and support community development. So, about business and organizations provided basic tools, donated general material, plants, also some organization provided financial grants to help and support the extra challenges that the season presented to maintain the garden alive.

This project also strengthened the level of partnership with some organization to continue to work with long term goals to improve the view of the garden and help improve the perceptions of our neighborhood.

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

When there is a long history of a place being a non-good place to visit or to do any kind of business, it need to be a plan and a procedure to start to doing something to change the mentality of the people whose live in the place, probably the city already is working on some areas such as housing, education or other, but the neighborhood also needs projects, events and activities that could impact our own people who lives into the area and improve others perception about us. Our objective that we accomplished on this project is to give the first steps to attract the attention of people who has the resources, people who can support in different ways and people that they can learn that our neighborhood also has very good potential tools and resources to shine in good way. We did it we have the attention of more people interested on be part of this process, adding to this our new visitors from all different ages and from different social backgrounds that where happy to be in our garden even the pandemic challenge.

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

The formal concept of a community garden is to give the opportunity growing food to build community. ENLACE faced the challenge to inverse the process of first build community to grow food. This was because the procedure of community in a diversified community is a challenge, just implementing a concept of "Community Garden" in a community with different cultural backgrounds is different. When ENLACE took the volunteer work being partner and coordinators of Forgiveness and Peace garden, we realized that there were a lot of misperception and disconnection about the concept of "community garden". ENLACE through a cross-cultural process is opening bridges for a cross-cultural leaning and education to inspire our neighbors and community to take time and listen and learn more about others cultural concepts to create a correlation with the regular concepts that we work on the community. So having the improve the view of Forgiveness and Peace Garden opened the door and brought awareness of the importance of the cross-cultural interaction and education between individuals, programs and organizations, one important example is the expansion program of forgiveness and Peace garden with next door Fairhaven Gardens as a partnership and collaboration program. This will bring more opportunities for more neighbors and the community in general.

15. How many attendees did your activity attract?

300

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

we counted

17. Estimated percentage of Salem residents and/or guests

90%

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

10%

19. Estimated percentage of overnight tourists (hotel/motel)

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

2%

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

estimated

21. Report on the other measurable outcome documented in your application. Include the outcome, goal and method used to track.

We create other resources and tools to continue with our projects (Educational cultural programs)

We increase the number of partners to continue with the project (5 organizations)

We expand our program without invest any money under a partnership with other organization (25 beds, opportunity for more community to be involved)

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

We advertise our project mostly on networking meetings and events. We also used our Facebook publicity resources.

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

We are Latinos and we did work to target whiter Anglo community, islanders, and Russian community. Due to the pandemic it was hard to do it, but we successfully have visitors from India, Russia, and Islander communities. But the most important and touchable experience that we served an important number of a community that is a very important for us, is the most vulnerable community that his garden serve: is the homeless community, about 15 homeless people in different days came to us and they thank you to us, because they on this season our garden has more accessibility to grab fruits and vegetables to eat and they expressed their happiness to see that the garden is starting to improve their view. One day one of them offered two volunteer work hours to help to clean an area. Therefore improving the view of our garden doesn't mean that we need to put apart the most vulnerable community we need to be including and give them the opportunity to express their challenges, sadness and happiness

24. Submitted by

Amador Aguilar

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

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

enlace3c@gmail.com

2. Thank You!

Thank you for submitting your report.