



City of Salem, Oregon
Salem Cultural and Tourism Promotion Advisory Board

November 9, 2022
6 PM – 8 PM, via Zoom
&

City of Salem Planning Division YouTube Channel

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

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

PARTICIPANTS

Board Members

Felipe Gonzales-Chair; Laura Tesler-Vice-Chair; Gaelen McAllister; Ryan Gail; Omar Alvarado; Scott Snyder; Carlee Wright; Geoffrey Tiffany; Vacant

Staff

Chris Neider, Staff Liaison; Kelly Kelly, Staff Support

AGENDA

1. Welcome and call to order
2. Approval of Agenda for November 9, 2022
3. Typical CTPAB Year
4. Approval of Minutes from September 13, 2022
5. Public Comment - Appearance of persons wishing to address the Board on any matter other than those which appear on this Agenda
6. Items Requiring Action –
 1. Council Policy C-1 Review CTPAB Duties
 2. Facility Operator letter requesting changes to the CTPAB policy and procedures
7. Cultural Tourism Fund October 2022 Report
8. Facility Operating Grant Reports – A. C. Gilbert House Children's Museum 1st Quarter Report, Deepwood Estate 1st Quarter, Elsinore Theatre 4th and 1st Quarter Reports, Salem Riverfront Carousel 1st Quarter Report, Salem Multicultural Institute 1st Quarter Report, Willamette Art Center 1st Quarter and Willamette Heritage Center 1st Quarter Report
9. Event Grant Reports – Englewood Forest Festival, Hoopla XXIII, Pride in the Park

10. Capital Improvement Reports – None
11. Updates on the Americans for the Arts AEP6 Study – Next meeting November 26, 2022, 1-2pm & Upcoming Events
12. Roundtable discussion and Appearance of Interested Citizens – Opportunity for those attending the meeting to address the Board and share upcoming events. (All)
13. Other Business & Parking Lot items for future discussions (All)
14. Adjournment

Next Meeting: December 14, 2022 1st Grant Review (Facility Operators)

This meeting is being conducted virtually, with remote attendance by the governing body. No in-person attendance is possible. Interested persons may view the meeting online on [YouTube](#). Please submit written comments on agenda items, or pre-register to provide Public Comment on items not on the agenda, by 5 p.m. or earlier one day prior to the day of the meeting at cneider@cityofsalem.net

Special accommodations are available, upon request, for persons with disabilities or those needing sign language interpretation, or languages other than English. To request accommodations or services, please call 503-540-2371 (TTD/TTY 503-588-6439) at least two business days in advance.

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 of Salem also fully complies with Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities.

A “Typical” Year for the CTPAB

July – Election of CTPAB Officers and begin of new 3-year Board member terms

August and September – Final revisions and changes for the new TOT Grant cycle

October – Annual **mandatory** TOT Grant Orientation (overview of any changes made to the TOT Grant Applications and Manual) and release of online applications

November – TOT Grant Applications Due

December – Start of TOT Grant Reviews (**Facility and CIP applications**) **Mandatory** attendance for those organizations whose applications will be discussed/reviewed.

January – TOT **Event Grant Application** Review **Mandatory** attendance for those organizations whose applications will be discussed/reviewed.

February – Final TOT **Event Grant Application** Review meeting. **Mandatory** attendance for those organizations whose applications will be discussed/reviewed.

March – Review of CTPAB member grant applications scores and recommendation of final TOT Grant funding for passing applications. Approval of City Manager’s recommended Cultural Tourism Fund budget, inclusive of the recommended grant awards.

April and May – City Budget hearings and initial review of the most recent Grant Approval Process. (How did things go?)

June – City Council Budget adoption, CTPAB review of grant application criteria for the next cycle and any recommended revisions. Distribution of TOT Grant Award Letters and Contracts with Awardees.

All CTPAB Meetings are open to the public. **Mandatory meetings** for **TOT Grant Applicants** are **October** and which ever month your application is reviewed **December, January, or February**.

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, Sept 13, 2022
Remote Meeting via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

MEMBERS PRESENT

Felipe Gonzales-Chair
 Laura Tesler (arrived at 6:12 PM)
 Scott Snyder
 Gaelen McAllister
 Ryan Gail
 Omar Alvarado
 Kelly Thomas
 Vacant

STAFF PRESENT

Chris Neider, CD Program Manager III
 Kelly, CD Staff Assistant

MEMBERS ABSENT

Geoffrey Tiffany

GUESTS

Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.

GUESTS

Michelle Cordova – Willamette Heritage Center
 Kathleen Fish - Salem Multicultural Institute
 Yvonne Putze - Deepwood Museum & Gardens
 Alicia Bay – Gilbert House Children's Museum
 Sally Litchfield – Elsinore Theatre
 Irene Bernards - Travel Salem
 Angie Onyewucki - Travel Salem
 Isis Thornton-Saunders - Travel Salem
 Carlee Wright - Press Play Salem
 John Olbrantz - Hallie Ford Museum of Art
 Matthew Boulay - Salem Art Association
 Isis Thornton-Saunders - Travel Salem
 Doug Dacar - Willamette Art Center

1. WELCOME AND CALL TO ORDER

Chris Neider began the meeting at approximately 6:04 p.m. with a quorum of 7 of 9 members present. Laura Tesler arrived at 6:12 PM, making 8 of 9 present.

Chair, Felipe Gonzales opened and administered the meeting. Chris Neider took attendance.

