

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

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

Next Meeting: January 14th

The Grand Hotel in Salem – Marion Room

201 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, December 10, 2019

6:00 - 8:00 PM

Hallie Ford Museum of Art

700 State Street
Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. September 10, 2019 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
 - a. Travel Salem – Data sharing, establish a “special meeting” open to all
 - b. Declaration of any conflicts of interest related to Grant applications
 - c. Review of Facility Operator & Capital Improvement Grants
6. Information Items
 - a. Cultural and Tourism Fund Reports – November 2019
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – November 2019
 - c. Facility Operating Grant Reports – Deepwood Museum & Gardens, Hallie Ford Museum of Art, Salem Riverfront Carousel, Willamette Heritage Center
 - d. Special Event Reports – Hoopla – Cherryfest NW & Hoopla, Salem Art Association – Sentinels Celebration, Salem Rotary Multisport – Riverfest 2019, Willamette Art Center – Artisan Village 2019
 - e. Capital Improvement Reports – None
 - f. Annual Reports – None
 - g. Upcoming Events – Magic at the Mill
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, September 10, 2019
Willamette Heritage Center - Host

<p>MEMBERS PRESENT Scott Snyder, Chair Elaine Navarro, Vice Chair Gaelen McAllister Rita Siong Laura Tesler (arrived 6:14 PM) Ryan Gail Omar Alvarado</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II</p>	<p>MEMBERS ABSENT Jonathan Baker Lowell Alik</p>
<p>GUESTS Denise Magee, Salem Art Association Alicia Bay, Gilbert House Yvonne Putze, Deepwood Museum & Gardens Kathleen Fish, Salem Multicultural Institute Helen Shafran, Willamette Heritage Center Theresa Yvonne, Enlightened Theatrics</p>	<p>GUESTS Sally Litchfield Puhek, Elsinore Theatre Roger Williams, Willamette Art Center Ross Sutherland, Bush House Museum Leslie Polson, Englewood Forest Festival John Olbrantz, Hallie Ford Museum of Art Kara Kuh, Travel Salem</p>

1. CALL TO ORDER

Chair, Scott Snyder, began the meeting at approximately 6:03 p.m. with 6 of 9 members present..

2. ROLL CALL

Members present: Scott Snyder, Elaine Navarro, Gaelen McAllister, Rita Siong, Laura Tesler (arrived after roll call), Ryan Gail, Omar Alvarado, and Chris Neider.
Members absent: Jonathan Baker, Lowell Alik.

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today’s agenda and the July 9th, 2019 CTPAB meeting minutes, amended to note Ryan Gail works at Catholic Community Services.

Motion: To approve today’s agenda and the July 9th, 2019 CTPAB meeting minutes, amended to note Ryan Gail works at Catholic Community Services.

Motion by: Gaelen McAllister
Seconded by: Elaine Navarro
ACTION: APPROVED

Vote: 6-0
Aye: 6
Nay: 0
Abstentions: 0

Motion: To approve the Grant Review Sub-Committee’s 8/21/19 meeting review notes.

Motion by: Omar Alvarado
Seconded by: Gaelen McAllister
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 proposed changes to Facility Operator Grant

Motion: It was moved to approve the changes recommended by the sub-committee determining proposed changes to Facility Operator Grant qualifications.

Motion by: Gaelen McAllister
Seconded by: Laura Tesler
ACTION: APPROVED

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

- b. Sub-Committee on Grant Application Review Team – Update (see minutes)

Under 2. CTPAB Goals in the applications manual and on applications.

- Added: ...Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents.
- Michelle Cordova offered to provide Grant Application assistance if requested by an organization.
- Bring an example of a well-written event application.
- Change from sentence format to simple table:
Outcome 1: ___ Target: ___ How Measured: ___
Outcome 2: ___ Target: ___ How Measured: ___

- Travel Salem offered to present on travel data and how to translate it into action if wanted.

Motion: It was moved to incorporate the changes to the Grant Application Manual and Grant Applications as recommended by the Grant Review Sub Committee.

Motion by: **Gaelen McAllister**

Seconded by: **Laura Tesler**

ACTION: **APPROVED**

Vote: 7-0

Aye: 7

Nay: 0

Abstentions: 0

c. Proposed press release for the next TOT Grant cycle

Grant Orientation will be Tuesday, October 8, 6-8 PM, Salem Public Library and Thursday, October 10, 2-4 PM, Pringle Hall Community Center.

It was suggested to note the necessity of attendance at one of the two Grant Orientation meetings in red. It was discussed to excuse the organizations present tonight, since they are hearing about all proposed changes to the application manual and process.

Motion: It was moved to accept the press release with proposed changes and excuse organizations in attendance at this meeting from mandatory attendance at Grant Orientation.

Motion by: **Laura Tesler**

Seconded by: **Gaelen McAllister**

ACTION: **APPROVED**

Vote: 7-0

Aye: 7

Nay: 0

Abstentions: 0

d. Mission Street Parks Conservancy request for funding

The Mission Street Parks Conservancy's request for funding for Horticulture Signs at Bush's Pasture Park, apart from the regular grant cycle was denied. The board noted other organizations and sources they might check with for funding.

Motion: It was moved to recommend denial of funds for support for Horticultural Signs at Bush's Pasture Park at this time.

Motion by: **Ryan Gail**

Seconded by: **Gaelen McAllister**

ACTION: **APPROVED**

Vote: 7-0

Aye: 7

Nay: 0
Abstentions: 0

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, Salem Multicultural Institute - 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

Thank you to the guests who came in support of their grant proposals, cultural and tourism promotion and cultural diversity 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

Chris Neider will schedule a meeting with Travel Salem to discuss available data and its uses that could benefit the culturals.

9. ADJOURNMENT

With no further business, Chair Scott Snyder adjourned the meeting at approximately 8:02 p.m.

The next regular TOT board meetings will be held Tuesday, October 8th, 2019, at 6:00 PM, in the Salem Library Anderson Rooms, 585 Liberty St SE, and Thursday, October 10, at 2:00 PM at Pringle Hall, 606 Church St SE. The main agenda item will be TOT Grant Orientation.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Declaration of Conflicts of Interest

- Laura Tesler has associations with Salem Art Association and Bush House Museum.
- Omar Alvarado is a part of the Odyssey Co. and has connections with ENLACE and their Community Garden improvements project

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

Item 6.a.

