

## SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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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](mailto:cneider@cityofsalem.net) at least **2 business days** before the meeting; TTD/TTY telephone (503) 588-6439, is also available 24/7.

### Board Members

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

### City Staff

Chris Neider, Staff Liaison  
Kelly Kelly, Staff Support

**Next Meeting:** May 10th

**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, April 12, 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. March 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. Public Works update on Gerry Frank Amphitheater
  - b. Review Parking Lot Items
6. Information Items
  - a. Cultural and Tourism Fund Reports – March 2022
  - b. Cultural and Tourism Fund Revenue (Tax) Reports – March 2022
  - c. Facility Operating Grant Reports – A. C. Gilbert's Children's Museum
  - d. Event Grant Reports – Press Play Salem
  - e. Capital Improvement Reports – None
  - f. Update AEP6 Study Americans for the Arts – 2nd Meeting April 25, 2022, 1 – 2 pm
  - g. List of Upcoming Events
7. Appearance of Interested Citizens  
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

**MINUTES**  
**CULTURAL AND TOURISM PROMOTION ADVISORY BOARD**  
**Tuesday, March 8, 2022**  
**Remote Meeting via ZOOM**  
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

<p><b>MEMBERS PRESENT</b>  Laura Tesler – Co-Chair  Gaelen McAllister  Scott Snyder  Ryan Gail  Omar Alvarado  Kelly Thomas  Geoffrey Tiffany (arrived late – 7:05 PM)  Vacant</p> <p><b>STAFF PRESENT</b>  Chris Neider, CD Management Analyst II  Kelly, CD Staff Assistant</p>	<p><b>MEMBERS ABSENT</b>  Felipe Gonzales-Chair</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 Ducar – WAC  Michelle Cordova – Willamette Heritage Center  Kathleen Fish, Salem Multicultural Institute  Yvonne Putze - Deepwood Museum &amp; Gardens  Alicia Bay – Gilbert House Children’s Museum  Matthew Boulay – SAA  Melanie Weston – Salem On the Edge Art Gallery  Jason Unruh – Hoopla  Karin Putnam – Helping Hands Resources  Marie Bradford Blevins – Salem Riverfront Carousel  Bryan Gonzalez-Festival Chorale Oregon  Leilani Tucker – Englewood Forest Festival  Sally Litchfield Puheck – Elsinore Theatre  John Olbrantz – Hallie Ford Museum</p>

**1. CALL TO ORDER**

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

**2. ROLL CALL**

Vice Chair, Laura Tesler, read the roll call and administered the meeting.

Members present: Laura Tesler, Gaelen McAllister, Scott Snyder, Ryan Gail, Omar Alvarado, Kelly Thomas, Geoffrey Tiffany (arrived late, 7:05 PM), Chris Neider, Kelly Kelly  
Members Absent: Felipe Gonzales

### 3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the February 8, 2022 CTPAB meeting minutes and today's agenda.

**Motion:** To approve the February 8, 2022 CTPAB meeting minutes and today's agenda.

**Motion by:** Gaelen McAllister

**Seconded by:** Ryan Gail

**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. Request for change in scope for OSCF Cherry Blossom event

**Motion:** To approve the change of scope for the OSCF Cherry Blossom event as requested, ending with a "Yozakura" or nighttime viewing of the cherry blossoms with Japanese lanterns hanging in the trees. This is scheduled for March 26, 7-9 PM.

**Motion by:** Gaelen McAllister

**Seconded by:** Omar Alvarado

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

- b. Request for change in scope for FCO event April 2022

**Motion:** To approve the change of scope as presented by the Festival Chorale Oregon group, to change their programming to perform Mass No 6 in E-Flat Major by Franz Schubert.

**Motion by:** Scott Snyder

**Seconded by:** Gaelen McAllister

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0  
Abstentions: 0

c. Review of Grant Scores and Final Recommendations

The board discussed the high/low process which allowed the Helping Hands/Quiltopia event to become qualified.

**Motion:** To approve the Helping Hands/Quiltopia Event for \$2,000, which qualified when the high/low scoring review process was applied.

**Motion by:** Gaelen McAllister

**Seconded by:** Ryan Gail

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

Scott Snyder also asked for reconsideration of the Keizer-Salem Youth Basketball Tournament Event for \$7,250, and Capital Improvement request for Entertainment System Improvements grant for \$7,500. The group discussed the value to the community for the improvements to the facility and bringing these events to Salem. It was noted they are new to the community and TOT Grant process and how the applications could be improved upon to better reflect their events and experience.