Members Present: Felipe Gonzales, Scott Snyder, Laura Tesler (arrived at 6:12 PM), Gaelen McAllister, Ryan Gail, Omar Alvarado, Kelly Thomas,

Staff Present: Chris Neider, Kelly Kelly,
Members Absent:, Geoffrey Tiffany

2. APPROVAL OF AGENDA FOR SEPTEMBER 13, 2022

3. TYPICAL CTPAB YEAR

4. APPROVAL OF MINUTES FROM JULY 12 2022

Approval of today's agenda and the July 12, 2022 CTPAB meeting minutes and today's agenda.

Motion: To approve the July 12, 2022 CTPAB meeting minutes and today's agenda.

Motion by: Felipe Gonzales

Seconded by: Omar Alvarado

ACTION: APPROVED

Vote: 7-0

Aye: 7

Nay: 0

Abstentions: 0

5. PUBLIC COMMENT – limited to three minutes per organization and pertaining to items on the agenda.

Matthew Boulay, Salem Art Association, spoke and asked that 4 agenda items be added and discussed:

1. Reduce the number of CTPAB Meetings to quarterly vs monthly.
2. Reduce Quarterly Reporting of Facility Operators to Annually.
3. Work towards a Multi-Year Grant Award to Facility Operators.
4. Move to an even split of Grant Award Allocation to all Facility Operators.

Matthew noted that 8 of 9 Facility Operators met and agreed these changes would help facilitate less work and process for the Board as well as for Facility Operators, which would help make his request for less meetings per annual cycle workable.

Chris Neider reminded everyone that attendance to monthly meetings is not mandatory or required of Facility Operators or TOT Grant recipients, except for one of two mandatory Orientation meetings (Oct 11th and 13th) and the meeting in December, January or February, in which your Facility, CIP or Event Grant is being reviewed by the Board. Chris also noted the CTPAB board already has the ability to cancel any monthly meetings, with appropriate notice, as the work-flow allows. In recent history, the July or August meetings and the November meeting, are often canceled, at times when the need to meet is minimal. Felipe noted he has been looking at streamlining the meetings and workflow also, and is supportive of Matthew's agenda items. Chris noted he would have to look into charter rules and policies further related to Items 3 and 4, but the board has authority to make changes related to items 1 & 2.

Motion: Suspend the meeting rule temporarily and schedule meetings as needed, with proper notice, for 2nd Wednesdays of the month.

Motion by:	Felipe Gonzalez
Seconded by:	Laura Tesler
<u>ACTION:</u>	APPROVED
Vote:	7-1
Aye:	7
Nay:	1
Abstentions:	0

Next meetings will be the Orientation meetings (2), which are already scheduled for Tuesday, October 11, at 6 PM, and Thursday, October 13, at 2 PM, via Zoom and You Tube Live. Please let Chris Neider know if there is anyone you wish to have added to his current list of meeting invitees. Those wishing to apply for the 23-24 TOT Grant cycle must attend one of the two Orientation Meetings. Chris noted the Important Date of Monday, November 14th as the 23-24 Grant Applications Due deadline.

Any following monthly CTPAB Board meetings will fall to a 2nd Wednesday, as needed. Chris noted historically, December, January, February, March, June, July, September, October meetings have been necessary to the CTPAB Board's work cycle, so that everyone can look ahead and plan.

The group discussed Annual vs Quarterly Reports from the Facility Operators. Chris noted events and number of participants is needed for City of Salem Performance Measures. Utilizing the current report for the Annual Report (completed for 4th quarter), and simplifying Quarterly Reports to the top section of the form only, providing events and participation details, was favorable.

Motion: To make the current Report Form the Annual (4th Quarter) reporting form, and simplify Quarterly Reports to event and participation details (top of current form only) for Facility Operators.

Motion by:	Felipe Gonzales
Seconded by:	Gaelen McAllister
<u>ACTION:</u>	APPROVED
Vote:	8-0
Aye:	8
Nay:	0
Abstentions:	0

Multi-year contracts and equalizing Facility Operator allotments will be on the Parking Lot list for further discussion once Guidelines and Legal Council has been reviewed.

6. ITEMS REQUIRING ACTION

1. Proposal for moving the CTPAB monthly meetings from the second Tuesday to the second Wednesday of every month. This would be a temporary suspension of the

CTPAB rules of Procedure section 3.B.
2. Draft TOT Grant Public Announcement.

7. PRESENTATION ON TRAVEL SALEM'S FOURTH QUARTER

Angie Onyewuchi of Travel Salem presented their 4th Quarter Report. Angie also touched on their current finalized Cultural Heritage Liaison Work Plan. Several of the Cultural organizations have expressed interest in re-visiting the plan and goals together.

8. CULTURAL TOURISM FUND YEAR-END JUNE 2022 REPORT

Chris Neider presented the CTPAB 2022 Year End Report details. Laura Tesler expressed interest in meeting with the new City Manager, Keith Stahley. There is interest in what will become of the ARPA funds, as well as meeting the new City Manager in general. Laura suggest she, Felipe Gonzales and Chris Neider, at a minimum, meet with the new City Manager. Following the CTPAB meeting, Chris shared with everyone via email that Monday, October 3, 2022 at the new Police facility was the open "Meet and Greet" with Keith Stahley. Chris Neider, Ryan Gail, Jim Vu, and Kathleen Fish attended the event.

9. FACILITY OPERATING GRANT REPORTS - Bush House Museum 4th Quarter Report, Gilbert House Children's Museum 4th Quarter Report, Hallie Ford Museum of Art 4th Quarter Report, Salem Riverfront Carousel 4th Quarter Report, Salem Multicultural Institute 4th Quarter Report, Willamette Heritage Center 4th Quarter Report.

10. EVENT GRANT REPORTS - Make Music Day Event, Salem on the Edge Art Gallery Plein Air Invitational Show, SMI World Beat Festival.