	FY 2019-20		FY 2018-19		FY 18-19 to FY 19-20	%
	Budget FY 2019-20	Actual Thru 30-Nov	Budget FY 2018-19	Actual Thru 30-Nov		
Resources						
Beginning fund balance	473,000	660,962	662,000	789,396	(128,434)	-16.27%
Tax collections	4,137,870	1,765,794	4,443,500	1,614,482	151,312	9.37%
Other agencies	5,400	384	5,800	472	(88)	-18.61%
Interest earnings	2,500	5,245	4,100	2,488	2,757	110.82%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	5,000	12,000	7,500	(2,500)	-33.33%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	4,630,770	2,437,385	5,127,400	2,414,338	23,047	0.95%
Expenditures by Division						
Conference Center Marketing	300,090	75,023	294,210	98,070	(23,047)	-23.50%
Tourism Promotion - Travel Salem	1,030,720	350,599	1,110,880	335,193	15,406	4.60%
City Programs/Parks/CIP	1,737,560	728,108	2,237,760	834,804	(106,696)	-12.78%
Administration	339,690	139,700	308,920	123,896	15,804	12.76%
Major Tourist Attractions and Cultural Facilities	618,000	240,525	600,000	208,268	32,257	15.49%
Contingency	120,000	7,069	120,000	-	7,069	0.00%
Total Expenditures	4,146,060	1,541,024	4,671,770	1,600,231	(59,207)	-3.70%
Total Resources Less Expenditures	484,710	896,361	455,630	814,107	82,254	10.10%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
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
2019-20	-	521,252	532,890	348,253	363,399	297,508	216,014	244,990	259,593	341,781	340,016	773,726	4,239,422	4,137,870
% Chg		9.10%	10.56%	-8.59%	32.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.70%	2.45%

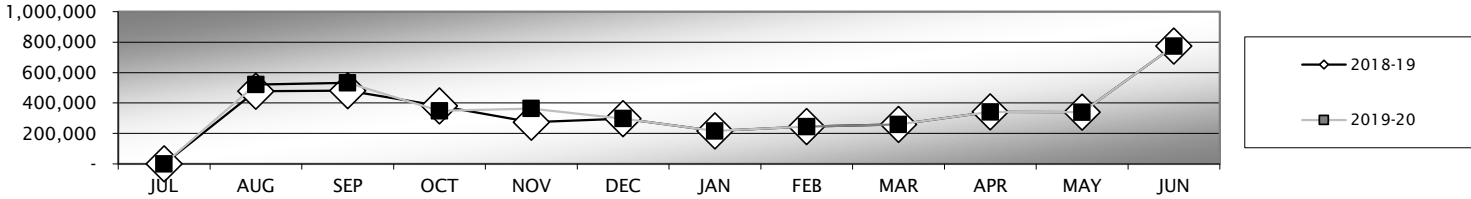


Chart and graph demonstrate actual revenue for FY 2018-2019 and FY 2019-2020.

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 2018-19	1,614,482
YTD November FY 2019-20	1,765,794
Variance FY 18-19 to FY 19-20	9.37%

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

3. Reporting period

1st quarter

4. Total number of days open

52

5. Total hours of operation

208

6. Volunteer hours for period

793

7. Total attendance at facility

3937

8. Operating expenses funded by TOT for the period

\$9,467.50

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

\$2,610.00

10. Total income from other sources

\$43,737.62

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

It is important to us that virtually all activities and programs we host at Deepwood Museum & Gardens can be tied to the history of the property or the history of Salem. In searching for a topic that would draw some possible first time attendees and returning visitors dialogue got underway with locally acclaimed historian John Ritter. To offer a summer long offering we worked with Ritter to establish an exhibit in the museum home that would interest all fans of history to come learn about Salem's past and the Salem underground. The exhibit of artifacts from the Salem underground had never before been placed on loan, so it was of great interest to many. We kept the exhibit in the museum home throughout the summer and worked with Ritter to make sure we had educated staff as well as volunteer docents who could offer some information about life in Salem's underground during tours. The exhibit was in tandem with a talk on the grounds of Salem which attracted an array of people from Salem and from outside of the market to learn about 'Salem's Secret History'. Nearly 200 people participated in the fundraiser educational evening program and over 1000 experienced the special exhibit in the museum home.

This talk and exhibit offered more compelling reasons to come experience Salem and a chance for locals to learn more about elements of history that are rarely discussed. Truly an example of how we can bring history to life in compelling ways.

We also had our 125th Celebration which was TOT funded and will be reported on separately.

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

With 951 museum home tours during the quarter 613 were from 50 miles or greater. The museum home tours YOY increased by 208%. Through a reciprocal program we were able to draw 280 visitors from outside of our market into the community, but even without that surge we realized a notable increase in attendance for the first quarter of the fiscal year. After all tours of Deepwood, volunteers or staff offer suggestions of other attractions were made to compel them to stay in the area longer and/or to come back to visit.

13. Submitted by

yvonne putze

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

[ribbon cutting of restoration.jpg](#)

[Poster on Salems Secret History Ritter Talk.png](#)

[Educational History Program on Silver Serving Pieces.jpg](#)

[125th Celebration image.jpg](#)

[Deepwood Art Fair Participation.jpg](#)

[Assisted Living Guests Experience Deepwood.jpg](#)

[Tea Guests for Garden History Tea.jpg](#)

[Language of the Fan Presentation by Deepwood M and G at Art Fair.jpg](#)

[museum home exhibit promotion.png](#)

2. Thank You!

Thank you for submitting your report.

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: Friends of Deepwood

Name and location of facility: Deepwood Museum & Gardens, 1116 Mission St. SE, Salem

Reporting period: 4th Quarter 2018/2019 FY

Total number of days open: 52 (tour days) **Total hours of operation:** 208 (home tours)

Volunteer hours for period: 654.75 **Total attendance at facility:** 2467 (excludes garden visits)

NOTE: Because of free access **Garden, Nature Trail and Greenhouse visitor traffic** is not measured and is accessible Sunrise to Sunset on all days other than private event days.

Operating expenses funded by TOT \$9467.50 and \$2610 cap ex special project expenses funded by TOT, (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: 43,737.62.

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

During this quarter we entertained 169 guests at High Tea. The teas during this quarter included a private etiquette tea, 1900/1910 tea, Mother's Day teas and 1920 teas. Over the past three years Deepwood teas have grown from a table or two and occasionally having to be cancelled due to low registration to having three full tables (seating 26) at our indoor teas and usually having a second seating for each theme. We have paid great attention to the overall experience of the tea, as well as the themes of each tea. During 2019 other than private teas and holiday teas each one has focused on a decade time period when the museum home was a private residence. This has helped us focus on a historical integration into the experience so we are educating as well as educating. We have also tied the exhibits to have a connection with the theme for instance we have changed out exhibits of fashion and collection items monthly in 2019 to showcase things related to the decade of focus. Each tea includes a brief home tour to encourage guests to come for a full tour experience in the near future.