**Motion:** To approve the Salem/Keizer Youth Basketball Tournament Event grant for \$7,250, and the Entertainment System Capital Improvement Grant for \$7500.

**Motion by:** Scott Snyder

**Seconded by:** Ryan Gail

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

Vice Chair Laura Tesler noted that the “second look” at the unfunded events is not always a guarantee they will be funded, but is pleased this year’s 3 unfunded events were funded. She encouraged future TOT Grant applicants to seek input from other experienced cultural and tourism operators in the community, ask to see former well-written applications and ask Chris Neider any questions during the application process, to put forth the best application possible.

**Motion:** To approve all TOT Grant Scores and fiscal recommendations as proposed and discussed for the 2023 TOT Grant cycle.

**Motion by:** Gaelen McAllister

<b>Seconded by:</b>	<b>Scott Snyder</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

- d. Review of FY 2023 City of Salem’s Cultural Tourism Fund Budget  
 Laura Tesler disagrees with the Gerry Frank Amphitheatre Administration costs of \$147,020 being funded by TOT. Gaelen McAllister suggests it be proposed both the revenue generated by fees and cost associated with administration be moved into the same fund, either both be moved into the TOT fund, or remove the costs from the TOT fund budget. The board and local cultural and tourism constituents want to propose and pursue removal of the Gerry Frank Amphitheatre administrative costs from the TOT budget and asked Chris Neider to provide future budget meeting dates for them to keep abreast of the process and outcome.

**Motion (by Scott Snyder):** To approve the 2023 Budget Proposal with the caveat of the question regarding the expense of the Gerry Frank Amphitheatre administration with no revenues offsetting the expense.

**Friendly Amendment to Motion (by Laura Tesler):** Accept 2023 Budget, rejecting the amount of \$147,020 for the Gerry Frank Amphitheatre administration, because there is no revenue associated with the expense.

<b>Motion by:</b>	<b>Scott Snyder</b>
<b>Seconded by:</b>	<b>Gaelen McAllister</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	7-0
Aye:	7 (Includes G Tiffany, who arrived at 7:05 PM)
Nay:	0
Abstentions:	0

**Action Item:** Chris Neider - Provide additional details to CTPAB board and associates about upcoming budget dates.

## 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, via Zoom

**Motion:** To create a subcommittee for AEP6 actions and move forward with participation.

<b>Motion by:</b>	<b>Scott Snyder</b>
<b>Seconded by:</b>	<b>Omar Alvarado</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

Felipe Gonzalez, Scott Snyder, and Gaalen McAllister will attend the March 28<sup>th</sup>, 1-2 PM Zoom meeting. Bryan Gonzalez, Matthew Boulay, Michelle Cordova, Alicia Bay and Yvonne Putze expressed interest in helping on the subcommittee to get things rolling.

**Action:** Chris Neider will forward the Zoom invitation to all.

## **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, Scott Snyder, recommends consideration to increase Event Grants from \$7,500 to \$10,000 next Grant Cycle.

Board member, Scott Snyder noted he would be in favor of “in-person” meetings again when possible. Everyone should note that even when meetings return to “in-person” formats, Zoom and You Tube Live coverage of meetings will still be provided for those who cannot attend in person. Laura noted visiting the Facility Operator locations for monthly meetings is a great way for everyone to see each other’s locations. A quick tour of the guest location is usually provided.

Board member, Laura Tesler, recommends consideration of a “Grab Bag” grant award – smaller amounts such as \$500 to \$1,000, that can be awarded on a one-time basis, for new, start-up events locally. This type of TOT Grant may be awarded during the budget cycle, apart from the schedule observed for the other TOT Grants awarded.

## **9. ADJOURNMENT**

The next regular meeting will be Tuesday, April 12, 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 beginning in April, the CTPAB meetings may be live, with You Tube and Zoom access (hybrid) provided for those that cannot attend in person. If one of the

Cultural Organizations would like to host the next meeting, contact Chris Neider.


**ACTION:** Chris Neider will be sending out the Zoom Invitation for the March 28, 1-2 PM Zoom Mtg to the AEP6 Sub-Committee: Felipe Gonzalez, Gaelen McAllister, Scott Snyder, Matthew Boulay, Yvonne Putze, Alicia Bay, Michelle Cordova, Bryan Gonzalez, Kathleen Fish.


With no further business, Laura Tesler adjourned the meeting at approximately 8:07 PM.