11. CAPITAL IMPROVEMENT REPORTS - None

12. UPDATES ON THE AMERICANS FOR THE ARTS AEP6 STUDY - Next meeting September 26, 2022, 1-2 PM & Upcoming Events

13. ROUNDTABLE DISCUSSION AND APPEARANCE OF INTERESTED CITIZENS -
Opportunity for those attending the meeting to address the Board and share upcoming events.

14. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSION

15. ADJOURNMENT -

With no further business, the meeting was adjourned at approximately 8:10 PM.

Next Meeting: Next Meeting will be TOT Grant Orientations. Tuesday, October 11, 6 pm or Thursday October 13, 2 PM, via Zoom and available on You Tube Live.

This meeting is being conducted virtually, with remote attendance by the governing body. No in-person attendance is possible. Interested persons may view the meeting online on [YouTube](#). Please submit written comments on agenda items, or pre-register to provide Public Comment on items not on the agenda, by 5 p.m. or earlier one day prior to the day of the meeting at cneider@cityofsalem.net.

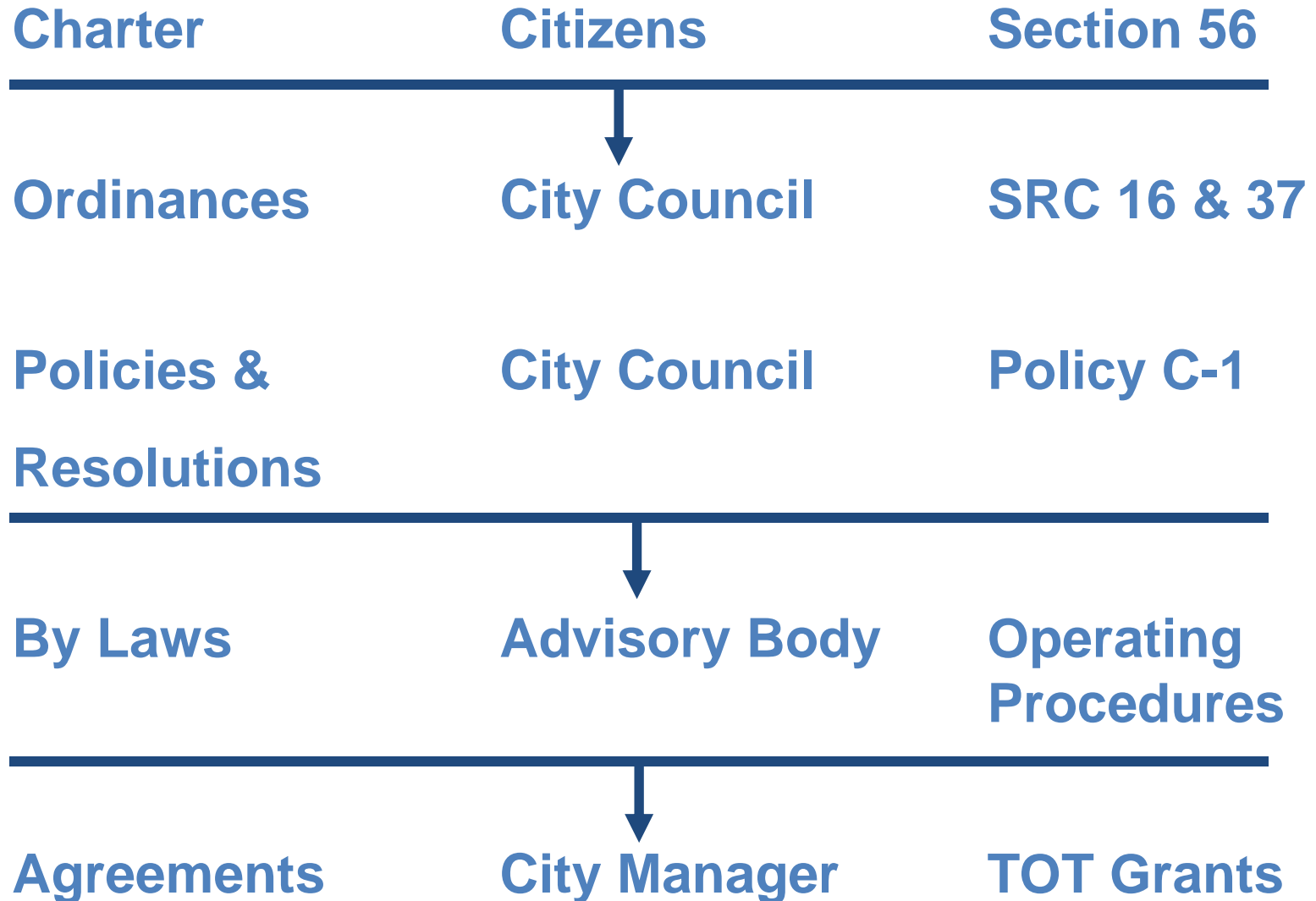
Special accommodations are available, upon request, for persons with disabilities or those needing sign language interpretation, or languages other than English. To request accommodations or services, please call 503-540-2371 (TTD/TTY 503-588-6439) at least two business days in advance.

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 of Salem also fully complies with Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Structure Supporting the Fund



City Charter – Section 56

- Revenues from transient occupancy tax shall be used for:
- 1) Enhancement and beautification of vehicular and pedestrian entrance-ways to the city;
- 2) Urban beautification generally;
- 3) Improvements to or operation of major tourist attraction or cultural facilities;
- 4) Activities performed directly by the city or through contracts which promote use of Salem for conventions, conferences, seminars, or for general tourism.

As amended by vote of the people on May 18, 1999, Ballot Measure 24-27 and Ordinance No. 36-99.

