

## SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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### Board Members

Felipe Gonzales, Chair  
Laura Tesler, Vice-Chair  
Gaelen McAllister  
Ryan Gail  
Omar Alvarado  
Scott Snyder  
Kelly Thomas - **NEW**  
Geoffrey Tiffany - **NEW**  
Vacant

### City Staff

Chris Neider, Staff Liaison  
Kelly Kelly, Staff Support

**Next Meeting:** April 12th

**TOT Application Process Review**

<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, March 8, 2022

6:00 - 8:00 PM

### **City of Salem Planning Division YouTube Channel**

**Link:** <https://www.youtube.com/channel/UCUsS60lpf8AGl1u24Yg248Q/>

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
  - a. February 8, 2022, CTPAB meeting minutes
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
  - a. Request for change in scope for OSCF Cherry Blossom Event
  - b. Request for change in scope for FCO event April 2022
  - c. Review of Grant Scores and Final Recommendations
  - d. Review of FY 2023 City of Salem's Cultural Tourism Fund Budget
6. Information Items
  - a. Cultural and Tourism Fund Reports – February 2022
  - b. Cultural and Tourism Fund Revenue (Tax) Reports – February 2022
  - c. Facility Operating Grant Reports – Bush House Museum, Deepwood Museum & Gardens, Elsinore Theatre, and Salem Multicultural Institute
  - d. Event Grant Reports – None
  - e. Capital Improvement Reports – None
  - f. Update AEP6 Study Americans for the Arts – 1<sup>st</sup> Meeting March 28, 2022 1 – 2 pm.
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, February 8, 2022**  
**Remote Meeting via ZOOM**  
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

<p><b>MEMBERS PRESENT</b>  Felipe Gonzales-Chair  Gaelen McAllister  Scott Snyder  Ryan Gail  Kelly Thomas  Vacant</p> <p><b>STAFF PRESENT</b>  Chris Neider, CD Management Analyst II  Kelly, CD Staff Assistant</p>	<p><b>MEMBERS ABSENT</b>  Laura Tesler  Omar Alvarado  Geoffrey Tiffany</p>
<p><b>GUESTS</b>  Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.</p>	<p><b>GUESTS</b>  Sue Karnosh – WAC  Doug Dacar – WAC  Michelle Cordova – Willamette Heritage Center  Kathleen Fish, Salem Multicultural Institute  Yvonne Putze - Deepwood Museum &amp; Gardens  Alicia Bay – Gilbert House Children’s Museum  Carlee Wright –Press Play Salem and CVS  Irene Bernards, Travel Salem  Kate Van Ummersen – SPLF  Eduardo – Odyssey  Kelly Harms – SAA  Melanie Weston – Salem On the Edge Art Gallery  Judy Quenzel – Willamette Master Chorus  Jason Unruh – Hoopla</p>

**1. CALL TO ORDER**

Chris Neider began the meeting at approximately 6:01 p.m. with a quorum of 5 of 8 members present.

**2. ROLL CALL**

Felipe Gonzalez, chair, read the roll call.

Members present: Felipe Gonzales, Gaelen McAllister, Scott Snyder, Ryan Gail, Kelly Thomas, Chris Neider, Kelly Kelly

Members Absent: Laura Tesler, Omar Alvarado, Geoffrey Tiffany.

### 3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the January 11, 2022 CTPAB meeting minutes and today's agenda.

**Motion:** To approve the January 11, 2022 CTPAB meeting minutes and today's agenda.

**Motion by:** Felipe Gonzalez

**Seconded by:** Scott Snyder

**ACTION:** APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 0

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

**None.**

### 5. ITEMS REQUIRING ACTION

- a. Declaration of any board conflicts of interest for grant scoring
- b. Change request from Willamette Master Chorus for current Event Grants.

Judy Quenzell from Willamette Master Chorus was present to answer questions. The board made a motion to allow the proposed change to fund current upcoming live concerts within the same funding season vs past scheduled concerts that had to be canceled due to Covid restrictions.

**Motion:** To approve the requested change in scope to fund current upcoming live concerts within the same funding season vs past concerts that had to be canceled due to Covid restrictions.

**Motion by:** Felipe Gonzalez

**Seconded by:** Gaelen McAllister

**ACTION:** APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 0

- a. Review of FY 2023 Event/Project Grant Applications for organizations (Enlace, Hoopla, Odyssey Collective, Press Play Salem, SAA, Salem on the Edge, SMI, SPLF, SRC, Sasquatch Sports, WAS, and WHC).

Enlace. No one from Enlace was present. There were no questions.

Hoopla. Jason Unruh was present to answer questions. Laura Tesler asked if Sports are possibly over-represented in the funding? Felipe Gonzales and Scott Snyder noted that sports events are very cross-cultural and diverse and add much to making Salem a tourism destination with family-friendly activities. Jason Unruh noted he feels very fortunate to host this event and have a voice in the Salem Community. He also considers sports to be very culturally diverse and a vehicle for people to get together of all economic backgrounds, cultures and races. He is very proud of this and has been doing so since 1999. Jason noted he would love any and all collaboration with the other cultural and businesses in Salem, to offer promotional lists of other events taking place, packages of coupons, or any other collaborative ideas that benefit other businesses within the community while families and guests are gathered in town for the Hoopla sporting events. Hoopla is scheduled for July 15-17, 2022.

Odyssey Collective – Eduardo was present to field questions about the proposed live music and art opportunity in a local Salem park setting. He noted this event is set for next May or June, 2023. They like the idea of being at Riverfront Park but have not yet lined up permits due to Covid-related concerns. Eduardo hopes to pull together live music, active/interactive art such as mural painting, and feature live, local musicians and artists in an outdoor setting.

Press Play Salem – Carlee Wright was present to field questions. Scott Snyder and Gaelen McCallister noted they were glad Press Play Salem is again in print and being produced and thanked Carlee for the quality publication featuring the events and happenings in Salem.

Salem Art Association. Kelly Harms was present to answer questions. Kelly noted the Art Fair and Festival is scheduled for the same dates as Hoopla, but they are not worried about it and feel, as Jason does, that guests from out of town, and local families and friends gathered for one event will do additional fun things while in town or downtown. Kelly feels many Salem businesses will benefit from both Hoopla and Salem Art Fair and Festival, and that is as it should be.