Respectfully Submitted,

Kelly Kelly, Board Staff Support

**TO:** Cultural and Tourism Promotion Advisory Board

**THROUGH:** Kristin Retherford, Interim City Manager   
City of Salem

**THROUGH:** Peter Fernandez, PE, Director   
Public Works Department

**FROM:** Robert D. Chandler, PhD, PE, Assistant Director   
Public Works Department

**DATE:** April 5, 2022

**SUBJECT:** **Additional Information Regarding Using the Cultural and Tourism Fund for the Gerry Frank | Salem Rotary Amphitheater Manager**

### **Introduction**

During the March 8, 2022, meeting of the Cultural and Tourism Promotion Advisory Board (CTPAB), the members discussed the City Manager's proposed budget for the Cultural and Tourism Fund for fiscal year 2022-23. The proposal includes continued funding for the City employee who is currently managing the Gerry Frank | Salem Rotary Amphitheater. Following the Board's discussion, a motion was passed to remove this line item from the budget. This will result in a recommendation from the Board to the City Budget Committee that differs from the City Manager's recommended budget.

I regret that I was unable to attend the March 8, 2022, meeting to provide additional information and answer your questions. This memo provides background on the new facility and the new position, and it addresses some of the issues raised during the discussions at your March meeting. I am planning on attending your April 12 meeting and will invite the Amphitheater Manager to join.

### **Background**

The Gerry Frank | Salem Rotary Amphitheater was a gift from the Rotary Club of Salem to the City of Salem to mark the club's 2020 centennial year. The project, from conception to dedication, was a five-year joint endeavor between the City and Rotary. Generally, Rotary was responsible for designing and constructing the performance area, which includes the stage, framing, canopy, lighting, wiring, railing, organic sound system, and other design features. The City was responsible for designing and constructing the surrounding supporting area, which includes the lawns, walkways, landscaping, drainage, irrigation, electrical services, water system, additional parking, and the vendor area. The cost for Rotary's share of the project was approximately \$4 million, which came primarily from private donations and grants. The City's share of the project was approximately \$3.7 million, which was funded primarily by Park System Development Charges (SDCs). The property on which the amphitheater and the other amenities now sits was purchased in 2014 for \$2,150,000, which was funded with City Park SDCs.



### **The Two-Part Vision**

The vision for this new, high quality, multi-purpose facility consists of two parts:

The first part of the vision is that the Gerry Frank | Salem Rotary Amphitheater will:

- (1) Serve as a venue for locally based large events,
- (2) Attract new performers of national and international repute, and
- (3) Provide the springboard for establishing Salem as a highly attractive location for recurring concerts, festivals, and other celebrations.

This part of the vision aligns broadly with what we have heard from the community over the past five years. In essence, we believe we have been charged with putting Salem on the regional, if not the national map as a highly desirable destination for touring artists.

The second part of the vision is that during the days and weeks between large-scale performances, the Gerry Frank | Salem Rotary Amphitheater will serve the people of Salem as a Community Commons. That is, the amphitheater will provide a space for smaller gatherings, local performances, and informal activities. Community groups and nonprofit organizations alike have indicated that the amphitheater is an excellent venue for their activities provided the cost for using this facility remains reasonable. As a community place of gathering, the area is fully integrated with the rest of Riverfront Park. On any given [dry] day, one can walk the grounds and observe people enjoying the spaces—sitting on lawn blankets, playing around the stage, drumming under the canopy, and even flying a kite.

### **Salem's Requirement for an Amphitheater Manager**

One approach for operating the Gerry Frank | Salem Rotary Amphitheater is to treat it as simply an enhanced version of the Riverfront Park Amphitheater. Under this passive option, the existing Recreation Services staff will react to inquiries, book the space on a first-come-first-serve basis, process the necessary permits, collect the appropriate fees, and support the event with guidance and advice to the degree our limited resources allow. Without an Amphitheater Manager, this is the only option available as there is no capacity to add tasks or increase responsibilities to existing staff. In addition to three permit specialists who are fully engaged, Public Works has one person who is currently responsible for interacting with dozens of event organizers and coordinating over 500 events that occur across the Salem area in every reservable park facility as well as events occurring on City streets.

In contrast, if the vision for the Gerry Frank | Salem Rotary Amphitheater is that it will attract top level performers, enhance Salem's standing as an entertainment destination, and bring in new revenue to local food, retail, and lodging businesses, *that* requires an experienced professional dedicated to this task. Opening a new performance venue is a resource intensive pursuit if the goal involves quality events and revenue generation. Recognizing this, City Council approved an allocation of Cultural and Tourism Funds for an 18-month limited duration position. A competitive recruitment was conducted in January and February that started with 19 applicants. In late February, Ms. Kathleen Swarm was hired as the City's Amphitheater Manager, and she began work on March 14. The fiscal year 2022-23 funding allocation in the City Manager's budget represents the continuation of this position. This will ensure oversight of events through

the 2023 concert season and provide the City the opportunity to gain a better understanding of the future potential of this new facility.