Salem Revised Codes 16 & 37

- Salem revised codes can only be amended by City Council, requiring a formal public hearing process.
- SRC 37 – The TOT Ordinance - governs the imposition and collection of transient occupancy tax.
- SRC 16 – The CTPAB Ordinance – defines the role of the advisory board.

City Council Policy C-1

- Funding policy for TOT; the policy can only be amended by City Council.
- Policy C-1 refines SRC 16 and focuses on the Major Tourist Attractions and Cultural Facilities Division of the fund.
- Funding application requirements can be amended by the CTPAB.
- The CTPAB recommends eligible – and successful – applicants for funding to the City Manager and Budget Committee.
- A successful applicant's grant award is documented in a funding agreement with the City, which defines City/Contractor responsibilities for the use of TOT funding.

COUNCIL POLICY NO. C-1

TITLE: TOT FUNDING POLICY

POLICY: See Attached

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

TRANSIENT OCCUPANCY TAX FUNDING POLICY

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

Part I - Definitions

As used in this Policy, the following mean:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Part II - Recommended Budget

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

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

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

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

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

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

1. Application / Evaluation Process

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

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

A. Application

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

B. Schedule

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

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

2. Evaluation Criteria

A. Process

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

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

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

B. Minimum Criteria

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

Applicants must be a non-profit corporation having tax exempt status under section 501(c)(3), 501(c)(4) or 501(c)(6) of the Internal Revenue Code at the time of application submission, except that for profit entities may apply for a small special event grant not to exceed \$2,000. Applicants need not have a primary place of business within city limits as long as the funding requested will be used to promote or enhance Salem.

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

- Enhancement and beautification of vehicular and pedestrian entrance-ways to the city;

- Urban beautification generally;
- Improvements to or operation of major tourist attraction or cultural facilities; or
- Activities performed directly by the city or through contracts that promote use of Salem for conventions, conferences, seminars or for general tourism.

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

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

Public funds shall not be used to purchase alcoholic beverages.

Part IV - Effective Date of Policy and Review

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

DATE: October 20, 2022

TO: Members of the Salem Cultural and Tourism Promotion Advisory Board (CTPAB)

FROM: Salem Art Association, Gilbert House Children's Museum, Salem Multicultural Institute, Deepwood Museum and Gardens, Willamette Heritage Center, Willamette Art Center, Hallie Ford Museum of Art, Salem's Riverfront Carousel, Elsinore Theatre

RE: CTPAB Reforms

In the last public meeting of CTPAB, we the undersigned leaders of Salem's nine Facility Operating Grant Recipients, proposed four reforms to the process by which the Board determines TOT allocations.

Many of you spoke in favor of these proposals and, in fact, the board voted that evening in support of the first proposal (to reduce the information required in quarterly reports) and we are grateful that you have already put that new practice in place.

Our hope in sending this letter is that you will move quickly to adopt the remaining three proposals so that they are in place for the upcoming FY 2023-2024 grant distribution process. Given what appears to be a significant level of support for these proposals, we urge the board to act quickly and to not wait another year such that reforms won't be in place until FY 2024-2025. That kind of delay feels unnecessary and unacceptable.

As a reminder, here are the proposals we put forth:

1. Reduce the amount of information required in quarterly reports (PASSED AND ALREADY IMPLEMENTED – THANK YOU VERY MUCH!)
2. Beginning with the FY 2023 process, transition from 1-year grants to 3-year grants, as a way to increase long-term planning and opportunities for consistent funding (STILL AWAITING CTPAB ACTION);
3. Beginning with the FY 2023 process, revise the review process such that applications are not competitively scored to allow funds to be evenly and equitably distributed across the 9 applicants; STILL AWAITING CTPAB ACTION;
4. With a streamlined process in place for multi-year grants and no scoring, reduce CTPAB meetings from approximately 10-12 per year to quarterly; STILL AWAITING CTPAB ACTION;

Once again, we ask that you move quickly to put these reforms in place for the upcoming FY 2023-2024 cycle. We see no reason to further delay these reforms and hope that you can move

expeditiously. Once in place, these reforms will allow all of us to engage in more long-term planning and will result in less “busy” work and more efficiencies.

Respectfully,

Matthew Boulay

Matthew Boulay
Salem Art Association

Alicia Bay

Alicia Bay
Gilbert House Children’s Museum

Kathleen Fish

Kathleen Fish
Salem Multicultural Institute

Yvonne Putze

Yvonne Putze
Deepwood Museum and Gardens

Michelle Cordova

Michelle Cordova
Willamette Heritage Center

Doug Dacar

Doug Dacar
Willamette Art Center

John Olbrantz

John Olbrantz
Hallie Ford Museum of Art

Marie Bradford-Blevins

Marie Bradford-Blevins
Salem’s Riverfront Carousel

Sally Litchfield

Sally Litchfield
Elsinore Theatre

Cultural and Tourism Fund
Fund Status Report - For the Period Ending October 31, 2022
Item 7.a.