Salem on the Edge Art Show – Melanie Weston was present for any questions asked. The question was asked how proceeds are split. Melanie noted it was a 50/50 split between the gallery and the artist presenting.

Salem Multicultural Institute – Kathleen Fish was present to answer questions and noted World Beat Festival is slated for June of 2023. Gaelen McCallister noted it was a well-written application and grant proposal.

Salem Public Library Foundation – Kate Von Ummersen was present to answer any questions and noted they have grown to almost 3000 participants, despite Covid drawbacks. Kate noted that their on-line vs in-person combination approach captured new and

different audiences and many valuable lessons were learned. Gaelen McCallister asked how do they select the age range focus? Kate noted 14 to adult was the selected focus. She also noted the feedback was to maintain some aspects of both the virtual/in-person hybrid approach, as it was helpful to add accessibility to new readers.

Salem Riverfront Carousel – No one was present to field questions for the Holiday at the Carousel event grant proposal. The board noted the event hosted last year around Christmas was thoughtfully organized and did a great job innovating to bring a much desired event to families in the Community during Covid restrictions – good job.

Sasquatch Sports – Capital City Classic High School Basketball Tournaments event grant application – No one present to answer questions. No questions.

Willamette Art Center – Artisan’s Village – Sue Karnash and Doug Ducar were present to field board questions. Sue noted classes have been full and well-received. She said there has been turnover, but plans are on track and moving forward for a great Artisan’s Village.

Willamette Heritage Center – Michelle Cordova was present to speak with the board. Magic and the Mill and the Window Repairs are the two grants being considered. Michelle noted they are being frugal and fiduciarly responsible and repairing and restoring their 120 Historic wooden windows. It will be a huge and time-consuming project, but one that must be tackled. Michelle is excited for plans for Magic at the Mill.

## **6. INFORMATION ITEMS**

- a. Cultural and Tourism Fund Reports – January 2022
- b. Cultural and Tourism Fund Revenue (Tax) Reports – January 2022
- c. Facility Operating Grant Reports – A.C. Gilbert House Children’s Museum, Willamette Art Center, Willamette Heritage Center
- d. Event Grant Reports – Salem Riverfront Carousel
- e. Capital Improvement Reports – None
- f. Update – AEP6 Study – Americans for the Arts – Council approved moving forward with the AEP6 study proposal.

## **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.)

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**

Board member, Kelly Thomas, recommends consideration for an Environmental Sustainability factor to be evaluated, measured or considered as a qualifying aspect for grant event scores in future cycles.

## **9. ADJOURNMENT**

The next regular meeting will be Tuesday, March 8, 2022, 6-8 PM, via Zoom and YouTube Live. Contact Chris Neider ahead of the meeting to confirm your desire to participate and receive the meeting Zoom link. Chris Neider noted board scores for the 2023 Grants will be due by the end of February.

**ACTION:** Board members, please forward your scores to Chris for compilation and discussion at the March 8, 2022 CTPAB meeting.

Those organizations who have applied are encouraged to be present to respond to any questions the Board may have about their 2023 Grant Applications.

With no further business, Felipe Gonzalez adjourned the meeting at approximately 7:25 PM.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Hi Chris,

Cherry Blossom Day has shifted to an online event for planning's sake (we started planning a few months ago and Omicron and masking was still a concern.) With that being part of our planning, the partners and I decided to create a monthlong awareness of Cherry Blossom Day with engagements throughout the state and utilizing our Capitol History Gateway partners for education purposes that will be shared online and on social media channels. We will have calls to action in Salem, Portland-metro and Eugene (viewing different locations with cherry blossoms.) We will also end the month with a "Yozakura" in State Capitol State Park.

This differs from the festival atmosphere of Cherry Blossom Day at the Capitol as it is a nighttime viewing of the cherry blossoms. This event is scheduled for March 26 from 7 p.m. to 9 p.m. Parks staff will be hanging Japanese lanterns in the trees on the Capitol Mall which will gently illuminate the trees for viewing. The public call to action is to bring a blanket or camp chairs, a picnic, and enjoy the evening under the blossoms. We will also be looking to have ambient music for the event, possibly a Koto player that resides here in Salem.

The bulk of expenditures is for the Yozakura itself. Online resources are pretty inexpensive (when we pay for them) and generally our CHG partners offer these resources as in-kind. But the Yozakura has resource expenditures associated with it.

Since this is a change to our original grant request (dollar amount decrease from \$7,000 to \$1500, and overall experience) we wanted to ask the TOT board in advance and let them know we would NOT be expending our original request this year.

Due to the recent masking requirements being dropped by the time of the Yozakura, we hope to have a good turnout for the event. This will impact Salem downtown businesses on Saturday, March 26 with people dining before the experience, buying picnicking supplies, or going to businesses after the experience in the park. As we have not held a nighttime event at the park before, our hope would be that it brings some out of town guests for this experience that will convert to overnight guests in the Salem area.

The revised budget is attached.

Best,

**Stacy Nalley**

*Pronouns: she/her/ella*

**Public Outreach Coordinator**



503-986-1392 | [stacy.nalley@oregonlegislature.gov](mailto:stacy.nalley@oregonlegislature.gov)

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

Revenue item	Status of revenue	Proposed
TOT Grant		1,500.00
OSCF Sponsorship	Pledged	1,500.00
<b>Total Revenues</b>		<b>3,000.00</b>
In-kind item		Value
Marketing-Statesman Journal, Travel Salem, etc.		600.00
Miscellaneous supplies, equipment, services and staff		2,900.00
<b>Total In-kind values</b>		<b>3,500.00</b>
<b>TOTAL REVENUES AND IN-KIND VALUES</b>		<b>6,500.00</b>

Expenditure item	Proposed	In-kind	Total
<b>Personnel costs</b>			
<b>Other operating expenses</b>			
Personnel Costs		1,500.00	1,500.00
			0.00
Equipment	1,500.00		1,500.00
Maintenance & Utilities - in-kind value estimated		200.00	200.00
Security - provided by Oregon State Police - in-kind value estimated		1,000.00	1,000.00
			0.00
Marketing	200.00	600.00	800.00
			0.00
			0.00
Activity Supplies, Samples, Complimentaries, etc.	1,300.00	200.00	1,500.00
Insurance - in-kind value unknown			0.00
			0.00
<b>TOTAL OPERATING EXPENSES</b>	<b>3,000.00</b>	<b>3,500.00</b>	<b>6,500.00</b>
<b>Percentage of the total cost represented by TOT Funds</b>			<b>50.00%</b>

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



March 4, 2022

Cultural & Tourism Promotion Advisory Board  
City of Salem  
555 Liberty St SE Rm 205  
Salem, OR 97301

Re: Amendment to 2021-22 TOT Grant

Chair Gonzales and Members of the Board:

Festival Chorale Oregon (FCO) greatly appreciates the long history of support from the CTPAB and City of Salem via special event grants funded by the transient occupancy tax. Since 1979, FCO has been creating community and enhancing lives through song. Bringing choral masterworks to the stage requires passion plus resources, and our work would not be possible without financial support like yours!