### **Roles and Responsibilities of the Amphitheater Manager**

Our Amphitheater Manager is now serving as the main contact for all inquiries regarding the Gerry Frank | Salem Rotary Amphitheater. She is managing all public-facing customer service aspects of the venue, scheduling all events, and ensuring potential events at the amphitheater are coordinated with other activities at Riverfront Park. Ms. Swarm is establishing relationships with event producers, talent management firms, marketing companies, and promoters. When large events take place at the Gerry Frank | Salem Rotary Amphitheater, she will be responsible for ensuring all logistical requirements—lighting, sound, fencing, security, storage, chemical toilets, water stations, signage, vendors, trash, recycling, tables, chairs, tents, canopies, permits, approvals, insurance, and more—are met, either by the City or by the event organizer. Additionally, Ms. Swarm is quickly becoming familiar with the layout, capabilities, and capacities of the amphitheater and she is preparing supporting material for event organizers and other users of the facility. Among her early tasks is to create a User Guide that addresses general specifications, capacities, layouts, policies, operating protocols, rigger/electrician qualifications, safety requirements, and more.

### **Responses to Comments from the March 8, 2022, CTPAB meeting**

#### **1. Why did the City accept this new facility without first ensuring it also came with the funding necessary for its long-term operation and maintenance?**

This question suggests that every capital item donated to the City must also come with sufficient funds placed in a trust to pay for all lifecycle costs of the donated item. Regarding parks specifically, the City has always considered the potential future benefit a donation may provide to the community against the potential costs related to its construction, operation, and maintenance. Over the years, we have turned away some donations and accepted others.

Council could establish a policy requiring prepaid lifecycle costs to accompany all donations but doing so may dissuade future donations. Consider, for example, that if such a policy had been put in place 25 years ago at Riverfront Park it is possible that donations such as the Rotary Children's Playground (1997), the Salem Rotary Centennial Pavilion (2005), the Morning Glory sculpture (2006), the Tom McCall statue (2008), the Asher Andersen Waterpark (2009), the Angel of Hope statue (2011), the Gerry Frank | Salem Rotary Amphitheater (2021), and numerous memorial benches and trees may not have occurred in Riverfront Park.

#### **2. Can the fees collected for using the Gerry Frank | Salem Rotary Amphitheater be deposited directly into the Cultural and Tourism Fund to pay for the Amphitheater Manager Position?**

Funding for Parks Operations, including staff, materials, and services is budgeted in the City's General Fund with substantial reimbursements from State Highway Tax revenue and Transient Occupancy Tax (TOT) revenue. Fees received from rentals of City-owned

facilities—amphitheaters, meadows, pavilions, sports fields, shelters, etc.—are deposited into the General Fund. Facility use fees are set by City Council. The fee schedule does not currently include a surcharge or share of revenue on a per-ticket basis or based on a shared portion of vendor sales. The City will be exploring alternative options for collecting revenue from large-scale events as relationships are developed with event organizers, but for the upcoming performance season we expect to continue charging users based on the Master Fee Schedule established by Council and for those fees to be deposited into the General Fund.

**3. Can the fees collected for using the Gerry Frank | Salem Rotary Amphitheater be deposited directly into the Cultural and Tourism Fund?**

As noted above, revenue for facility rentals is currently received in the City's General Fund which is used to help offset the cost of facility maintenance and operation. The Cultural and Tourism Fund receives TOT revenue. The current funding model does not require events or activities receiving TOT revenue to return revenue to the fund. Activities funded by the Cultural and Tourism Fund may charge an admission, invite vendors, and collect donations, but the event organizers do not return any resultant revenue directly back to the fund. This is consistent with operating grants and event/project grants approved by the CTPAB for venues and events.

**4. To what degree will the Gerry Frank | Salem Rotary Amphitheater promote tourism?**

The true nexus between events at the Gerry Frank | Salem Rotary Amphitheater and revenue into the Cultural and Tourism Fund is in the number of overnight stays by out-of-area visitors. Further, the full financial benefits derived by the Salem community from events occurring in the Gerry Frank | Salem Rotary Amphitheater include not only TOT tax revenue from overnight stays but also facility rental fees and permit fees (General Fund), and direct income to Salem businesses (restaurants, hotels, contracted services, retailers, vendors, others).