We are grateful that social media marketing efforts and positive 'word of mouth' have expanded attendees to not only have a strong local following but attendees from two or more hours away

from Salem. The following from Portland has been especially enjoyable to watch grow as we know through conversation with attendees that as a result of coming to the teas they've started to experience other attractions in the area. It is also notable to consider the amount of volunteer dedication and engagement with the teas which is further explained in the following question.

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

Volunteers play a critical part in all elements of the experience and operation of Deepwood Museum & Gardens. The following chart exemplifies the depth of commitment in just this one quarter that we realize from volunteers who have a dedication to the preservation and programs at Deepwood. These volunteer hours do not include any time of the Deepwood Gardeners or Lord & Schryver Conservancy volunteers who are committed to the grounds of Deepwood. Additionally some local organizations volunteer time on the trails of Deepwood directly through the City of Salem and our not reported through these statistics.

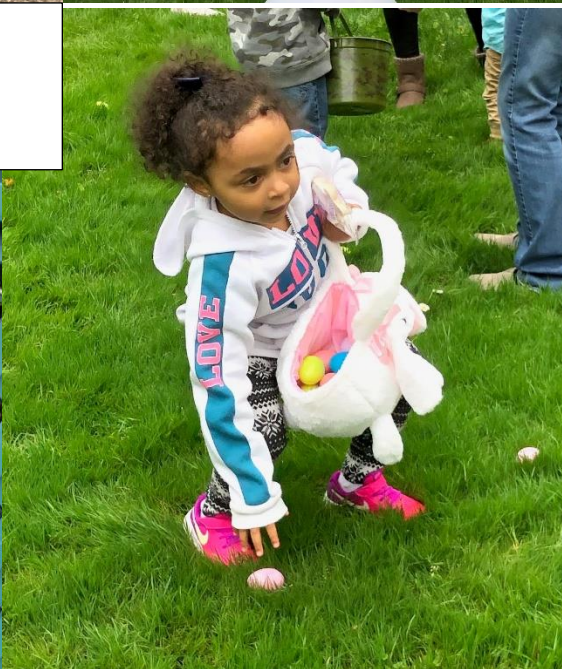
	Volunteer Hours	Volunteers
Office & Collections	293.25	105
events	211.75	62
tours	149.75	50
totals	654.75	217

Submitted by: Yvonne Putze

Date: 11/14/19



Easter Celebration family fun & thank you sign for TOT funding.



So many smiles, lively conversation and learning about history at every Deepwood tea. And of course lots of tea!



Caesar in the Tea House Garden



It was an honor to host Master Li, Wu-jiu of Beijing and his delegation June 2019



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

2. Name and location of facility

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

3. Reporting period

1st quarter

4. Total number of days open

77

5. Total hours of operation

500

6. Volunteer hours for period

112

7. Total attendance at facility

3663

8. Operating expenses funded by TOT for the period

\$0.00

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

\$9,469.50

10. Total income from other sources

\$196,634.50

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

During the first quarter of 2019-20, HFMA presented four special exhibitions that attracted 3,663 visitors and several dozen free education programs that attracted 380 attendees from throughout the region and nation. Exhibitions ranged from "George Rodriguez: Embellished Narratives" to "What Needs to Be Said: Hallie Ford Fellows in the Visual Arts;" programs ranged from a panel discussion to docent-guided tours. Of the 3,663 people who visited HFMA during the summer months, 1,544 (43%) were from Salem; 1,641 (45%) were from within a 50 mile radius of Salem; 84 (2%) were from outside a 50 mile radius of Salem but inside Oregon; 392 (10%) were from outside of Oregon but inside the United States; and two (N/A) were international travelers. Of the 478 potential overnight visitors, 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 visitors (Source: Travel Salem), it is estimated that HFMA had an economic impact of \$79,348 on cultural tourism during the first quarter of 2019-20. This figure, of course, does not include day visitors who eat in local restaurants and 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.

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

One of HFMA's benchmarks over the past two years has been to grow it's membership to 750 members by the end of the decade. While we are a little behind schedule, HFMA had 598 general members (866 individuals) and 4 business members for a total of 602 members as of June 30, 2019. Through various membership strategies, initiatives, and drives implemented this past summer, including a direct mail drive and telethon targeted at lapsed members, HFMA was able to increase its membership to 610 members (884 individuals) and 6 business members for a total of 616 members as of September 30, 2019. This represents a growth rate of 2% during the last three months. As part of new recruitment strategies this fall, we intend to encourage visitors, members, faculty, staff, and others to purchase HFMA memberships as gifts during the holiday season, and after the first of the year, we intend to approach local businesses and corporations with information on our new business membership program which offers exceptional partnership opportunities including increased visibility, business entertainment opportunities, membership benefits that can be transferred to employees, exhibition and program sponsorship, and more. Although our membership has grown in fits and starts over the past seven years, we feel confident that we will reach our goal of 750 members by the end of 2020 and 1,000 members by our twenty-five anniversary in 2023.

13. Submitted by

John Olbrantz

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

Salem's Riverfront Carousel

2. Name and location of facility

SRC 101 Front St. NE

3. Reporting period

1st quarter

4. Total number of days open

92

5. Total hours of operation

875

6. Volunteer hours for period

2352

7. Total attendance at facility

36989

8. Operating expenses funded by TOT for the period

\$8,835.00

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

\$0.00

10. Total income from other sources

\$105,707.00

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

We partnered with Willamette Street Rods for their 28th annual Carousel Cruise. 300 plus vintage cars participated in this event that supports Family Building Blocks, Marion-Polk Food Share, Camp Attitude and Honoring Heroes. Leading up to the event, vintage cars parked on the Carousel patio to promote the event. This event was promoted on our website & all our social media sites.

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

We fell short of our benchmark goal of a 3% increase over last year, 2018 rider ship during the first quarter. A decrease of 5.4%. This information is from our profit & loss report.