For the current 2021-22 fiscal year, FCO was awarded a special event grant of \$7,500 for our performance of "Alzheimer's Stories" by Robert Cohen, scheduled for April 2022. At the time of application for the grant, FCO's operations were severely limited by the pandemic, and it was unknown when we would be able to resume performing. As we finally prepare for our first full performance in more than two years, we respectfully request an amendment to our grant award.

Just last month, FCO's board of directors agreed to resume in-person activities as of February 15, 2022. Because of the compressed timeline, and in consultation with our artistic director, the board decided to change the programming for our upcoming concert to Mass No. 6 in E-flat Major by Franz Schubert. The work consists of six movements and is considered by Schubert scholars as a "triumph" and one of the young composer's "finest and most substantial settings." The concert will be held at the Elsinore Theatre and will feature 60+ singers, five vocal soloists, and 32 orchestra musicians.

FCO originally was scheduled to perform this work in April 2020 but cancelled that concert due to the pandemic. Because we were several weeks into rehearsals in 2020 and have continued to revisit the work through online rehearsals, we believe that changing to this programming will best position us to stage a successful concert despite the compressed timeline.

The change in programming has led to a slight reduction in the overall event budget from \$30,750 to \$28,598 (see attachment). Since being awarded the TOT grant, FCO

has also received an event grant of \$2,500 from the Autzen Foundation. To offset reduced revenues from memberships and corp/bus/indv contributions, FCO plans to use \$1,398 from cash reserves.

We are excited to return to the stage and once again share our passion for choral music. I look forward to answering any questions you may have and appreciate your consideration of our request.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bryan Cruz Gonzalez', with a stylized, flowing script.

Bryan Cruz Gonzalez, President  
FCO Board of Directors

Enc: Special Event Budget

Festival Chorale Oregon  
Schubert's Mass No. 6  
**Special Event Budget**

<b>REVENUE ITEM</b>	<b>STATUS</b>	<b>PROPOSED</b>
TOT Grant	awarded	7,500.00
Grant/Fdn Support	on-hand	2,500.00
Ticket Sales	estimated	8,600.00
Memberships	on-hand	3,500.00
Corp/Bus/Indv Contributions	on-hand	5,700.00
Cash Reserves	on-hand	798.00
<b>TOTAL REVENUES</b>		<b>28,598.00</b>

<b>EXPENDITURE ITEM</b>	<b>PROPOSED</b>
Artistic Director	5,750.00
Accompanist (Rehearsals)	1,400.00
Orchestra Musicians	6,680.00
Orchestra Contracting Fees	668.00
Professional Soloists	2,100.00
Orchestra and Soloist Mileage	1,800.00
Performance Venue Rent and Fees	6,700.00
Instrument/Equipment Rent, Fees, and Transportation	550.00
Marketing and Promotion	600.00
Miscellaneous + 5% Contingency	2,350.00
<b>TOTAL EXPENDITURES</b>	<b>28,598.00</b>

<b>Percentage of the total cost represented by TOT Funds</b>	<b>26.23%</b>
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## Facility Operating Scores FY 2023

		Deepwood Museum & Gardens	Elsinore Theatre- (Historic Elsinore Theatre)	Gilbert House Children's Museum- (AC Gilbert House Childrens Museum)	Hallie Ford Museum of Art	Salem Art Association - (Bush Barn Art Center and Bush House Museum)	Salem Multicultural Institute & World Beat Gallery	Salem Riverfront Carousel	Willamette Art Center (Friends of the Visual Arts)	Willamette Heritage Center
<b>25 Points Maxium:</b>		<b>Score:</b>	<b>Score:</b>	<b>Score:</b>	<b>Score:</b>	<b>Score:</b>	<b>Score:</b>	<b>Score:</b>	<b>Score:</b>	<b>Score:</b>
		22.5	25	22.5	25	25	25	21.5	24	23
		25	25	23	24.5	25	23.5	22	22	25
		22.5	24	25	25	22.5	25	22.5	22.5	25
		25	23.5	23.5	23.5	25	24	25	22.5	23.5
		25	25	23	24.5		23.5	22	22	25
		21	23	23	22	23	23	24	24	25
<b>Total Average Score</b>		23.50	24.25	23.33	24.08	24.10	24.00	22.83	22.83	24.42

## Capital Improvement Scores

	Gilbert House- Priority Play Accessible Outdoor Play (PLAY) \$7,500	Keizer-Salem Youth BB Assoc- Event & Game Day Entertainment System \$7,500
<b>25 Points Maxium:</b>		
	22	13
	25	24
	24	8
	23	19
	25	24
	22	23
<b>Total Average Score</b>	<b>23.50</b>	<b>18.50</b>

# Event Scores

	Salem Multicultural Institute - World Beat Festival \$7,500	Salem Art Association - Salem Art Fair & Festival \$7,500	Hoopla Association - Hoopla \$7,500	Willamette Heritage Center - Magic at the Mill \$7,500	Capitol Pride - (DBA Salem Capital Pride) - Pride in the Park \$7,500	Willamette Art Center - Artisan's Village \$7,500
25 Points Maxium:						
	26	25	25	21.5	23.5	24
	25	25	25	25	23.5	25
	25	24	22	22.5	22.5	20
	25	24	25	25	20	24
	26		23	23	22.5	21
	25	23	22	21	24	21
Total Average Score	25.33	24.20	23.67	23.00	22.67	22.50