This is a new facility and it is not known how many large-scale events will occur in summer 2022. Based on interactions over the past several months and particularly during the past few weeks, the level of excitement is very high among both regional and national event promoters. Additionally, local musicians have expressed interest in performing in the space and there will be events returning to Riverfront Park for the first time since the start of the COVID pandemic. Using a very rough estimating model, the potential total direct economic impact to the Salem community for a single show assuming 3,000 attendees and one overnight stay for a portion of those attendees ranges between \$250,000 and \$500,000 or more. The Gerry Frank | Salem Rotary Amphitheater can seat as many as 4,500 people and our target number of large events for this coming summer is six. FishFest is already booked for the venue as is Iron Man. A Portland-based promotor is working with Ms. Swarm to bring in performances this summer and the Oregon Symphony has expressed an interest in a late summer concert at the amphitheater.

**Summary and Recommendation**

Because of the tremendous potential for the Gerry Frank | Salem Rotary Amphitheater to enhance Salem's quality of life, bring visitors to our city, and generate new revenue to our local businesses, the City Manager's recommended budget includes continued funding for fiscal year 2022-23 from the Cultural and Tourism Fund for the Amphitheater Manager. If the Cultural and Tourism Promotion Advisory Board agrees there is this potential and accepts the premise that additional staffing is essential to deliver on this vision, we recommend the Board support the proposed City Manager's budget line item for continued funding for the Amphitheater Manager.

**Cultural and Tourism Fund**  
**Fund Status Report - For the Period Ending March 31, 2022**

**Item 6.a.**

	FY 2021-22		FY 2020-21		FY 20-21 to FY 21-22	% Difference
	Budget FY 2021-22	Actual Thru 31-Mar	Budget FY 2020-21	Actual Thru 31-Mar		
<b>Resources</b>						
Beginning fund balance	1,395,440	1,836,848	399,320	382,474	1,454,374	380.25%
<b>Tax collections</b>	<b>3,582,120</b>	<b>2,800,346</b>	<b>3,180,370</b>	<b>1,803,492</b>	<b>996,854</b>	<b>55.27%</b>
Other agencies	5,400	1,846	5,400	1,738	108	6.21%
Interest earnings	2,500	7,427	2,500	5,843	1,584	27.11%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	11,200	12,000	10,709	491	4.58%
US Treasury ARPA	1,637,570					
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
<b>Total Resources</b>	<b>6,635,030</b>	<b>4,657,667</b>	<b>3,599,590</b>	<b>2,204,256</b>	<b>2,453,411</b>	<b>111.30%</b>
<b>Expenditures by Division</b>						
Conference Center Marketing	313,210	225,000	309,090	200,000	25,000	12.50%
Tourism Promotion - Travel Salem	783,030	624,057	795,090	408,608	215,449	52.73%
City Programs/Parks/CIP	1,570,920	1,130,930	1,582,240	1,114,937	15,993	1.43%
Administration	314,650	225,174	275,140	206,333	18,841	9.13%
Major Tourist Attractions and Cultural Facilities	469,810	257,507	573,530	234,800	22,707	9.67%
Contingency	570,000	28,782	64,500	14,886	13,896	93.35%
<b>Total Expenditures</b>	<b>4,021,620</b>	<b>2,491,450</b>	<b>3,599,590</b>	<b>2,179,564</b>	<b>311,886</b>	<b>14.31%</b>
<b>Total Resources Less Expenditures</b>	<b>2,613,410</b>	<b>2,166,217</b>	<b>-</b>	<b>24,692</b>	<b>2,141,525</b>	<b>8672.96%</b>

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	297,030	239,423	308,353	743,853	4,091,975	3,132,120
% Chg		106.61%	89.72%	54.72%	14.74%	56.79%	77.46%	32.13%	22.41%	0.00%	0.00%	0.00%	32.21%	30.65%