13. Submitted by

Marie Bradford Blevins

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

Willamette Heritage Center

2. Name and location of facility

Willamette Heritage Center, 1313 Mill St. SE, Salem, OR 97301

3. Reporting period

1st quarter

4. Total number of days open

79

5. Total hours of operation

553

6. Volunteer hours for period

3074

7. Total attendance at facility

30261

8. Operating expenses funded by TOT for the period

\$10,000.00

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

\$10,000.00

10. Total income from other sources

\$204,453.00

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

The Willamette Heritage Center hosted our third annual Wedding & Event Show on Saturday, September 28, from 11:00 a.m. to 5:00 p.m., and it was an enjoyable and memorable time despite potentially stormy weather. The event was the perfect "marriage" of local business and visitors to our historic site, as over 30 vendors from across the Mid-Willamette Valley gave our 300 event attendees (many of whom traveled from outside of Salem) the chance to admire their finest offerings. We were thrilled to showcase event venues (including Deepwood Museum & Gardens and the Salem Convention Center), caterers (including Bentley's, Roth's, and Sassy Onion), decorators, event rental providers, photographers, event planners, DJs, clothing vendors, and so much more. The midday fashion show in our historic Spinning Room showcased the latest trends in wedding attire from a local vendor. Multiple generations joined us (and savored cakes, champagne, chocolates, hors d'oeuvres and coffees), and guests also took time to tour our beautiful grounds and historic structures while they were on site for the day. Two of the most wonderful things about that day's participants were 1) that almost no guests were WHC members and it was, for most, their first time truly exploring our site; and 2) our vendors requested to be "on the list" for 2020 even as they packed up their booths. The WHC is grateful to be able to "support local" while fulfilling our mission of connecting people to history. [Photos follow]

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

A community, regional and state treasure, one of our performance goals is to increase regular admission to the Willamette Heritage Center. In our application, a stated goal was to demonstrate a 5% increase in the number of visitors who reside more than 50 miles from 97301; anecdotally, staff want to hear at the admission desk, "We have never been here before and we are from out of town." Although we did not quite realize the 5% geographically-related goal, we did record an increase of 16.8% in TOTAL attendance for this quarter over the corresponding quarter in 2018. Statistics on our July 1 – September 30 visitors are as follows:

July: On-site walk-ins 5,702; total museum guests 638; out-of-state museum guests 278, out-of-country museum guests 67, Oregon museum guests 348

August: On-site walk-ins 6,001; total museum guests 502; out-of-state museum guests 204; out-of-country museum guests 3; Oregon museum guests 201

September: On-site walk-ins 5,245; total museum guests 405; out-of-state museum guests 212; out-of-country museum guests 35; Oregon museum guests 219

As always, we are proud and grateful to be able to engage our community with history and with one another. PLEASE SEE ATTACHED PHOTOS.

13. Submitted by

Helen Shafran, Development Director

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

[IMG 8731_small.jpg](#)

[IMG 8741_small.jpg](#)

[IMG 8769_small.jpg](#)

[IMG 8779_small.jpg](#)

[IMG 8831_small.jpg](#)

2. Thank You!

Thank you for submitting your report.

CTPAB Completion Report
TOT Funds Supporting Salem Tourism
Special Event ~~or Project Grant~~

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

Organization: Hoopla Association

Name of Program or Event: Cherryfest NW

Location of Program or Event: Riverfront Park in Downtown Salem

Description of Activity: Cherryfest NW is Salem’s premier summer party. Formerly known as The Bite & Brew of Salem, 2019 was the event’s 26th year. Set in Salem’s popular downtown Riverfront Park, Cherryfest NW has grown into a family-friendly, four-day festival for community members of all ages. A typical day at Cherryfest NW features live music throughout the day, carnival rides as well as a Kid Zone with an array of inflatable and other attractions and games for youngsters; a range of savory locally-prepared cuisines; a huge variety of cold beers and ciders on tap; and an impressive wine slate featuring Willamette Valley labels. Folks from all over the Willamette Valley bring family, blankets and lawn chairs for a relaxing day in the park and enjoy listening to an array of musical performances by some of the northwest’s best talent. In 2019, for the second year in a row, the event was held in conjunction with the 4th of July, and a festive atmosphere resulted with new and fun features including a fireworks show and the NW Cornhole Classic.

Completion Date(s):

1st ___ 2nd ___ 3rd **X** or 4th ___ quarter of FY 2019-20

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

Professional/staff hours 0 Volunteer hours 2,000

Amount of funds provided by TOT, \$ 10,000, and by other sources, \$ 206,176

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

Admission:
Thu, 7/4: FREE
Fri, 7/5 & Sat 7/6: \$5 general admission
Family max: \$20
Kids, 0-5: FREE
Sun, 7/7: FREE

How did local businesses or organizations assist in this activity?

Cherryfest NW benefits from partnerships with many local businesses and organizations that support the event in many ways: whether as sponsors, vendors or volunteers. Sponsors contribute financially, but many also help market the event and/or involve their employees in the event as volunteers. Most of our corporate sponsors are truly “partners” with the event and take

pride as such. As Cherryfest has grown over the years, the event has spent much more for goods and services from vendors, the great majority of which are Salem-based. Cherryfest NW also works with various governmental bodies – for example the City of Salem who we work with to efficiently and cooperatively utilize Riverfront Park. Cherryfest NW also works with Travel Salem in a number of ways, and has partnered with events in Salem like Salem’s 4th of July Stars & Stripes Run. These cooperative efforts allow for cross-marketing and benefit all constituents, helping each event and overall impact on the city grow.

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

Cherryfest NW attracts participants, exhibitors, guests and vendors from across the Pacific Northwest and beyond. This not only contributes significantly to Salem’s economy, but also gives visitors the opportunity to see that Salem is a diverse community as well. This year about 23,000 people attended Cherryfest NW. 61% of our attendees were from the Salem area, while 39% were from outside of the Salem area. Our estimate is that 5% of our out-of-area attendees stayed in hotels. We estimate we had an increase of 13% in room nights sold in 2019. With this growth, Cherryfest NW’s overall economic impact was similarly impacted and grew in 2019.

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

Cherryfest NW offers the Salem community a vibrant community event that offers a number of entertainment and cultural experiences to Salem citizens, now centered around the 4th of July. Cherryfest NW is a fun-filled, outdoor, active and healthy family-oriented opportunity for folks to gather, celebrate and have a good time together. A fireworks show is a highlight on the 4th of July. A Kid Zone and carnival offers fun options for the youngsters in attendance. Live musical acts singing and playing throughout the event offer entertainment for all. A plethora of food and beverage options from a variety of cultures enriches the experience for many. The NW Cornhole Classic offered fun for many at Cherryfest NW for the second straight year, bringing 48 teams of cornhole aficionados from all over the region, while for the first time Cherryfest NW hosted a yard games triathlon operated by Playground Sports. Cherryfest NW is an annual reunion of sorts, bringing together friends new and old throughout the region and uniting people of many ages, races and socioeconomic categories through the common interests of food, music, games, fun, and gathering.

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

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

23,000 attended Cherryfest NW in 2019. We arrived at this number through a combination of counts at gate on paid days plus estimates on Thursday and Sunday (when Admission was free to all).

Estimated percentage of:

Salem residents and/or guests	<u>61%</u>
Out-of-town tourists	<u>39%</u>
Overnight tourists (hotel/motel)	<u>5%</u>

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

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

Report on the other measurable outcome documented in your application.