## Event Scores

Odyssey - Live Music & Art in the Park \$2,000	Salem Riverfront Carousel - Holidays at the Carousel \$7,500	Englewood Forest Festival \$3,000	Press Play Salem - Website and Magazine Publication \$2,000	Enlightened Theatrics - Winter Musical 2022 \$7,500	Festival Chorale Oregon - "Alzheimer's Stories" by Robert Cohen \$7,500	Festival Chorale Oregon - "Saint Nicolas" by Benjamin Britten \$7,500	Hoopla Association - CherryFest NW \$7,500
NA	23	24	20	20.5	23.5	19.5	22
25	24.5	23	25	25	23	25	25
18.5	23	23.5	22	19	19	20	21
25	22.5	25	20	22.5	24	23.5	22.5
22.5	20	15	23	21.5	20	20	14.5
21	21	22	21	22	21	21	23
<b>22.40</b>	<b>22.33</b>	<b>22.08</b>	<b>21.83</b>	<b>21.75</b>	<b>21.75</b>	<b>21.50</b>	<b>21.33</b>

## Event Scores

Gilbert House Children's Museum - Halloween Re- Engineered <b>\$7,500</b>	Deepwood - Erythronium Festival - <b>\$3,000</b>	Salem Public Library Foundation - Salem Reads: One Book, One Community <b>\$7,500</b>	Elsinore Theatre - Monthly Movie Fun at The Elsinore <b>\$7,500</b>	ENLACE - Cross Cultural Festival <b>\$2,000</b>	Sasquatch Sports - Capitol City Classic <b>\$2,000</b>	Salem on the Edge Art Gallery - En Plein Air Invitational Art Show 2022 <b>\$2,000</b>	Ceili of the Valley - Samhein Celtic New Year Festival <b>\$5,000</b>
20.5	22.5	20	17.5	23.5	22	18.5	13
23	25	23	23.5	25	25	25	24
20.5	19	19	20.5	18.5	17	16	18
22.5	21	21	20	19.5	23	18	20
19	19	19	18	15	13	19.5	19
22	20	20	22	19	19.5	19.5	19
<b>21.25</b>	<b>21.08</b>	<b>20.33</b>	<b>20.25</b>	<b>20.08</b>	<b>19.92</b>	<b>19.42</b>	<b>18.83</b>



# Event Scores

Willamette Heritage Center - -Project - Woolen Mill Window & Gutter Restoration <b>\$7,500</b>	Helping Hands - Quiltopia <b>\$2,000</b>	Keizer-Salem Youth Basketball - State BB Tournament 2023 <b>\$7,250</b>
20.5	5	13
23	24.5	25
16	19	10.5
12	21.5	20
20	19	14.5
21	22	23
<b>18.75</b>	<b>18.50</b>	<b>17.67</b>

## CTPAB TOT Grant Scores FY 2023

**Passing Scores are 18.75 or higher for funding**

<u>Special Event/Project Grants</u>	<u>Scores</u>	<u>Amount</u>
Salem Multicultural Institute - World Beat Festival	25.33	\$7,500
Salem Art Association - Salem Art Fair & Festival	24.20	\$7,500
Hoopla Association - Hoopla	23.67	\$7,500
Willamette Heritage Center - Magic at the Mill	23.00	\$7,500
Capitol Pride -(DBA Salem Capital Pride) - Pride in the Park	22.67	\$7,500
Willamette Art Center - Artisan's Village	22.50	\$7,500
Odyssey - Live Music & Art in the Park	22.40	\$2,000
Salem Riverfront Carousel - Holidays at the Carousel	22.33	\$7,500
Englewood Forest Festival	22.08	\$3,000
Press Play Salem - Website and Magazine Publication	21.83	\$2,000
Enlightened Theatrics - Winter Musical 2022	21.75	\$7,500
Festival Chorale Oregon - "Alzheimer's Stories" by Robert Cohen	21.75	\$7,500
Festival Chorale Oregon - "Saint Nicolas" by Benjamin Britten	21.50	\$7,500
Hoopla Association - CherryFest NW	21.33	\$7,500
Gilbert House Children's Museum - Halloween Re-Engineered	21.25	\$7,500
Deepwood - Erythronium Festival	21.08	\$3,000
Salem Public Library Foundation - Salem Reads: One Book, One Community	20.33	\$7,500
Elsinore Theatre - Monthly Movie Fun at The Elsinore	20.25	\$7,500
ENLACE - Cross Cultural Festival	20.08	\$2,000
Sasquatch Sports - Capitol City Classic	19.92	\$2,000
Salem on the Edge Art Gallery -En Plein Air Invitational Art Show 2022	19.42	\$2,000
Ceili of the Valley - Samhein Celtic New Year Festival	18.83	\$5,000
Willamette Heritage Center - -Project -		
Woolen Mill Window & Gutter Restoration	18.75	\$7,500
Helping Hands - Quiltopia	18.50	\$2,000
Keizer-Salem Youth Basketball -State BB Tournament 2023	17.67	\$7,250
		<b><u>\$142,750</u></b>

**Passing Scores are 18.75 or higher for funding**

<u>Capital Improvement Grants</u>	<u>Scores</u>	<u>Amount</u>
Gilbert House-Priority PlayAccessible Outdoor Play	23.50	\$7,500
Keizer-SalemYouth BB Assoc-Event & Game DayEntertainment System	18.50	\$7,500
		<b><u>\$15,000</u></b>

1st Round Scoring	# of Applications	Passing	
Facility Operators	9	9	
Capital Asset Improvement	2	1	
Special Event/Project	25	23	
	<b>36</b>	<b>33</b>	<b>91.67%</b>

	<b>FY 2023</b>	<b>% Alloc.</b>	
Facility Operations	\$ 400,000	71.72%	
Capital Improvements	\$ 15,000	2.69%	
Special Events	\$ 132,750	23.80%	25.59%
Small Grants	\$ 10,000	1.79%	
<b>Total Grant Funding</b>	<b>\$ 557,750</b>	<b>100.00%</b>	

**CULTURAL AND TOURISM  
FUND NO. 175  
FY 2023**

**Department: Non-Departmental**  
**Cost Center: Cultural and Tourism**  
**Cost Center No: 60-91-00-00**

**Adopted  
FY 2022**      **Proposed  
FY 2023**

**RESOURCES**

Beginning fund balance	\$ 140,980	\$ 2,041,620
Utility contributions - tenants / Parks Operations	5,400	5,400
Projected tax collections	3,132,120	4,191,730
Interest earnings	2,500	7,000
Other revenue	12,000	12,000
<b>TOTAL RESOURCES</b>	<b>\$ 3,293,000</b>	<b>\$ 6,257,750</b>