	FY 2022-23		FY 2021-22			
	Budget	Actual Thru	Budget	Actual Thru	FY 20-21	%
	FY 2022-23	31-Oct	FY 2021-22	31-Oct	to FY 21-22	Difference
Resources						
Beginning fund balance	2,047,540	4,027,727	1,395,440	1,836,848	2,190,879	119.27%
Tax collections	4,191,730	1,489,582	3,582,120	1,395,173	94,409	6.77%
Other agencies	5,400	815	5,400	468	347	74.15%
Interest earnings	7,000	7,252	2,500	2,299	4,953	215.44%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	6,500	12,000	6,200	300	4.84%
US Treasury ARPA	-	-	1,637,570	-	-	0.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	6,263,670	5,531,876	6,635,030	3,240,988	2,290,888	70.68%
Expenditures by Division						
Conference Center Marketing	419,170	104,792	313,210	75,000	29,792	39.72%
Tourism Promotion - Travel Salem	1,047,930	253,936	783,030	207,804	46,132	22.20%
City Programs/Parks/CIP	1,912,390	848,916	1,570,920	498,075	350,841	70.44%
Administration	495,380	164,371	314,650	110,535	53,836	48.70%
Major Tourist Attractions and Cultural Facilities	557,750	177,153	469,810	98,425	78,728	79.99%
Contingency	231,540	6,552	570,000	13,109	(6,557)	-50.02%
Total Expenditures	4,664,160	1,555,720	4,021,620	1,002,948	552,772	55.11%
Total Resources Less Expenditures	1,599,510	3,976,156	2,613,410	2,238,040	1,738,116	77.66%

Item 7.b.

Transient Occupancy Tax - Actual Tax Revenue														Annual
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	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	341,728	419,502	765,084	4,326,660	3,582,120
2022-23	-	524,578	500,915	463,249	329,491	292,454	293,911	192,287	297,030	341,728	419,502	765,084	4,420,230	4,191,730
% Chg		18.58%	10.72%	-7.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.16%	
														5.45%

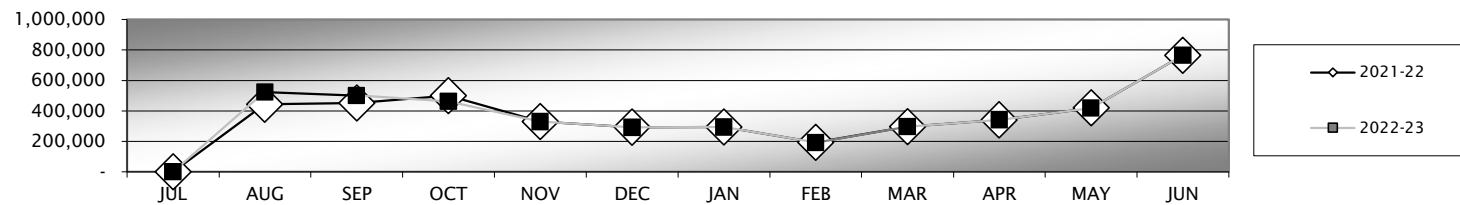


Chart and graph demonstrate actual revenue for FY 2019-2020, FY 2020-2021 and FY 2021-2022 compared to FY 2022-2023.

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 October FY 2021-22	1,395,173
YTD October FY 2022-23	1,488,743
Variance FY 21-22 to FY 22-23	6.71%

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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 Children's Museum

2. Name and location of facility

Alicia Bay

3. Reporting period

1st quarter

4. Total number of days open

85

5. Total hours of operation

595

6. Volunteer hours for period

2355

7. Total attendance at facility

21121

8. List the attendance and each type of activity

Museum tours / gallery visits : 18933

Student attendance : 710

Classes, Workshops, Camps : 1005

Events, Festivals, Experiences, Other Programs : 253

Rentals : 220

9. Submitted by

Alicia Bay

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

executivedirector@acgilbert.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Friends of Deepwood

2. Name and location of facility

Deepwood Museum & Gardens, 1116 Mission Street SE, Salem

3. Reporting period

1st quarter

4. Total number of days open

92

5. Total hours of operation

1100

6. Volunteer hours for period

480

7. Total attendance at facility

5100

8. List the attendance and each type of activity

Museum tours / gallery visits : 512

Student attendance : 44

Events, Festivals, Experiences, Other Programs : 2758

Rentals : 1830

9. Submitted by

yvonne putze

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

yvonne@deepwoodmuseum.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Historic Elsinore Theatre

2. Name and location of facility

Elsinore Theatre 170 High St SE, Salem, OR 97301

3. Reporting period

4th quarter

4. Total number of days open

31

5. Total hours of operation

124

6. Volunteer hours for period

1277.25

7. Total attendance at facility

18138

8. List the attendance and each type of activity

Museum tours / gallery visits : 0

Films / performances : 18133

Student attendance : 0

Children's Entertainment : 1034

Classes, Workshops, Camps : 0

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 0

Rentals : 5

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)

\$0.00

11. Total income from other sources

\$514,307.86

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

On Friday, April 29 we presented "Blippi, the Musical". Blippi is the star of a YouTube series targeting pre-school kids. And parents were SO excited to have Blippi coming to Salem. Of 1034 tickets sold, 33% were from beyond 50 miles.

As anyone can imagine, it was a crazy show and took a lot out of our staff :) And the cleanup crew definitely earned their pay after that show.

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 Etix system shows 870 tickets - 10.7% of purchased tickets for fourth quarter shows 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. Our fourth quarter was the only one that had anywhere close to the number of events prior to the pandemic. And the number of tickets sold per event was, as expected, also lower. The lower percent of purchasers beyond 50 miles was indicative of a still cautious public to commit to indoor entertainment purchases. We are hopeful that FY22-23 will have us back closer to pre-pandemic attendance and drawing more people from beyond 50 miles.