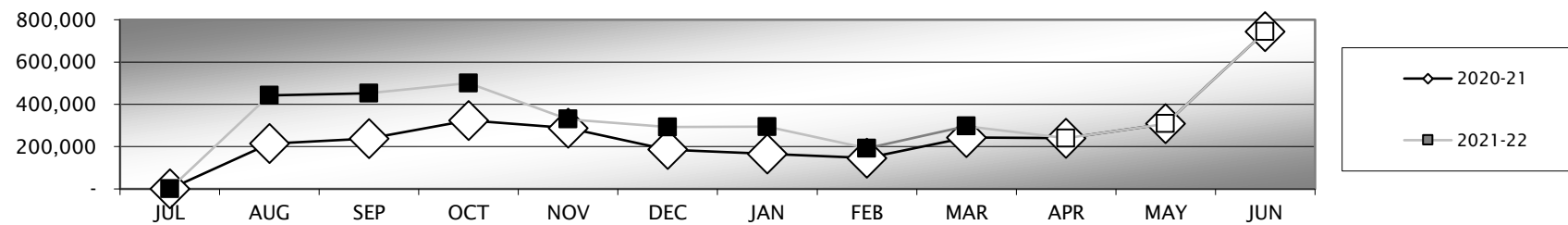


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021 compared to FY 2021-2022.

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	1,803,492
YTD February FY 2021-22	2,800,346
Variance FY 20-21 to FY 21-22	55.27%

# 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**

Gilbert House Childrens Museumm

**2. Name and location of facility**

Alicia Bay

**3. Reporting period**

3rd quarter

**4. Total number of days open**

71

**5. Total hours of operation**

495

**6. Volunteer hours for period**

750

**7. Total attendance at facility**

13,719

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

Museum tours / gallery visits : 13402

Classes, Workshops, Camps : 288

Events, Festivals, Experiences, Other Programs : 173

Rentals : 307

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

\$7,385.00

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

\$15,000.00

**11. Total income from other sources**

\$174,134.00

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

Gilbert House Children's Museum participates in reciprocal programs with children's museums and science centers locally and throughout the country. The museum honors a membership at another museum by offering free or reduced admission for visitors. These agreements are through memberships in professional organizations, including the Association of Science and Technology Centers, the Association of Children's Museums and the Northwest Association of Youth Museums. GHCM also has individual reciprocal agreements with OMSI, Eugene Science Center, and Evergreen Aviation Museum to allow members to enjoy free admission at the museums. GHCM works with libraries throughout the state to offer passes that families can "check out" for up to five people to visit the museum free of admission.

These opportunities for families to visit free of admission or at a reduced fee makes GHCM a destination for many families throughout Oregon. It also provides families an engaging activity to do when they are visiting Salem for another reason. 1,149 people visited GHCM in the third quarter by taking advantage of one of the reciprocal or library programs. Transient Occupancy Tax funds are used to support these programs through marketing and operating funds.

**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.**

One benchmark set for this fiscal year is to increase the number of out-of-town visitors to 20% being from outside the Salem-Keizer area. In the third quarter of FY 2021-22, 46% of people that visited GHCM were not from the Salem-Keizer area. Four percent of the visitors reside in states other than Oregon. Staff collects zip codes at the admission desk and through online sales.

**14. Submitted by**

Alicia Bay

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

executivedirector@acgilbert.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.**



# CTAB Completion Report-Event

## 1. (untitled)

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### 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**

Press Play Salem, LLC

**2. Name of program or event**

Press Play Salem

**3. Location of program or event**

Salem

**4. Description of activity**

Press Play Salem is an arts + entertainment + culture magazine and website (featuring online calendar), plus free weekly email "Things to do in Salem" newsletter (The Playlist)

**5. Completion date(s)**

2nd quarter

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

0

**7. Estimated volunteer hours to administer program or event**

300

**8. Amount of funds provided by TOT**

\$2,000.00

**9. Amount of funds provided by other sources**

\$3,030.60

**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?**

Press Play Salem issue 12 was assisted by advertising purchase or exchange from Pentacle Theatre, Rob Melton of HomeSmart Realty, Venti's Cafes, KМУZ Community Radio, Hallie Ford Museum of Art, Elsinore Theatre, Huggins Insurance, RiverCity RockStar Academy, The Moxie Initiative, Aron Johnston, Salem on the Edge and Dayna Collins. We received photography support from BenMa Photography and content, writing, editing, design/layout, and/or personnel support from Carlee Wright, Tracy Torres, Erin Zysett, Sarah Evans, Miranda Seble of Factor Kites and more.

Our content (stories, photos, highlights, etc.) included more than 60 Salem people, places, organizations, and events such as (but not limited to) New York Times best-selling author Kelly Williams Brown, Broadway producer Ben Bailey/Chomp Chocolates, graphic and product designer Vin Thomas/Better Co. (puzzles) and Salem City Councilor Vanessa Nordyke.