**EXPENDITURES**

**CONVENTION CENTER SUPPORT (60911000)**

Convention Center marketing	\$ 313,210	\$ 419,170
<b>Total Convention Center Support</b>	<b>\$ 313,210</b>	<b>\$ 419,170</b>

**CONVENTION AND TOURISM MARKETING (60912000)**

Convention and tourism promotion	\$ 783,030	\$ 1,047,930
Travel Salem website upgrade		
<b>Total Convention and Tourism Marketing</b>	<b>\$ 783,030</b>	<b>\$ 1,047,930</b>

**CITY PROGRAMS (60913000)**

**Projects Transferred to Capital Improvements Fund (255)**

Historic Building Condition Survey		
Bush House roof treatment/repairs	\$ -	\$ 50,000
Capital reserves	-	232,000
City-sponsored signature festival / events (4th of July Celebration)	-	1,500
Support for public art acquisition, maintenance, administration (Fund 176)	-	25,000
<i>Total Historic Building Major Projects</i>	<b>\$ -</b>	<b>\$ 308,500</b>

**Historic Building Maintenance**

Bush House/Barn Complex	\$ 31,620	\$ 38,500
Deepwood House	18,760	19,500
Gilbert House	14,390	14,700
Parrish House	9,250	9,550
Rockenfield House	9,120	9,450
<i>Total Historic Building Maintenance</i>	<b>\$ 83,140</b>	<b>\$ 91,700</b>

**Historic and City Landscape Maintenance**

Lord and Schryver Gardens	\$ 15,750	\$ 17,000
Transfer to General Fund to support parks maintenance	1,400,890	1,442,920
<i>Total Historic and City Landscape Maintenance</i>	<b>\$ 1,416,640</b>	<b>\$ 1,459,920</b>

**Historic Building Utilities**

<i>Total Historic Building Utilities</i>	\$ 50,980	\$ 46,350
<b>Total City Programs</b>	<b>\$ 1,550,760</b>	<b>\$ 1,906,470</b>

**CULTURAL AND TOURISM  
FUND NO. 175  
FY 2023**

**Department: Non-Departmental**  
**Cost Center: Cultural and Tourism**  
**Cost Center No: 60-91-00-00**

**Adopted  
FY 2022**      **Proposed  
FY 2023**

**ADMINISTRATION (60913500)**

City services at community events (State Fair)	\$ 19,760	\$ 20,350
Riverfront Park special events management	52,590	54,170
Cultural / historic and event contract administration	12,920	13,310
Gerry Frank Amphitheater Administration	-	147,020
Indirect cost allocation plan	122,270	150,200
Board staff support / materials	34,550	35,590
Contract administrator for Salem Convention Center	24,090	14,510
Convention and tourism promotion contract administration	14,090	13,960
Softball tournament bids	44,920	46,270

<b><u>Total Administration</u></b>	<b>\$ 325,190</b>	<b>\$ 495,380</b>
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**MAJOR TOURIST ATTRACTION AND CULTURAL FACILITIES (60914000)**

**Operating Grants**

Gilbert House Children's Museum	\$ 29,540	\$ 43,750
Bush House Museum	30,740	-
Deepwood Museum & Gardens	31,780	44,060
Historic Elsinore Theatre	30,810	45,460
Hallie Ford Museum of Art	30,740	45,150
Salem Art Association	31,970	45,180
Salem's Multicultural Institute	31,480	45,000
Salem's Riverfront Carousel	28,190	42,810
Willamette Art Center / Friends of the Visual Arts	29,690	42,810
Willamette Heritage Center	30,440	45,780
<i>Total Operating Grants</i>	<b>\$ 305,380</b>	<b>\$ 400,000</b>

**Special Event / Project Grants**

Capital Futbol Club - Capital Cup Soccer Tournament	\$ 7,500	\$ -
Capital Futbol Club - Timbers U23	7,500	-
Capitol Pride (dba Salem Capital Pride) - Pride in the Park	-	7,500
Ceili of the Valley Society - Celtic Festival	2,000	5,000
Sasquatch Sports - Capitol City Classic	2,000	2,000
Deepwood Museum & Gardens - Erythronium Festival	2,000	3,000
Englewood Forest Festival	3,000	3,000
ENLACE - Cross Cultural KERMEZ Festival	-	2,000
ENLACE - Hispanic Heritage Month Celebration 2021	2,000	-
Enlightened Theatrics - Winter Musical 2022	-	7,500
Festival Chorale of Oregon - Alzheimer's Stories by Robert Cohen	7,500	7,500
Festival Chorale of Oregon - "Sint Nicolas" by Benjamin Britten	-	7,500
Friends of the Visual Arts - Oregon State Fair Artisans Village	7,500	7,500
Gilbert House Children's Museum - Re-Opening	7,500	-
Gilbert House Children's Museum - Halloween Re-Engineered	7,500	7,500

**CULTURAL AND TOURISM  
FUND NO. 175  
FY 2023**

**Department: Non-Departmental**  
**Cost Center: Cultural and Tourism**  
**Cost Center No: 60-91-00-00**

	<b>Adopted FY 2022</b>	<b>Proposed FY 2023</b>
Helping Hands Resources - Quiltopia 2021	2,000	-
Historic Elsinore Theatre - Monthly Move Fun at The Elsinore	-	7,500
Hoopla Association - CherryFest NW	7,500	7,500
Hoopla Association - Hoopla	7,500	7,500
Odyssey - Downtown Salem Alley Soiree	2,000	-
Odyssey - Live Music & Art in the Park	-	2,000
Oregon State Capitol Foundation - Cherry Blossom Days	7,000	-
Oregon Symphony Association in Salem - Concerts in Salem	7,500	-
Oregon Symphony Association in Salem - Youth Concerts	7,500	-
Press Play Salem - Bi-monthly Magazine and website w/online calendar	2,000	2,000
Salem Art Association - Salem Art Festival	7,500	7,500
Salem Foundation - Make Music Day Event	5,430	-
Salem Multi-Cultural Institute - World Beat Festival	7,500	7,500
Salem Public Library Foundation - Salem Reads	7,500	7,500
Salem on the Edge Art Gallery - En Plein Air Invitational Art Show 2022	-	2,000
Salem's Riverfront Carousel - Santa at the Carousel	7,500	-
Salem's Riverfront Carousel - Holidays at the Carousel	-	7,500
Willamette Heritage Center - Magic at the Mill	-	7,500
Willamette Heritage Center - Heritage Rail Day	7,500	-
Willamette Heritage Center - Project - Woolen Mill Window & Gutter Restoration	-	7,500
Unspecified event grants	-	9,250
Willamette Master Chorus - Holiday Concert with the Trailband	7,500	-
Willamette Master Chorus - 17th Annual Veterans Concert	7,500	-
<i>Total Special Events / Project Grants</i>	<b>\$ 156,930</b>	<b>\$ 142,750</b>
<b>Capital Improvement / Outlay Grants</b>		
Gilbert House Children's Museum - Priority Play Accessible Outdoor Play	\$ -	\$ 7,500
Willamette Heritage Center - Replace HVAC	7,500	-
<i>Total Capital Improvements / Outlay Grants</i>	<b>7,500</b>	<b>7,500</b>
<b>Total CTPAB Grants</b>	<b>\$ 469,810</b>	<b>\$ 550,250</b>
Direct Banking Fees		250
Card Processing Fees	18,660	31,290
<b>Contingencies</b>	<b>\$ 119,730</b>	<b>\$ 200,000</b>
<b>TOTAL EXPENDITURES</b>	<b>\$ 3,580,390</b>	<b>\$ 4,650,740</b>