14. Submitted by

Sally Litchfield

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

Sally@ElsinoreTheatre.com

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

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

The Elsinore Theatre

2. Name and location of facility

170 High St SE

3. Reporting period

1st quarter

4. Total number of days open

17

5. Total hours of operation

68

6. Volunteer hours for period

788

7. Total attendance at facility

7055

8. List the attendance and each type of activity

Museum tours / gallery visits : 2

Films / performances : 13

Rentals : 2

9. Submitted by

Sally Litchfield

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

Sally@ElsinoreTheatre.com

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Annual

1. (untitled)

CTPAB Annual Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Salem's Riverfront Carousel

2. Name and location of facility

SRC 101 Front St. NE

Reporting period - Annual

3. Total number of days open

92

4. Total hours of operation

712

5. Volunteer hours for period

210

6. Total attendance at facility

31574

7. List the attendance and each type of activity

Children's Entertainment : 30540
Rentals : 1034

8. Operating expenses funded by TOT for the period

\$10,702.00

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

\$0.00

10. Total income from other sources

\$332,356.00

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

During the summer months the Carousel didn't plan any activities due to events returning to Riverfront Park. We did however offer up our air condition party room to the events in the park for a place for their volunteers to cool off during their breaks. In the month of August we did have a online photo contest. We had three categories, 1. Carousel love. 2. Goofing around. 3. Celebrating at the Carousel.

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

We had an increase in token sales. July - September 2021 \$33,636. July - September 2022 \$63,149. A 87.7%. This information is from our Profit & Loos report.

13. Submitted by

Marie Bradford Blevins

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

marieb@salemcarousel.org

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

[aug_contest_2.jpeg](#)

[aug_contest_3.jpeg](#)

[image9.jpeg](#)

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly 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 97301

3. Reporting period

1st quarter

4. Total number of days open

5

5. Total hours of operation

40

6. Volunteer hours for period

106

7. Total attendance at facility

75

8. List the attendance and each type of activity

Museum tours / gallery visits : 42
Classes, Workshops, Camps : 33

9. Submitted by

Kathleen Fish

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

kathleen@salemmulticultural.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Salem's Riverfront Carousel

2. Name and location of facility

SRC 101 Front St. NE

3. Reporting period

1st quarter

4. Total number of days open

92

5. Total hours of operation

712

6. Volunteer hours for period

210

7. Total attendance at facility

31574

8. List the attendance and each type of activity

Children's Entertainment : 30540

Rentals : 1034

9. Submitted by

Marie Bradford Blevins

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

marieb@salemcarousel.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Friends of the Visual Arts dba Willamette Art Center

2. Name and location of facility

Oregon State Fair, 2330 17th St NE, Salem OR 97301

3. Reporting period

1st quarter

4. Total number of days open

55

5. Total hours of operation

559

6. Volunteer hours for period

897

7. Total attendance at facility

22973

8. List the attendance and each type of activity

Student attendance : 125

Classes, Workshops, Camps : 220

Events, Festivals, Experiences, Other Programs : 21532

Off site activities / events : 94

9. Operating expenses funded by TOT for the period

\$10,702.50

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

\$0.00

11. Total income from other sources

\$46,499.00

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 Willamette Art Center was back to business as usual with events, classes, and off-site activities this first quarter. The WAC had a booth at the Marion County Fair and an information booth at the Englewood Forest Festival. Both had art activities for visitors. This summer saw volunteer potters demonstrating wheel throwing at the Salem Art Fair, the State Fair Arts and Crafts area the Jackman Long building, and the Silverton Art Festival. We held our annual Artisan's Village during the State Fair which was well attended. We increased the number of classes offered this Fall, and they started in mid-September.

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 benchmark for facility attendance increased from 10,030 in 2021 to 22,973 in 2022, an increase of 129.043%. Data was collected by hand tally, sign-in sheets for volunteers, and daily studio sign-in sheets. The increase was due to a large increase in visitors to Artisan's Village, numerous volunteers helping with Empty Bowls clay-a-thons, as well as an increase in the number of students enrolled in classes.

14. Submitted by

Sue Karnosh

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

programadmin@willametteartcenter.com

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

[1st Qtr Supporting Photos f1.pdf](#)

2. Thank You!

Thank you for submitting your report.

Empty Bowls Throw-a-Thon



Ceramic Bowl & Wooden Platter ready for Empty Bowls



Booth at Englewood Forest Festival



What's Been
Happening at
the Willamette
Art Center this
1st Quarter

Artists @ Artisans Village



Musicians in Artisans Village



Raku Booth at Artisans Village



CTAB Completion Report-Facility-Quarterly

1. (untitled)

CTPAB Quarterly Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Willamette Heritage Center

2. Name and location of facility

1313 Mill St. SE, Salem OR 97301

3. Reporting period

1st quarter

4. Total number of days open

66

5. Total hours of operation

396

6. Volunteer hours for period

1521

7. Total attendance at facility

16539

8. List the attendance and each type of activity

Museum tours / gallery visits : 961

Classes, Workshops, Camps : 56

Events, Festivals, Experiences, Other Programs : 7568

Off site activities / events : 35

Rentals : 7919

9. Submitted by

Michelle Cordova

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

michellec@willametteheritage.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Englewood Forest Festival

2. Name of program or event

Englewood Forest Festival

3. Location of program or event

Englewood Park, 1260 19th Street NE, Salem

4. Description of activity

The Englewood Forest Festival is a free annual art, music, and environmental celebration held in Englewood Park, at 1260 19th Street NE. The date of the festival was Aug. 13, 2022. The festival includes art vendors, free family-friendly art and environmental workshops about the habitat of Englewood Park, a full day of music and dance performances, and local food trucks.

5. Completion date(s)

1st quarter

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

0

7. Estimated volunteer hours to administer program or event

2500

8. Amount of funds provided by TOT

\$3,000.00

9. Amount of funds provided by other sources

\$5,514.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

0

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

There were more than 80 local businesses and organizations that directly participated in the Festival. We had donations from multiple businesses and organizations. Parking lots from local churches and volunteers from organizations helped on the day of the event. Posters were placed at over 95 businesses and community organizations throughout the city and the Mid-Willamette Valley. The City of Salem, Travel Salem, the Salem Reporter, the Statesman Journal, N2 Community Partnership Team, Marion County, Radio Poder, Press Play, La Campeona, CCTV, Salem Parks Foundation, Dave in Salem, the Statesman Journal, artists, and nonprofits provided excellent marketing exposure for the Festival. PSAs were broadcast at KMUZ and CCTV.