- (1) Attendance: Increased 7% from 21,500 (2018) to 23,000 (2019)
- (2) Out-of-Area Attendance: Increased 12% from an estimated 7,980 (2018) to 8,970 (2019)
- (3) Overnight Tourists: Increased an estimated 13% in 2019
- (4) Social Media Presence:
 - a. Increased Facebook followers more than 7.3% from 6,364 (2018) to 6,829 (2019);
 - b. Increased Twitter followers nearly 23% from 693 (2016) to 855 (2019); &
 - c. Increased Instagram followers about 12% from 1,053 (2018) to 1,183 (2019).

There is no question Cherryfest NW benefited in huge ways from the added resources we were able to devote to our entertainment lineup and marketing offerings made possible by our TOT grant. Improving attendance by 7% in an event's 26th year is a strong showing.

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

Cherryfest NW has a strong relationship with a number of media partners, some that provide radio messaging and top-of-mind awareness for the event. Digital billboards, event posters, and postcards similarly promote the event. We think both our bolstered entertainment lineup *and* our investments in marketing and promotion (specifically grassroots social media campaigns) were effective in helping us grow the event to the degree we did in the event's 26th year. We did not target per se any Spanish language populations, but did work to have a diverse offering of musical acts and food and drink offerings that we hoped would appeal to a wide group of cultures and populations.

Submitted by:
Jason Unruh

Date:
November 13, 2019

CHERRYFEST NW 2019



2019 Cherryfest NW

City of Salem Special Event Grant Financial Report

A. Supplement Talent/Entertainment Offerings

1. Aaron Harris DJ/Emcee – *Addition of popular radio personality; involved equipment, music, emcee services* \$2,500
2. Audio Entertainment – *Engage Scott Tom to emcee and market 4th of July festivities at Riverfront Park* \$1,500

Sub-Total: \$4,000

B. Increase Marketing & Promotion, especially for Out-of-Area Audience

1. Bozyk Digital Media – *Social Media/SEO/Video consulting and digital marketing for Cherryfest NW brand* \$3,500
2. The Bruin Co. – *Engage professional branding firm to research market and help develop new brand, name, and logo and fulfill specific design application needs* \$1,963
3. Lamar – *Advertising on three Digital Billboards in Salem* \$450
4. Oregon Blueprint Co – *Print Billboard-size Messaging on Mesh Stage Signage* \$424

Sub-Total: \$6,337

Total Submitted: \$10,337

Reimbursement Request: \$10,000

CTPAB Completion Report
TOT Funds Supporting Salem Tourism
Special Event or Project Grant

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

Organization: Hoopla Association

Name of Program or Event: Hoopla XXI

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

Description of Activity: Hoopla is Oregon's premier 3x3 community basketball event. An all-time record 1,011 teams and about 4,300 participants played in the August, 2019 event. A Free Kids Clinic conducted by college coaches was attended by hundreds of local girls and boys, while Slam Dunk, Free Throw, Hot Shot and 3-Point contests were also highlights. An army of more than 1,000 volunteers helped Hoopla run smoothly. Hoopla's turnout in 2019 helped the event retain its position as the 2nd biggest event of its kind in the world, and the event continues to attract out-of-area families to Salem-area in large numbers. A family-friendly event, Hoopla attracts participants that are young and old, male and female, skilled and unskilled in basketball, and from diverse races, cultures and virtually all socioeconomic backgrounds. Families make a weekend outing of it, players and spectators alike, many convening down around the Oregon State Capitol Building for an event filled with competition, camaraderie, family, friends, and fun.

Completion Date(s):

1st ___ 2nd ___ 3rd X or 4th ___ quarter of FY 2019-2020

Staff to administer program or event (estimate number):

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

Amount of funds provided by TOT, \$ 10,000, and by other sources, \$ 211,146

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

How did local businesses or organizations assist in this activity?

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

majority of which are locally-based. Hoopla also works with various governmental bodies – including the City of Salem and the State of Oregon – to efficiently and cooperatively utilize public streets and parks during Hoopla.

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

Hoopla attracts participants, exhibitors, guests and vendors from across the Pacific Northwest and beyond. This not only contributes significantly to Salem’s economy, but also gives visitors the opportunity to see that Salem is a diverse community as well. This year about 45,000 people attended Hoopla. 46% of our teams were from the Salem area, while 54% were from out of the area. Our estimate is that 8% of our out-of-area attendees stayed in hotels. Hoopla had teams this year come from virtually all parts of Oregon, and we had teams from Washington, California, Idaho, Texas, Colorado, Georgia, Florida, Massachusetts and more states represented as well. With an all-time record number of teams in 2019 (1,011) and an all-time record number of teams from out-of-area in 2019 (546), we further project we had a record number of room nights sold in 2019 and improved our overall economic impact as well along the way.

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

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

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

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

An estimated 45,000 attended Hoopla, another year with massive attendance in 2019. Hoopla is an open and free event, and one at which people come to and from the event throughout the day, so getting a precise number is precarious. Our estimate is derived from feedback from the Oregon State Police several years ago. Some contend that as the event has grown in terms of team size and participant numbers, that our actual attendance is significantly higher than the somewhat old Oregon State Police figure we continue to cite today. Down the line, at some point we hope to ask the State Police for an updated attendance estimate to see if it has changed materially in the past few years. The entire area around the Oregon State Capitol Building is

pretty much packed throughout Hoopla from dawn to dusk... and the event's footprint continues to expand, too.

Estimated percentage of:

Salem residents and/or guests	<u>46%</u>
Out-of-town tourists	<u>54%</u>
Overnight tourists (hotel/motel)	<u>8%</u>

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

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

Report on the other measurable outcome documented in your application.

- (1) Team Registrations: We set an all-time record for team with 1,011 in 2019, Hoopla's 21st year... This figure also represents about 4,300 participants on those teams, which is an increase of 6.8%.
- (2) Out-of-Area Team Registrations: We enjoyed an all-time record of 546 out-of-area teams and all-time best of roughly 2,320 participants from out of the area in 2019, an increase of nearly 7% in out-of-area participants.
- (3) Estimated Overnight Stays: Based on our estimating formula, we estimate we increased about 6.9% from 434 room nights (2018) to 464 room nights (2019) this past year.
- (4) Email List: Our email list reached an all-time record peak of more than 10,500 in 2019.
- (5) Web-Site Impact: Our July-August web-site sessions increased from 32,000 (2018) to 33,000 (2019).
- (6) Facebook Impact: Increased Facebook likes to all-time high of 6,054 in 2019.
- (7) Twitter Impact: Increased Twitter followers to all-time high of 524 in 2019.
- (8) Instagram Impact: We increased our followers 24.9% from 830 (2018) to 1,037 (2019).