**Cultural and Tourism Fund**
**Fund Status Report - For the Period Ending February 28, 2022**
**Item 6.a.**

	FY 2021-22		FY 2020-21			
	Budget	Actual Thru	Budget	Actual Thru	FY 20-21	%
	FY 2021-22	28-Feb	FY 2020-21	28-Feb	to FY 21-22	Difference
<b>Resources</b>						
Beginning fund balance	1,395,440	1,836,848	399,320	382,474	1,454,374	380.25%
Tax collections	3,132,120	2,503,316	3,180,370	1,560,837	942,479	60.38%
Other agencies	5,400	1,846	5,400	1,738	108	6.21%
Interest earnings	2,500	5,146	2,500	5,431	(285)	-5.25%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	10,200	12,000	9,400	800	8.51%
US Treasury ARPA	1,637,570					
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
<b>Total Resources</b>	6,185,030	4,357,356	3,599,590	1,959,880	2,397,476	122.33%
<b>Expenditures by Division</b>						
Conference Center Marketing	313,210	175,000	309,090	-	175,000	
Tourism Promotion - Travel Salem	783,030	562,908	795,090	373,294	189,614	50.79%
City Programs/Parks/CIP	1,570,920	1,000,389	1,582,240	989,391	10,998	1.11%
Administration	314,650	201,255	275,140	183,496	17,759	9.68%
Major Tourist Attractions and Cultural Facilities	469,810	224,304	573,530	234,800	(10,496)	-4.47%
Contingency	120,000	27,020	64,500	12,441	14,579	117.19%
<b>Total Expenditures</b>	3,571,620	2,190,876	3,599,590	1,793,422	397,454	22.16%
<b>Total Resources Less Expenditures</b>	2,613,410	2,166,480	-	166,458	2,000,022	1201.52%

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	-	214,117	238,457	323,419	287,170	186,529	165,617	145,527	242,655	239,423	308,353	743,853	3,095,121	3,180,370
2021-22	-	442,382	452,411	500,380	329,491	292,454	293,911	192,287	242,655	239,423	308,353	743,853	4,037,601	3,132,120
% Chg		106.61%	89.72%	54.72%	14.74%	56.79%	77.46%	32.13%	0.00%	0.00%	0.00%	0.00%	30.45%	28.91%

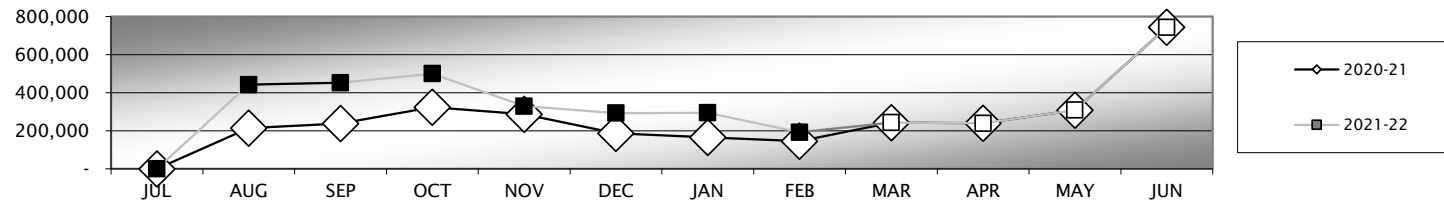


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021 compared to FY 2021-2022.

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 February FY 2020-21	1,560,837
YTD February FY 2021-22	2,503,316
Variance FY 20-21 to FY 21-22	60.38%

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Bush House Museum

#### 2. Name and location of facility

Bush House Museum | 600 Mission Street SE | Salem, Oregon 97302

#### 3. Reporting period

2nd quarter

#### 4. Total number of days open

0

#### 5. Total hours of operation

336

#### 6. Volunteer hours for period

0

#### 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 : 0

#### 9. Operating expenses funded by TOT for the period

\$6,935.00

#### 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

\$18,910.17



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

Due to the COVID-19 health crisis, the Bush House Museum was not open for afternoon guided tours from October to December 2021. While the Museum was not physically open to the public, Salem residents and visitors, as well as those living outside Salem, could access a virtual guided tour of the Museum's interior at <https://bushhousemuseum.org/>. To date this two-part video has been viewed by 833 individuals and classrooms.

October –December, 2021, the Bush House Museum continued working to enhance Salem's appeal as a tourist attraction. The Museum, as with many Salem cultural-heritage sites, is working to broaden the history it interprets to include the Bush Family household, the cultural diversity of Salem history and Oregon's artistic heritage. The Bush House Museum worked to contribute to Salem's appeal as a tourist destination by beginning conversations with Travel Salem regarding the use of the Museum interior as a location for the cover image of the 2022 Travel Salem Visitor Guide. As a follow-up to a conversation between Laura Tesler and Irene Bernards, the Bush House Museum Director was contacted about the idea of photographing Travel Salem's signature canine inside the Museum.