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?

We had artists, authors, non-profit organizations, and a food vendor from Silverton, Corvallis, Portland, and Seattle. These participants, as well as social media and press media, helped to attract people from beyond the city boundaries who spent more time visiting the area.

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?

After two years of canceled festivals, the community joyfully turned out to help us celebrate in the park. The festival increased the diversity of art vendors by 20% and performing artists by 40% from the last festival in 2019. The artists, authors, performers, food vendors, businesses, and non-profit organizations reflected the diverse nature of our neighborhood and community. The Festival is free and family-friendly, which was readily apparent from the number of attendees, the age range, and the smiles on their faces.

15. How many attendees did your activity attract?

2700

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

Estimate, as there are no gates, and several entry points to the park. Counting from overhead drone photographs, vendor input and sales.

17. Estimated percentage of Salem residents and/or guests

86%

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

8%

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

6%

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

Estimate. We had a free raffle to gather zip code information from attendees. From the 375 raffle tickets collected, 322 were from Salem (86%), 30 were from the mid-valley (8%), and 23 were from more than 50 miles away (6%).

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

The outcome we chose was the number of community partners, with a goal of 45. We were able to over-achieve on our goal. Including donors (19), non-profits (22) performers (10 groups), and volunteers (25), we had a total of 76 community partners. The method used to track used to track was to count them!

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

One of our most valuable volunteers provided press releases and arranged interviews for promoting the Festival. This helped to increase our audience with coverage in Press Play, Salem Reporter, KMUZ, Salem Parks Foundation newsletter, the Statesman Journal, and CCTV.

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

Yes. Amador Aguilar from ENLACE joined our board this year. He helped to attract Hispanic/Latino participants for the Festival, including multiple artist vendors, a food vendor, 2 performing groups, and ENLACE participated as a non-profit. Amador also translated application forms, flyers and posters so that we were able to increase our outreach to our Hispanic/Latino community. He provided interviews on Radio Poder and La Campeona. Paradise of Samoa performed at the Festival, which added outreach to the Pacific Islander community.

24. Submitted by

Leilani Tucker

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

[CHILD PLAYING GUITAR Englewood-Forest-Festival -Salem-Reporter.jpg](#)

[FRIENDS OF TREES Englewood-Forest-Festival -Salem-Reporter.jpg](#)

[PARADISE OF SAMOA Englewood-Forest-Festival -Salem-Reporter.jpg](#)

[RANGER MIKE.JPEG](#)

[SALEM ENVIRONMENTAL EDUCATION Englewood-Forest-Festival -Salem-Reporter.jpg](#)

[SAMAZON Englewood-Forest-Festival -Salem-Reporter.jpg](#)

[TY CURTIS Englewood-Forest-Festival -Salem-Reporter.jpg](#)

[CHILD DRUMMING.jpeg](#)

[FACE PAINTING 2 GIRLS.JPEG](#)

[Engel and Burleson, Joel Zak.jpg](#)

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

Englewoodforestfestival@gmail.com

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Hoopla Association

2. Name of program or event

Hoopla XXIII

3. Location of program or event

Downtown Salem, Oregon

4. Description of activity

Hoopla is Oregon's premier and largest 3v3 street basketball tournament. Held in downtown Salem literally in the shadows of the Oregon State Capitol Building, over time Hoopla has grown to more than 1,000 teams and more than 4,200 participants. Teams come from the Pacific Northwest and far beyond. Players are boys and girls, men and women, young and old, advanced and recreational alike. Everyone is welcome. Hoopla is the 2nd largest street basketball event in the US. A family-friendly affair, Hoopla also features many sub-events and activities, including a Friday 2x2 tournament that continues to grow. Hoopla brings together people of many races, cultures and virtually all socioeconomic backgrounds. Participants come from the regional community and players and families who make an annual pilgrimage to Salem to participate. Many folks plan their summers around the Hoopla event; it has become a central part of the fabric of summers in Salem. Hoopla is the largest community-based sporting event in Salem, and it relies on a small army of volunteers and a number of crucial key partnerships with companies and entities to stage the event each year.

5. Completion date(s)

3rd quarter

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

1440

7. Estimated volunteer hours to administer program or event

15000

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$235,000.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

0

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

Hoopla benefits from partnerships with many local businesses and organizations that support the event in many ways - whether that be as sponsors, vendors or volunteers. Sponsors contribute financially, but many also help market the event and/or involve their employees in the event as volunteers. For example, corporate sponsors of our free kids clinic and 3-point contest had employee-based volunteer teams help at Hoopla. Volunteers help in virtually every capacity at Hoopla, whether it be monitoring courts, refereeing, assisting with crowd control, performing garbage detail, or staging special events - volunteers and organizations that volunteer are essential to Hoopla. It also may be important to note that as Hoopla has grown over the years in size and scope, the event has needed to buy more and more services from vendors, the great majority of which are locally-based. Hoopla also works with various governmental bodies - including the City of Salem and the State of Oregon - to efficiently and cooperatively utilize public streets and parks during Hoopla. (Separate note: please note that the answer in #9 above is an estimate as we have not closed our books yet for 2022.)

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?

Hoopla attracts participants, exhibitors, guests and vendors from across the Pacific Northwest and beyond. This not only contributes significantly to Salem's economy, but also gives visitors the opportunity to see that Salem is a diverse community with much to offer as well. Hoopla's thousands of participants, referees, volunteers, vendors and spectators all came to downtown Salem for the event, and many stayed, played, dined, recreated and more during their visits.