**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?**

Press Play Salem contributes to CTPAB goals of increasing the overall economic impact of tourism in Salem because it is a free source promoting Salem opportunities, from events to people to businesses. We are a go-to source of what's happening, where it's happening, and who's doing what in the realm of Salem arts + entertainment + culture. Now, in addition to people who are visiting the area being able to pick it up at one of its local distribution points, they can read a digital copy online prior to/or while visiting our city. This further aids in their plans for what to do while in town. It is the assumption that people read about events, businesses, activities, etc. in Salem then engage with our community. We enable participation in our community by providing information about area events and opportunities. We have had a number of advertisers and events that were mentioned in the magazine tell us that people mentioned reading about them/it in Press Play Salem.

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

Enhancing the quality of life for Salem residents, Press Play Salem is the go-to guide and an invaluable resource for arts + entertainment + culture coverage bringing together stories about the people, places, and things to do in Salem, with a calendar of events for what's happening in our community. The information we provide helps to engage the citizens of Salem, as well as those who visit our community. As a high-quality, professionally produced and printed publication and dynamic interactive magazine, we are instilling a sense of pride in the members of our community. Additionally, those community members are taking pride in where they live in general, as they are able to see and read about the wonderful (and very cool) things happening in our own backyard. This overall engagement has a ripple effect as people read, learn and share with each other the interesting things to see covered through Press Play Salem.

After being on print hiatus for more than a year, Press Play Salem returned in December 2021 in time to inform people about holiday activities, as well as highlight events in January and February. And expansion into a digital interactive edition, has made Press Play Salem available to an even wider audience, thus being even more accessible.

**15. How many attendees did your activity attract?**

5500

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

Printed magazines plus tracking on digital magazine

**17. Estimated percentage of Salem residents and/or guests**

90%

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

10%

**19. Estimated percentage of overnight tourists (hotel/motel)  
(Overnight tourists are defined as guests traveling greater than 50 miles for an event)**

1%

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

guesstimate

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

NOTE: In reference to question 15 (attendees), the minimum draw is 5500, and it continues to grow.

The two measurable outcomes documented in our application were: increased market share and social media activity.

Increasing market share, documented through our website traffic and engagement, increased. Our page views are up 3%, average session duration up 7% and bounce rate down 8%.

Our social media activity was documented through likes and shares. Our social media reach increased 133.1% on Facebook and 42.7% on Instagram.

Additionally, from December 2, 2021, through February 5, 2022, we documented 2,926 impressions (number of times users saw our publication) for our digital magazine. Of these readers, 94% were in the USA and the top 10 countries where the magazine was read includes USA, Ireland, Italy, Canada, Philippines, Sweden, Japan, South Korea, United Kingdom and Argentina.

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

Our magazine is its own most effective marketing resource. Once people see it and learn it is free, they share, they talk, they promote.

We leverage our own website and email list (The Playlist), as well as social media, especially Instagram, to let people know where and when we drop off magazines, when a new issue is available and about stories within its pages.

Please visit [www.pressplaysalem.com](http://www.pressplaysalem.com) to view (and download) the digital edition of Press Play Salem! :)

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

While we did not specifically target Spanish language communities, we do serve underrepresented populations since our magazine and website are available free of charge. Although we modified our distribution due to Covid-19, the magazine is still available at key locations throughout Salem, such as Travel Salem, Roth's Fresh Markets and the Grand Hotel, etc. and our digital edition is available on our website where it can be downloaded to a mobile device, tablet and/or computer to be read anytime.

**24. Submitted by**

Carlee Wright

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

[Pps Issue 012 Receipt.pdf](#)

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

[pressplaysalem@gmail.com](mailto:pressplaysalem@gmail.com)

**2. Thank You!**

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Thank you for submitting your report.

## Americans for the Arts Economic Impact Study

### Instructions (the short version):

1. In-person only
2. One survey per travel party/family or group
3. Random Sampling is best, ask every tenth person to complete the survey
4. Be inclusive and diverse across events, organizations, and individuals
5. No more than 50 surveys from any single activity/event
6. The City will batch together completed/printed surveys and mail to Ben Davidson

### Requirement:

1. At least 25% of total audience survey quota (i.e. 200 out of 800) must be from activities hosted by organizations that have a mission statement or guiding principles that center on the advancing, creating, and/or preserving artistic and cultural traditions rooted in communities of color and more than 50% of the organization's audiences/attendees identify as BIPOC (Black, Indigenous, People of Color) or ALAANA (African, Latinx, Asian, Arab, Native American).