While the Museum is only able to allow trained service dogs on guided tours, accommodations were made to photograph a well-trained Siberian Husky laying on a small sofa in the Formal Parlor. Travel Salem has a history of eye-catching Visitor Guide covers that feature a dog in various settings. To date, no cover photograph has used an indoor setting and the image of a dog in a historic house museum helps convey the idea to Salem residents and visitors that local museums can be dynamic and engaging experiences.

From a practical standpoint, Travel Salem distributes over 100,000 printed copies of their Visitor Guide each year, and this is their flagship publication in digital formats as well. The Guide is distributed through the Travel Salem Information Network, Salem-area lodging properties, Oregon visitor centers, major attractions and other high-volume locations such as conventions, sport tournaments and trade shows. It has been a true honor to be selected out of all the wonderful attractions in Salem, and the surrounding counties, to grace the cover of this publication.

This collaboration also underscores the excellent working relationship Travel Salem has with local cultural-heritage attractions, businesses and other sites. Irene Bernards and Tina Winge, of Travel Salem, scheduled a time to visit the Museum and photograph potential interior locations. On the day of the actual photoshoot they met the Portland photographers to set up for the arrival of the Travel Salem signature canine. The sofa was relocated to the Formal Parlor, the seating area covered with a piece of fabric to protect it from the dog's claws and the room was properly lit.

The photographer is a skilled professional who provides images from around the world for the New York Times newspaper, National Geographic magazine and other international publications. Similar to a high fashion shoot, test photographs were taken, small items were moved in and out of the setting and the session was kept to a minimum for the comfort of the model. This session was a complete success and the results will be an exceptional photograph to entice and engage visitors to Salem.

Plans are to start distribution of the Travel Salem Visitor Guide in mid-March. A disclaimer is planned for the Guide to let visitors know that the Museum welcomes trained service animals and other dogs may enjoy Bush's Pasture Park at their leisure. The Bush House Museum staff are looking forward to hearing the informal comments on the cover of this publication and welcoming the increased visitation to the Museum.

**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.**

In the Bush House Museum's 2021-2022 TOT Facilities Operating Grant application, two measurable outcomes were presented. The first is to "increase the number of local and out-of-town visitors to BHM" and to "increase the diversity of visitors to BHM."

The first goal would be to increase visitation in both categories of visitor 10%, by developing a diversity based Museum tour which related to current events. The second goal would be achieved by marketing this diversity based tour to a broader audience, using diversity based communication channels such as Spanish language newspapers and radio stations.

The Bush House Museum continues working to develop a diversity based guided tour which will interpret the history of the Bush Family household rather than focusing so heavily on the life of Asahel Bush. (1824-1913) The Museum has received a number of grants to develop K-12 educational curriculum for elementary, middle school and high school students based on the Salem Remembers Timeline. This online resource provides information on a range of Salem's underrepresented residents from the 1830s to the 1930s. <https://bushhousemuseum.org/salem-remembers-timeline/>

The implementation of a diversity based guided tour will enable the Museum to market to a diverse range of Salem residents and visitors. The avenues for this marketing effort are still being identified and will be discussed in more detail in future TOT Grant Reports. The Bush House Museum looks forward to partnering with other local cultural-heritage sites as part of the Museum's marketing efforts.

**14. Submitted by**

Ross Sutherland, Director

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

ross@BushHouseMuseum.org

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

**2. Thank You!**

---

Thank you for submitting your report.

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

**1. Organization name**

Friends of Deepwood

**2. Name and location of facility**

Deepwood Museum & Gardens

**3. Reporting period**

2nd quarter

**4. Total number of days open**

92

**5. Total hours of operation**

920

**6. Volunteer hours for period**

373

**7. Total attendance at facility**

3472

**8. List the attendance and each type of activity**

Museum tours / gallery visits : 389

Events, Festivals, Experiences, Other Programs : 2823

Rentals : 260

**9. Operating expenses funded by TOT for the period**

\$7,945.00

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

**11. Total income from other sources**

\$18,821.00

**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 Friends of Deepwood maximized opportunities to attract locals and out of town guests to Deepwood Museum & Gardens during the holiday season. Attention was paid to how to welcome guests with the best procedures in place for safety amidst the pandemic.

Celebrating the holidays also gave us a wonderful chance to bring in small groups of volunteers to work with putting out the decorations which was exciting for those who'd been away due to the pandemic.

During a time when it was so important to show people Salem was indeed 'open for business' we modified what we do on a more typical year while still offering nearly every tradition Deepwood has been known for since our first holiday open house in 1974.

We held one holiday open house this year and welcomed nearly 300 people during the few hours we were open with careful monitoring of only having one group per room to help limit exposure.

-The Executive Director was on the porch throughout the event giving an orientation while people waited to enter and gathering information about visitor home zipcodes.

-Just under 20% of attendees this year were from outside the local community including people who came to Salem specifically for holiday activities. This was also one of our first opportunities to welcome back several volunteers (previously volunteers had only been back 1-3 on limited projects at a time) and they dressed in Victorian or Edwardian fashions to make the event more special for guests.

-The volunteers had training and talking points about whatever the room is they are in to help answer questions and provide education based on expressed guest interest.

-Santa Claus made the trip to be at Deepwood's Holiday Open House. He wore a mask as did all children visiting him over age 2. It was a joy to see families return who have come with generations of children.

Some of the ways we modified the holiday celebration this year included:

-Expanding the time period the Victorian holiday decor and themed tours were available- expanding to start mid-November and run through mid-January (we did have to close a few days earlier than planned due to extreme case counts in light of our small spaces).

- Holiday Tea Resumed- While we were able to do the large number or as many seats for the holiday teas we did offer the first traditional tea experiences since February 2020.

Holiday Open House with free Santa

- Integrated array of activities on social media into holiday festivities (see more details in benchmark/performance measures below)

All of the special holiday celebrations and decor made for a strong appeal to local and out of town attendees. Planning and preparation took longer than other years, but was worth all the work to welcome guests again for the holidays and to make it a safe experience for visitors, volunteers and staff.

**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.**

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.

One of our performance measures for the year (goal established pre-pandemic):

- Increase annual museum home tours FY 21/22 by 10%

As we weren't able to safely do holiday decorations and museum home tours during December 2020 we of course had a 100% increase this year. We paid close attention to making it a memorable special experience despite restrictions on numbers that could participate in activities. Considering the restrictions that needed to be kept in place on numbers of tours that could happen each open day, necessary limits on people allowed per tour time and overall declines in out of market guests to the community; we were pleased realizing 72% of the December tour guests we had pre-pandemic (12/2019) with 37% of the month's guests from greater than 50 miles of Deepwood.