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?

Hoopla offers the Salem community a fun-filled athletic and community-based event open to all interested in participating. Teams are made of players both male and female, from many races and cultural backgrounds, virtually all ages, various socioeconomic backgrounds and varying skill levels. Whether playing in the 7-&-Under Girls Recreational Division, the Men's 50-&-Over Division, the Family Competitive Division or any of Hoopla's more than 50 other divisions, there is a place for just about everyone to enjoy the event. Over the years, Hoopla has become a mainstay on the calendars of families from Oregon and beyond. The result is a summer gathering of community, the promotion of healthy physical activity and participation, and the building of traditions and stories for generations to come. Saxons and Olys, Vikings and Royal Scots, Ducks and Beavers - they all come together at Hoopla. For years, Hoopla has conducted a free basketball clinic for girls and boys that attracts hundreds of youngsters to downtown Salem. Last year, Hoopla proudly worked with the Salem-Keizer School District to increase access to more people by creating another free basketball clinic, this one designed specifically for students with disabilities, and beyond that formed a new division for students with disabilities in the Hoopla tournament. Both were huge hits at the event, featuring great participation levels filled with smiles, joy and meaning. We grew both of those initiatives in 2022. Rarely will you see such a wonderfully diverse population as you will see at Hoopla; yet, everyone shares the common and uniting bonds of the Hoopla experience. At the heart of it all is Salem, Oregon's state capital, symbolized robustly by the Capitol Building and its central location at the very heart of the state and the event.

15. How many attendees did your activity attract?

45000

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

Hoopla is an open and free event, and one at which people come to and from the event throughout the day, so getting a precise number of attendees is precarious. Our estimate is derived from feedback from the Oregon State Police several years ago. Some contend that as the event has grown in terms of teams and participant numbers, that our actual attendance is significantly higher than the somewhat old Oregon State Police figure we cite today. Down the line, at some point we hope to ask the State Police for an updated attendance estimate to see if it has changed materially in the past few years. The entire area around the Oregon State Capitol Building is pretty much packed throughout Hoopla from dawn to dusk.

17. Estimated percentage of Salem residents and/or guests

45%

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

50%

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

5%

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

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

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

Our other goal related to Team Registrations. We had 1,015 registered teams, which was an all-time record number in the 23-year history of Hoopla, but it was just short of reaching our goal of 1,060 teams. We were thrilled with the participation level; it definitely was a banner year for Hoopla!

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

Hoopla benefits from a strong partnership with Entercom Radio in Portland (1080 The Fan), which offers the event a tremendous amount of exposure in key markets on a 100% trade basis. This adds to Hoopla's "top of mind" presence. Social media efforts have continued to grow in impact in our view. Hoopla's most effective marketing is believed to be grassroots in nature; beyond word-of-mouth and positive past experiences, we have found email communications to be a tremendously effective resource for marketing and promotion, often leading to direct registrations in the event.

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

We mentioned above our efforts to expand access to Hoopla for students with disabilities at this year's event; this was an important push for us, and it was overwhelmingly successful. Hoopla does not solicit ethnicity or racial information in its registration process; however, we believe that once again we enjoyed strong participation from a wide array of races. Hoopla is a wonderfully diverse event, and diversity is at the very heart of our success and popularity in so many important ways.

24. Submitted by

Jason Unruh

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

[Hoopla 2022 Invoice - Audio.pdf](#)
[Itel Invoice.pdf](#)
[261 Invoice HOOPLA 07.06.22.pdf](#)

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

oregonhoopla@gmail.com

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Capitol Pride (dba Salem Capital Pride)

2. Name of program or event

Pride in the Park

3. Location of program or event

Riverfront Park, 200 Water St NE

4. Description of activity

Celebration of the LGBTQ+ Community with entertainment, vendors, food, and informational booths

5. Completion date(s)

1st quarter

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

0

7. Estimated volunteer hours to administer program or event

500

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$7,784.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

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

Local businesses provided sponsorships, coordinated activities (art walk, kid's corner, vaccine clinic, wine garden) made donations, were vendors and booths.

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?

Our event attracted members of neighboring communities to visit and spend money on local vendors and businesses.

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?

It celebrated the LGBTQ+ population in Salem and the surrounding areas, with inclusive efforts to service those with mobility impairments, and people in the deaf community.

15. How many attendees did your activity attract?

6000

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

Count at entrance (not staffed the whole time so minimum is 6174 based on counts)

17. Estimated percentage of Salem residents and/or guests

54%

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

37%

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

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

9%

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

Survey

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

Our second outcome was to support vendor sales. This was our first year collecting data on vendor sales so we cannot prove an increase in sales by vendor, however we more than tripled the number of vendors present at our event from last year, and from the data collected our vendors made on average \$538 with the lowest reporting \$150 and the highest \$1,988. We collected this information from a post-event survey which was completed by 26% of our vendors. We don't know what sales increases they will see after the event from participation and exposure to our audience. We have also received feedback that we think can improve vendor sales even more in the future.

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

According to our attendee survey, most people hear about our event via social media. Our limited amount spent on ads translated into over 20,000 additional views for our event.

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

We made post directly addressing addressing our accessibility for those with mobility impairments and who are deaf or hard-of-hearing and received great feedback. Some feedback from these posts even prompted us to put together a booth from people experiencing over-stimulation, like people with Autism or ADHD to make our event more accessible to them as well.

24. Submitted by

Zachery Cardoso

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

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

salemOregonpride@gmail.com

2. Thank You!

Thank you for submitting your report.