### Three forms:

1. PDF version (English and Spanish) -Each organization prints their own copies.
2. QR code 2 versions (one version is specific to communities of color, the other for all other organizations).
3. URL web based survey used with tablet computers again 2 versions (one for communities of color, and the other for all other arts and culture organizations).

### Two Survey Methodologies:

1. Traditional audience intercept interviewing: (highest rate of response)
  - a. 2 to 4 interviewers w/name tags (event staff, volunteers, college students, other partners staff)
  - b. Surveys cannot be taken home, must be completed on site at the event.
  - c. Paper surveys need two to four clipboards and several black or blue pens
  - d. Each interviewer should also have the QR code flyer taped to the bottom of the clipboard or a tablet computer with the URL version
2. Pre-Event Random Distribution: (lower rate of response)
  - a. Use either or both the paper survey and QR codes
  - b. This method does not require interviewers
  - c. The cultural organization would distribute 75-100 blank surveys or QR code flyers randomly throughout the venue before an event. 1 every tenth seat ect.
  - d. Place a flyer and/or Poster in a high traffic area or on a screen for the entire audience to capture
  - e. Event host/organization would announcement prior to the start of the event and again at the end of the event, or any intermissions.

### TIPS:

1. It should be anonymous and confidential
2. It should be as random as possible
3. It should be comfortable and convenient for people to complete the survey
4. Enthusiasm is contagious
5. If an attendee declines the offer to participate in the survey, say "Okay. Thank you!" with a smile

**Master TOT Events Calendar  
April - July, 2022**

<u>Event Date</u>	<u>Organization</u>	<u>Event Name</u>	<u>Time</u>	<u>Location</u>
4/5 through 7/26/22	Ceili of the Valley Society	Tuesday In-Person Dance Classes are Back	6:30-8:30 PM	VFW Hall 630 Hood St NE
4/8/2022	Ceili of the Valley Society	Ceili (Irish Dancing)	7:00 PM	VFW Hall 630 Hood St NE
4/8/2022	Salem Art Association	Public Exhibition Opening for Sung Eun Park & Stephanie Juanillo	5:30-7:30 PM	Bush Barn Art Center
4/10/2022	Festival Chorale	Schubert's Mass No 6 Concert	4:00 PM	Elsinore Theatre
4/10/2022	Willamette Heritage Center	Public Archaeology Day	10-2 PM	WHC
4/30/2022	Willamette Master Chorus	Songs of Perseverance, WMC Spring Concert	3:00 PM	Hudson Hall, Willamette University
5/1/2022	Willamette Master Chorus	Songs of Perseverance, WMC Spring Concert	3:00 PM	Hudson Hall, Willamette University
5/6/2022	Salem Art Association	Public Exhibition Opening for Black Matter & Frank Miller	5:30-7:30 PM	Bush Barn Art Center
5/7/2022	Salem Art Association	Public Exhibition Opening for Howard Street Murals	12-2 PM	Bush Barn Art Center
5/7/2022	Willamette Heritage Center	Sheep to Shawl	10-4 PM	WHC
5/13-15, 2022	Enlightened Theatrics	The Rainbow Fish Musical	Fri/Sat 7:30 PM Sun, 2 PM	Grand Theatre, 191 High St NE
6/3/2022	Salem Art Association	Public Opening for Artist in Residence, Michael Hernandez	5:30-7:30 PM	Bush Barn Art Center
6/21/2022	Willamette Heritage Center	Make Music Day	3-10 PM	WHC
6/27/2022	Gilbert House	Summer Block Party	10-2 PM	Gilbert House
7/8/2022	Salem Art Association	Public Opening for James Southworth	5:30-7:30 PM	Bush Barn Art Center
7/15 to 7/17/22	Salem Art Association	Salem Art Fair & Festival	All Day	Bush's Pasture Park
7/23/2022	Gilbert House	Gilbert House for Grown-Ups	6-9 PM	Gilbert House
7/22-24, 2022	Enlightened Theatrics	All Shook Up	Fri/Sat 7:30 PM Sun, 2 PM	Grand Theatre, 191 High St NE
8/6/2022	Salem on the Edge Art Gallery	Plein Air Invitational Show	9 AM-7:30 PM	Downtown Salem

# CTPAB Parking Lot

1. Review and discuss the option to increase grant funding from \$7,500 to \$10,000 per CIP and Event/Project Grants.
2. Discuss the ability to have “hybrid” in-person meetings via Zoom
3. Grab bag event funding – option to include “unallocated” funding in the annual budget for small event awards being requested, outside of the annual grant cycle.
4. Rotate in-person meetings at local Cultural Heritage sites.