



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

December 14, 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 December 14, 2022
3. Typical CTPAB Year
4. Approval of Minutes from November 9, 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. Public Acknowledgement of Potential Conflicts of Interest by CTPAB members
 2. Review of Facility Operator Applications and their Event and CIP applications:

A.C. Gilberts Children's Museum	(Halloween Re-Engineered – Event)
	(Marketing Accessible Play – Project)
Deepwood Museum & Gardens	(Public Quarterly Event Series – Event)
Elsinore Theatre	(23-24 Season Program Marketing - Project)
	(Concession & Box Office Reno – CIP)
Hallie Ford Museum of Art	
Salem Art Association	(Art Fair and Festival – Event)
Salem Riverfront Carousel	(Santa at the Carousel – Event)
Salem Multicultural Institute	(World Beat Festival – Event)
Willamette Art Center	(Artisan's Village – Event)

Willamette Heritage Center

(Magic at the Mill – Event and Asphalt
Walkways Repair and Replacement – CIP)

7. Cultural Tourism Fund November 2022 Report
8. Facility Operating Grant Reports – Deepwood Estates & Gardens Annual, Hallie Ford Museum of Art 1st Quarter
9. Event Grant Reports – A.C. Gilberts Halloween Re-Engineered, Ceili of the Valley Samhain Celtic New Year Festival, Willamette Art Center Artisan's Fair, Press Play Salem Magazine and Website
10. Capital Improvement Reports – None
11. Updates on the Americans for the Arts AEP6 Study – Next meeting January 23, 2023, 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: January 11, 2023 1st Grant Review (Event 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
Wednesday, November 9, 2022
Remote Meeting via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

MEMBERS PRESENT

Felipe Gonzales-Chair
 Laura Tesler
 Scott Snyder
 Gaelen McAllister (arrived at 6:14 PM)
 Ryan Gail
 Omar Alvarado
 Carlee Wright
 Vacant
 Vacant

STAFF PRESENT

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

MEMBERS ABSENT**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
 Matthew Boulay - Salem Art Association
 Doug Dacar - Willamette Art Center
 Jason Unruh - Hoopla
 Irene Bernards -Travel Salem

1. WELCOME AND CALL TO ORDER

Chris Neider began the meeting at approximately 6:02 p.m. with a quorum of 6 of 9 members present. Gaelen McAllister arrived at 6:14 PM, making 7 of 9 present.

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

Members Present: Felipe Gonzales, Scott Snyder, Laura Tesler, Ryan Gail, Omar Alvarado, Carlee Wright, Gaelen McAllister (arrived at 6:14 PM),
Staff Present: Chris Neider, Kelly Kelly,
Members Absent:

2. APPROVAL OF AGENDA FOR NOVEMBER 9TH, 2022

3. TYPICAL CTPAB YEAR

4. APPROVAL OF MINUTES FROM SEPTEMBER 13, 2022

Approval of today's agenda and the September 13, 2022 CTPAB meeting minutes.

Motion: To approve the September 13, 2022 CTPAB meeting minutes and today's agenda.

Motion by: Felipe Gonzales

Seconded by: Laura Tesler

ACTION: APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

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

None.

6. ITEMS REQUIRING ACTION

1. Council Policy C-1 Review CTPAB Duties -

Chris Neider presented a review of Council C-1 Policy.

2. Facility Operator letter requesting changes to the CTPAB policy and procedures.

1. Reduce the amount of information required in quarterly Reports -

Implemented.

2. Beginning with the FY 2023 process, transition from 1-yr grants to 3-yr grants, as a way to increase long-term planning and opportunities for consistent funding. Chris Neider noted it is against current council direction. Operators could take to Council independently, but the Board is not interested in pursuing this at this time. Chris recommended board look at ways to further simplify applications for 24/25 cycle. Alicia Bay volunteered to provide Facility Operator input when the time comes to review and possibly simplify Facility Operator applications. Chris Neider noted a sub-committee should be selected to begin meetings next April.

3. Beginning with the FY 2023 process, revise and review process such that applications are not competitively scored to allow funds to be evenly and equitably distributed across the 9 Facility Operator applicants. -

Chris Neider noted current Council and board direction indicates an interest in the process being competitive. The board has authority to make this change if interested. The board is interested in keeping a competitive system in place, but is ok with equal distribution of funds for passing applications.

Motion: Upon receiving passing scores, grant funds for Facility Operators will be distributed equally.

Motion by: Felipe Gonzales

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 2

Motion: Create a sub-committee after the 2023 grant cycle to review the 24/25 scoring process, and to consider simplifications to applications.

Motion by: Felipe Gonzales

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 7-0

Aye: 7

Nay: 0

Abstentions: 0

4. Reduce CTPAB meetings to quarterly. The typical TOT Board Duties for the year were reviewed. Reduction to quarterly meetings is not an option, but the board will cancel meetings when work-load allows. The board reminded all that stakeholders attendance is optional, with the exception of a couple meetings per year. Mandatory meetings include October orientation, and attendance at the meeting(s) at which an organization's grant application is being reviewed. Monthly agendas will indicate which applications are being reviewed, so applicant organizations can know when they are needing to attend.