Action steps identified in our planning included:

- Use Travel Salem resources and marketing toolkit, paid social media. This was done through:

1. Issued press release to Travel Salem and used their other marketing toolkit resources.
2. Listed all our activities on Travel Salem calendar and other regional calendars
3. We maximized social media to not only attract guests, but to also offer an alternative to those who were unable or felt unsafe visiting during the holiday 2021 season. Some of the added things we did through social media included:
4. Showcasing holiday traditions related to the era of the home
5. Video recorded stories from the ED and several from Mrs. Claus
6. Sharing antique holiday postcards
7. Our regular social media efforts shifted to a holiday focus as well such as Flashback Friday, What is it Wednesday and Teacup Tuesday

**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.

[q2\\_21\\_22\\_Friends\\_of\\_Deepwood\\_Holiday\\_Images.pdf](#)

## **2. Thank You!**

---

Thank you for submitting your report.



The 'Music Tree' in the back parlor of Deepwood is decorated with ornaments and paper chains made of sheet music featuring songs from days gone by.



Friends of Deepwood Executive Director, Yvonne, stands next to the Deepwood 'Family Tree' in the grand foyer at the museum home.



Volunteers, Cindy and Lisa, guide visitors properly dressed for the Victorian era greet guests.



Volunteer Docent, Hillary, talks about the home's history to a Holiday Open House guest.





Visitors and volunteers enjoying Deepwood Holiday Open House.



Volunteers await guests the day of Holiday Open House next to 'Thank You City of Salem TOT Funding' Sign.





Handmade ornaments with Victorian paper patterns and toys adorn the Children's Room in the museum home.



FOD Assistant Director, Melanie, welcomes guests with tours available in English or Spanish.



The elegance of the Victorian holidays offer a hearty welcome to tea guests.



Even the exterior of Deepwood Museum & Gardens is decked out for the holidays with the holly berries in abundance.



Two examples of the dozens of social media posts during the holidays.



# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Historic Elsinore Theatre

#### 2. Name and location of facility

Elsinore Theatre 170 High St SE, Salem, OR 97301

#### 3. Reporting period

2nd quarter

#### 4. Total number of days open

38

#### 5. Total hours of operation

152

#### 6. Volunteer hours for period

1723.75

#### 7. Total attendance at facility

10750

#### 8. List the attendance and each type of activity

Museum tours / gallery visits : 10

Films / performances : 7371

Student attendance : 490

Rentals : 3369

#### 9. Operating expenses funded by TOT for the period

\$7,702.50

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

#### 11. Total income from other sources

\$783,856.00



**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 were thrilled to welcome 10,750 masked people to 54 events. October thru December had the Elsinore coming back alive. Although attendance for most events was not near normal, some people were very happy to be back enjoying entertainment after such a long COVID induced hiatus. This had our team hopeful that a return to some form of normal might not be far away. We tried some new things to add additional incentives for movie attendance...free Santa Claus visits during our holiday movies and our lobby was full of reptiles for the Jurassic Park showing.

December had close to a normal year's number of events with only 6 days between December 1 and December 24 not having an event. We were happy to welcome back two local dance studios (American Ballet Academy and PAPA dance) for two performances of the Nutcracker in December. Live music performances included Michael Allen Harrison, Mat and Savana Shaw, a Festival Chorale sing-along and Tuba Holiday which had to be cancelled last year. Five hundred ninety people came on Christmas Eve to enjoy the tradition of Christmas music by tuba, , euphonium and baritone players. Some photos by Ron Cooper that appeared in the Salem Reporter are attached.

**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 best attended event was My Name is Not Mom, a three woman comedy show. We had 1128 on December 4th and our zip code report shows that 39% of them came beyond 50 miles.

Of our total attendance of 10750, our Etix zip code report shows that 11% (1160 people) of those tickets came from beyond 50 miles. The #1 goal for the year was to put more heads in beds by increasing the full season's % of purchasers beyond 50 miles from 15% in FY19 to 19% this year.

**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.**

[James Wiggins as Santa Dec 2021.jpg](#)

[1640402902.jpg](#)

[1640402901 \(1\).jpg](#)

[1640402900.jpg](#)

[Brads World of Reptiles at Jurassic Park showing.jpg](#)

**2. Thank You!**

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Thank you for submitting your report.

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

#### 1. Organization name

Salem Multicultural Institute

#### 2. Name and location of facility

World Beat Gallery 390 Liberty Street, SE Salem, 97302

#### 3. Reporting period

2nd quarter

#### 4. Total number of days open

10

#### 5. Total hours of operation

60

#### 6. Volunteer hours for period

150

#### 7. Total attendance at facility

45

#### 8. List the attendance and each type of activity

Museum tours / gallery visits : 15  
Classes, Workshops, Camps : 30  
Off site activities / events : 25

#### 9. Operating expenses funded by TOT for the period

\$7,870.00

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

#### 11. Total income from other sources

\$44,712.00

**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 World Beat Gallery was open for so few hours during the 2nd quarter due to the prevalence of the Delta variant and staffing. However, all was not lost! On December 1, author Fata Ariu Levy spoke about his latest book, "Navigators: Forging a Matriarchal Culture in Polynesia" at Willamette Heritage Center's Dye House. 25 people attended the event, which included a performance by Paradise of Samoa and Samoan food. The book is the first volume of his series "Navigators: Forging a Culture and Founding a Nation."

In November, the Salem Origami Club started holding its monthly meeting in the gallery. Those are free and open to the public.

After the "Play!" exhibit came down, the Gallery team put up mannequins attired in traditional clothing from Nigeria, Poland, India, Samoa, Sudan, the P'urepecha (from Michoacan), Japan, and Scotland. This was not a formal exhibit, but rather a place holder. Interestingly, we had about 20 people stop in to check them out.

The Gallery team spent much of December winding up preparations for the exhibit "Impressions of China," which opened in January 2022. Staff continued to participate on the planning committee for the Salem Performing Arts Showcase.

**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.**

Goal: Gallery attendance > 2,000

Outcome: Gallery attendance in 2021 = 210

Method: Guest book

**14. Submitted by**

Kathleen Fish

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

kathleen@salemmulticultural.org

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

## **2. Thank You!**

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Thank you for submitting your report.