We improved in every category and were very pleased by these increases. Some of the increases were incredible for an event in its 21st year. In addition, the work we are doing on this marketing front is the longer-term type that we believe will yield improvements for years to come into the future. For both of these important reasons, we view the expanded marketing efforts undertaken in 2019 made possible by our TOT grant were a huge success for Hoopla and ultimately the City of Salem.

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

Hoopla benefits from a tremendous partnership with Entercom Radio of Portland (1080 The Fan), offering exposure on a 100% trade basis. This adds to Hoopla's "top of mind" presence. Social media efforts – expanded in 2019 thanks in part to this grant – were more impactful this

year. Hoopla's most effective marketing is believed to be grassroots in nature; beyond word-of-mouth and positive past experiences, we have found email communications to be a tremendously effective resource for marketing and promotion, often leading to direct registrations in the event. This is another area that was targeted for improvement and allocated additional resources in 2019 with the support of this grant. Hoopla does not solicit ethnicity or racial information in its registration process; however, anecdotally we believe that once again a larger turnout from the Hispanic community was enjoyed by Hoopla in 2019.

Submitted by:
Jason Unruh

Date:
November 13, 2019

HOOPLA 2019



2019 Hoopla City of Salem Special Event Grant Financial Report

A. Personalities and/or Entertainment to Enhance Event

1. Audio Entertainment – *Provide sound equipment, music
And emcee services* \$8,000.00

Sub-Total: \$8,000.00

B. Marketing, Advertising & Promotion

1. The Bruin Co. – *Brand Design & Brand Marketing* \$1,500.00

2. NetStep – *Website Updates & Improvements* \$360.00

3. Spokane Hoopfest – *Marketing Initiative at Hoopfest* \$500.00

Sub-Total: \$2,360.00

TOTAL SUBMITTED: \$10,360.00

REIMBURSEMENT REQUEST: \$10,000.00

CTPAB Completion Report
TOT Funds Supporting Salem Tourism
Special Event or Project Grant

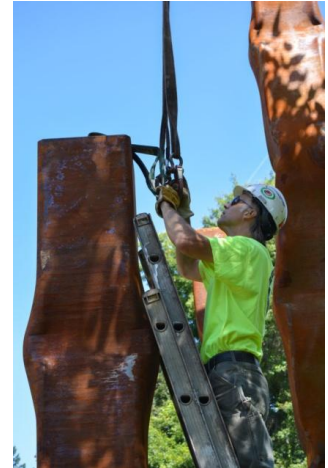
Please use this form to report how your special event has enhanced Salem tourism or cultural opportunities for our residents.

Organization:
Salem Art Association

Name of Program or Event:
Sentinels - Commemorating the 100th year of SAA

Location of Program or Event:
Bush's Pasture Park in front of the Bush Barn Art Center

Description of Activity: Installation and dedication of *Sentinels*, a commemorative public sculpture.



Completion Date(s):
1st X 2nd ___ 3rd ___ or 4th ___ quarter of FY 2019-20

Staff to administer program or event (estimate number):
Professional/staff hours 520 Volunteer hours 43

Amount of funds provided by TOT, \$ 10,000, and by other sources, \$ 15,000

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

How did local businesses or organizations assist in this activity?

The following local businesses, organizations, and donors made the installation and dedication of the *Sentinels* sculpture possible:

- The Compton Family Foundation contributed \$10,000 toward the purchase of the sculpture;
- The City of Salem Transient Occupancy Tax Fund awarded a \$10,000 grant toward the purchase of the sculpture;
- Janet Neuburg, a Salem resident and SAA Board member, contributed \$5,000 toward the purchase of the sculpture;
- The City of Salem Parks Department prepared the ground for the installation of the sculpture;
- Rick Day donated the concrete work for the pads for the sculpture; and
- Saalfeld Griggs PC sponsored the dedication ceremony.

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?

N/A – This was a project grant, not a special event grant

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

On September 6, 2019, the Salem Art Association (1919-2019) marked its centennial year – and 100 years of serving the region as its primary arts organization – with the dedication of *Sentinels* by Mayor Chuck Bennett. The commemorative outdoor public sculpture is installed in front of the Bush Barn Art Center in Bush’s Pasture Park. Executive Director Sandra Burnett said, “This centennial sculpture by world-renowned artist Devin Laurence Field marks this moment, marks this spot. It says, here something important happened. Aptly named *Sentinels*, it pays homage to those who came before – to those whose presence lives on in what they left behind.” The sculpture’s placement in a heritage park is significant, allowing the community to honor the past while looking together toward the future. Residents take personal ownership and pride of Bush’s Pasture Park, and the placement of the sculpture in a beloved city part ensures that it is accessible to people of all economic backgrounds. Already, the project has provided momentum in the community to look at developing Bush Park as a public sculpture site, thus enhancing it as a cultural and tourism destination for Salem.



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

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

The project culminated with a ceremony on September 6, 2019 and included an opportunity to meet and greet the sculptor, the dedication of the sculpture, and a reception in the galleries for the opening exhibitions. Attendance throughout the evening was close to 300 people. A manual click counter was used at the door of the Bush Barn Art Center to record guests.

Estimated percentage of (evening only):

Salem residents and/or guests	<u>85%</u>
Out-of-town tourists (less than 50 miles)	<u>13%</u>
Overnight tourists (hotel/motel)	<u>2%</u>

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

Baseline Annual Attendance: At this point, we are not able to measure Outcome 1 as it applies to a full year of programming: We estimate it will be viewed by 25,000+ visitors who visit the Bush Barn Art Center and Annex throughout the year, and during the Salem Art Fair & Festival, we estimate that ~35,000 people who attend will view the sculpture. The sculpture will also enhance the daily park visitors’ experience, year round. Methodology to measure the number of people viewing the sculpture will include: a) overall attendance data collection in the galleries and annex; b) zip codes collected during Art Fair at entrances.

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

For the evening’s events held on September 6, the percentage of out-of-town visitors was estimated at approximately 45 people, primarily through the gallery director’s interactions with them during the reception.

Report on the other measurable outcome documented in your application.

Outcome 2 - With a new branding and a website redesign to be rolled out in 2019 to kick off SAA’s centennial celebration, we will grow our social media campaign to increase our geographic reach by featuring the sculpture to promote tourism to Bush’s Pasture Park and increase our website viewers by 5,000. Methodology: Track Website Users.

Through our social media campaign, we are pleased to report that our reach has exceeded 7,000 for the Centennial Sculpture Project, not including website views.

FACEBOOK : 5,115

- 1) Centennial Celebration – FB Event (08/12/19)
Reach: 252
- 2) Sculpture Installation Pictures (08/23/19)
Reach: 1,169
- 3) Article from Statesman Journal – Photos of Installation (09/05/19)
Reach: 969
- 4) Exhibition Preview Video - Sculpture mentioned in caption (09/05/19)
Reach: 611

- 5) Centennial Celebration Reminder – Image of Sculpture (09/06/19)
Reach: 616
- 6) Centennial Celebration Thank You Post - Pictures and Thank You (09/07/19)
Reach: 866
- 7) Article from Statesman Journal – Photos of Centennial Celebration (09/11/19)
Reach: 632

TWITTER: 1,666

- 1) Sculpture Installation (08/27/19)
Reach: 157
- 2) Sculptor Feature (9/8/27/19)
Reach: 429
- 3) Centennial Celebration Preview (09/05/19)
Reach: 194
- 4) Centennial Celebration Reminder (09/06/19)
Reach: 169
- 5) Live tweets from Centennial Celebration (09/06/19)
Reach: 351
- 6) Article from Statesman Journal – Images of Sculptures & CC (09/11/19)
Reach: 366

INSTAGRAM: 225

- 1) Installation Photos (08/23/19)
Reactions: 59
- 2) Exhibition Preview Video - Sculpture mentioned in caption (09/05/19)
Video Views: 166

TOTAL REACH: 7,006 (Not including website views)

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

As reflected above, social media was the most effective resource in promoting the project, particularly with the photographic appeal of the sculpture and the community interest in the project. We exceeded our target for social media reach by 2,006. There was no specific group targeted in SAA's social media posts.

Coverage from the Statesman Journal was also a very effective resource in promotion, providing coverage pre-event, at the event, and post-event. SJ ran a hard copy article on Thursday, August 25th as a front page feature in Oregon Life, distributed to about 19,500. They also promoted the sculpture and SAA's centennial twice through their online website, which also drove traffic to SAA's social media sites.

Submitted by: Denise Magee

Date: 10/15/2019

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: Rotary Clubs of Salem and South Salem

Name of Program or Event: Salem Rotary Multisport Riverfest

Location of Program or Event: Riverfront Park, Minto-Brown Island Park, Wallace Marine Park, and south Salem roads.

Description of Activity: The 2019 Salem Rotary Multisport Riverfest took place on September 15 and included a Family Fun Run, 5K and 10K timed runs, and Olympic and Sprint distance triathlons and duathlons. The triathlon was a swim/bike/run and the duathlon was a run/bike/run; both multi-sport events were open to individuals and teams of two or three. Our triathletes swam in the Willamette River; the bike course took riders along rural River Road South, and our runs took place on some of the most beautiful trails on Minto-Brown Island Park. The after-party and awards presentations took place in Riverfront Park and included food and drinks from local providers.

Completion Date(s):

1st 2nd 3rd or 4th quarter of FY 2018-19

Staff to administer program or event (estimate number):

Professional/staff hours: 500 hours Volunteer hours: 2,500 hours (see notes below)

(1) Professional/staff hours includes estimates for paid time for Race Managers, Salem Public Works, Salem Police, Marion County, and EZ Signs/Rentals (who provided traffic control in Marion County).

(2) Volunteer hours based on approx. 200 volunteers over two days of event (incl. set up/take down) and one year's worth of work by the volunteer organizers.

Amount of funds provided by TOT, \$10,000, and by other sources, \$42,500

Other sources include: Registration fees, Rotary clubs, cash sponsorships, in-kind contributions, and cash donations.

Admission (checks or give amount): Free Admission (See below)

There was no admission fee for anyone wanting to view the events. Entry to the Awards/Food/Event Tent was also free to spectators, family, friends, and any park visitors. There was a registration fee for participants in the sport events, which varied by

**CTPAB Completion Report - TOT Funds Supporting Salem Tourism
Special Event or Project Grant
2019 Salem Rotary Multisport Riverfest**

event, participant age, and the date of registration. The range (high to low) was \$120 for the Triathlon to \$15 for the Family Fun Run.

How did local businesses or organizations assist in this activity?

Local businesses supported the Rotary Triathlon of Salem in several ways—as sponsors, vendors, and volunteers. There were 20 local organizations that provided cash sponsorships that individually ranged from \$200 to \$2,500 and totaled \$19,450. Additionally, 26 local organizations provided in-kind support or discounted the cost of their services for the event, valued at approximately \$23,000. In addition to the volunteer support provided by the Rotary Club of Salem and Rotary Club of South Salem, we received volunteers from the Willamette Valley Triathlon Club, Willamette University, City of Salem, and many other fine organizations.

In alphabetical order, our cash and in-kind sponsors included: A to Z Party Rentals, AC & Co Architects, Anderson/Shirley Architects, Inc., Best Pots, Bike Peddler, Boldt Carlisle + Smith, Brian Villarete (iM Dental), Café Yumm!, Capital Financial Planners, Capitol Auto Group, City of Salem, Columbia Bank, Courthouse Fitness, David Barker Photography, Dom Pancho, Gallagher Fitness Resources, Grand Hotel, Great Harvest Bread, Honeywood Wineries, Huggins Insurance Services, Inc., Kelley Imaging, Landis Consulting, Lewis Designs, Lifesource, Lulay Group, MAPS Credit Union, Mediterra Swim, MSC Engineers, Inc., Northwest Rehabilitation Associates, One-Day Signs, Oregon Beverage Services, Pence Construction, Portland & Western Railroad, Print Specialties of Salem, Rich Duncan Construction, Roth's, Rudy's Restaurant, Salem Electric, Salem Health, Trader Joes, Travel Salem, VanNatta Public Relations, Inc., Wilco, Willamette Valley Bank, and Willamette Valley Woodturners.

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?

This year, there were 277 registrants. Of this total, we had 255 participants on that very cold and wet Sunday Race Day. From our database of registrants, there were five states represented (AR, AZ, OR, TN, and WA). About 38 percent (105) were from other than Salem. Of all those who registered, 35 had addresses over 50 miles for our event

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

Besides attracting local participants in the various racing events, there were quite a few spectators who came down to Riverfront Park to cheer on the athletes and generally enjoy the event.

In addition, having an event such as this that promotes physical fitness, getting outdoors, and enjoying the company of fellow community members helps to create positive and energetic feelings for the City of Salem.

**CTPAB Completion Report - TOT Funds Supporting Salem Tourism
Special Event or Project Grant
2019 Salem Rotary Multisport Riverfest**

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

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

Registrants: 277 (registration database)

[Race Participant total was 255 based on the number of picked up packets prior to start times.]

Spectators: 150 (estimated)

Volunteers: 200 (registered plus estimated)

Estimated percentage of:

Salem residents and/or guests	<u>69%</u> (335)
Out-of-town tourists (less than 50 miles)	<u>25%</u> (157)
Overnight tourists (hotel/motel)	<u>6%</u> (35)

(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 used our registration database for registrants. We are assuming all the spectators were local. Based on incomplete volunteer registration date, we are assuming 90% of the volunteers were Salem residents and the remaining 10% were from locations less than 50 miles away.

Report on the other measurable outcome documented in your application.

- 1. Preregistered participants in Triathlon or Duathlon: 400 Actual: 146
- 2. Preregistered participants in Running Events (5K/10K): 100 Actual: 120
- 3. On-site participants: 425 Actual: 627
- 4a. Salem/Keizer Residents Participating: 30% [as athletes] Actual: 44%
- 4b. Out-of-town tourists: 70% Actual: Unk.
- 5. Overnight tourists [Over 50 miles from place of residence]: 25% Actual: 6%
- 6. Non-participating attendees: 100 Actual: 350
- 7. Total rainfall on Race Day: 0.00" Actual: 0.80"

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

This year we used more ways to market our event than in previous years. In addition to our website, we had Instagram and Facebook, issued press releases, had articles in local news media, and put up posters throughout the area. We also distributed flyers locally and through other multisport events in Oregon, Washington, and California. For the first time, we offered a 20% discount on the price for registration to current and former members of the uniformed services and to all first responders and targeted some of our outreach to these communities. Also, for the first time, we used the marketing capacity of our race organizers, EnMotive. We used the services of Travel Salem for help in marketing and promoting our event.

CTPAB Completion Report - TOT Funds Supporting Salem Tourism
Special Event or Project Grant
2019 Salem Rotary Multisport Riverfest

Submitted by: 

Robert Chandler, Chair
2019 Rotary Multisport Riverfest

Date: October 15, 2019

Invoices for 2019 Salem Rotary Multisport Riverfest

Included with this attachment are invoices received and paid to date for the 2019 Salem Rotary Multisport Riverfest. Invoices that are expected but have not yet been received include:

- (1) City of Salem for user fees and traffic controls (estimated \$8,000-\$9,000);
- (2) Tenting, tables, chairs rental (estimated \$5,000);
- (3) Falck ambulance service (estimated \$1,000); and
- (4) Hotel lodging (estimated \$1,000).

Invoices received and paid are listed below in alphabetical order and are included on the pages that follow:

Vendor	Description	Amount
1-Day Signs	Lawn signs for marketing/neighborhood notification	\$ 392.00
1-Day Signs	Event banner	\$ 203.40
Best Pots	Chemical toilets	\$ 1,200.00
Café Yumm!	Food vendor	\$ 3,010.00
Capital Trophy	Engraving and mounting on Champion Awards	\$ 10.00
Capital Trophy	Engraving and mounting on Champion Awards	\$ 12.00
City of Salem	Tent Permit	\$ 117.50
Creative Security	Overnight security at Riverfront and Wallace Marine Parks	\$ 460.90
EnMotive	Race management and timing	\$ 15,828.00
EnMotive	Digital marketing	\$ 1,250.00
EZ Rental/Services	Contractor for traffic control in Marion County (Bike Race)	\$ 4,005.00
GCC Photography	Finish line photography	\$ 500.00
Kelly Imaging	Various flyers, posters, map printing services	\$ 720.50
Marion County	Special event permit	\$ 150.00
Maxwell Medals	Medals, ribbons, and labels	\$ 2,945.00
Print Specialties	First order - event tshirts	\$ 3,770.56
Print Specialties	Second order - event tshirts	\$ 240.96
Race Center, LLC	Online race promotion	\$ 295.00
Sticker Mule	Custom magnets for marketing	\$ 420.00
	Total to date	\$35,530.82

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

Friends of the Visual Arts dba Willamette Art Center

2. Name of program or event

Artisans Village

3. Location of program or event

Oregon State Fair, Salem OR

4. Description of activity

Artisans Village is comprised as an art gallery, Raku firing center, and 21 art vendors with many doing live demonstrations.

5. Completion date(s)

1st quarter

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

263

7. Estimated volunteer hours to administer program or event

2003.5

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$7,500.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

0

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

The Oregon State fair provided \$7,500.00 to Artisan Village to help defray the total cost of producing the event. Ten artists provided live demonstrations throughout the Artisan Village to entertain and inform the customers.

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?

Artisan village is an important part of the Oregon State Fair, providing an opportunity for visitors to see several different types of artwork in one place. People from all over the state travel to Salem for this annual event. The Willamette art Center provides an opportunity for family members to create their own Raku piece of pottery. Many families attending the State Fair look forward to purchasing pots, and glazing them in the Raku Booth. Other participants and volunteers like the Artisans Village as it offers a quiet and relaxing alternative to the hustle and bustle of the rest of the fair. All of our Artisans Village fair vendors this year were excited to report that their gross profit was up which, in turn, will bring them back next year for AV 2020.

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

The Artisan Village not only introduces Salem residents to a ceramics process that was developed in Japan and allows participants of all ages to create a work of art, but it also builds community through the rich conversations and communal atmosphere of the glazing process. Artisan Village volunteers and printed materials at the art center tent introduce Salem-area residents to the Willamette Art Center community activities, such as the Empty Bowls Marion Polk Food Share fundraiser, and center offerings such as classes, workshops and studio passes.

15. How many attendees did your activity attract?

10786

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

clicker, zip code, receipts

17. Estimated percentage of Salem residents and/or guests

42%

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

58%

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

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

18%

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

Survey

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

Willamette Art Center volunteers used hand held clickers, zip codes and sales receipts to determine that 10786 people visited our booth and 3842 viewed our gallery.

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

This year we were able to be included in the advertising by the Oregon State Fair, which greatly increased our outreach. The website was viewed by 251,038 times between July 15th and September 3rd. with our receiving at least 10,000 banner ad impressions. In addition we were included in 1578 individual TV airings over the same period. We increased our printed advertisement to include half page ads in four local publications. Facebook was our biggest increase in followers with an increase of 26% posted likes over last year, and a 15% increase in shares.

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

Seven vendors out of twenty-one were fluent in a language other than English. The Willamette Art Center had several volunteers who spoke Spanish.

24. Submitted by

Roger Williams, Executive Director

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

[FY_19-20_TOT_Event_Budget_FINAL_1.pdf](#)
[ArtisansVillageExpenses20191002_0001.pdf](#)
[ArtisansVillageExpenses20191002_0002.pdf](#)
[ArtisansVillageContractSchroederExpenses.pdf](#)
[ArtisansVillagePayrollWilliamsExpenses.pdf](#)
[ArtisansVillagePayrollRoodExpenses.pdf](#)
[ArtisansVillagePhotos.pdf](#)

2. Thank You!

Thank you for submitting your report.

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)