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 Report, Elsinore Theatre - 4th Quarter and 1st Quarter Reports, Salem Riverfront Carousel - 1st Quarter Report, Salem Multicultural Institute - 1st Quarter Report, Willamette Art Center - 1st Quarter Report, 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, 1-2 PM & Upcoming Events

12. Roundtable discussion and Appearance of Interested Citizens - Opportunity for those attending the meeting to address the Board and share upcoming events.

Each organization present introduced themselves and shared their upcoming events. Scott Snyder noted Chair, Felipe Gonzalez, received an award for his Outstanding Volunteer activities. Felipe Gonzales thanked the group and welcomed new Board member, Carlee Wright to the board.

13. Other Business & Parking Lot Items for future discussions (All)

14. Adjournment -

With no further business, the meeting was adjourned at approximately 7:48 PM.

Next Meeting: Next Meeting will be Wednesday, December 14, 6 pm, via Zoom and available on You Tube Live.

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Respectfully Submitted,

Kelly Kelly, Board Staff Support

Cultural and Tourism Fund
Fund Status Report - For the Period Ending November 30, 2022
Item 7.a.

	FY 2022-23		FY 2021-22		FY 20-21 to FY 21-22	% Difference
	Budget FY 2022-23	Actual Thru 30-Nov	Budget FY 2021-22	Actual Thru 30-Nov		
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	1,851,678	3,582,120	1,724,665	127,013	7.36%
Other agencies	5,400	815	5,400	468	347	74.15%
Interest earnings	7,000	11,014	2,500	3,190	7,824	245.27%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	6,500	12,000	7,200	(700)	-9.72%
US Treasury ARPA	-	-	1,637,570	-	-	0.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	6,263,670	5,897,734	6,635,030	3,572,371	2,325,363	65.09%
Expenditures by Division						
Conference Center Marketing	419,170	139,723	313,210	125,000	14,723	11.78%
Tourism Promotion - Travel Salem	1,047,930	370,010	783,030	339,270	30,740	9.06%
City Programs/Parks/CIP	1,912,390	871,359	1,570,920	624,605	246,754	39.51%
Administration	495,380	204,423	314,650	133,003	71,420	53.70%
Major Tourist Attractions and Cultural Facilities	557,750	206,455	469,810	132,998	73,457	55.23%
Contingency	231,540	6,552	570,000	13,143	(6,591)	-50.15%
Total Expenditures	4,664,160	1,798,522	4,021,620	1,368,019	430,503	31.47%
Total Resources Less Expenditures	1,599,510	4,099,212	2,613,410	2,204,352	1,894,860	85.96%

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	362,096	292,454	293,911	192,287	297,030	341,728	419,502	765,084	4,452,834	4,191,730
% Chg		18.58%	10.72%	-7.42%	9.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.92%	
														6.23%

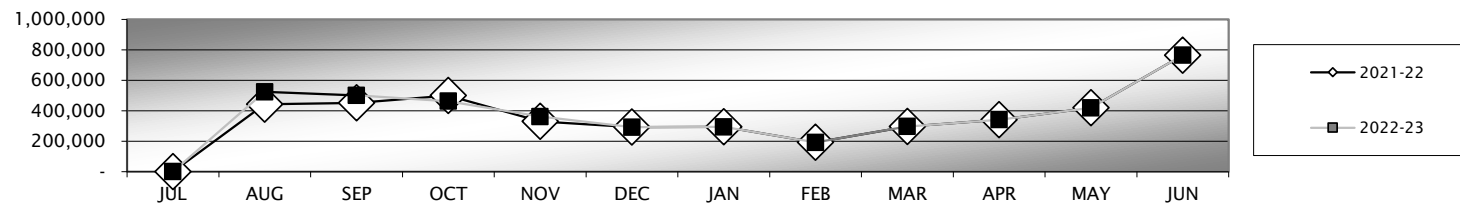


Chart and graph demonstrate actual revenue for FY 2019-2020, FY 2020-2021 and FY 2021-2022 compared to FY 2022-2023.

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 November FY 2021-22	1,724,665
YTD November FY 2022-23	1,850,839
Variance FY 21-22 to FY 22-23	7.32%

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

Friends of Deepwood

2. Name and location of facility

Deepwood Museum & Gardens, 1116 Mission street, Salem, OR 97302

Reporting period - Annual

3. Total number of days open

91

4. Total hours of operation

1335

5. Volunteer hours for period

350

6. Total attendance at facility

4647

7. List the attendance and each type of activity

Museum tours / gallery visits : 468

Student attendance : 26

Events, Festivals, Experiences, Other Programs : 2800

Off site activities / events : 262

Rentals : 1117

8. Operating expenses funded by TOT for the period

\$7,945.00

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

\$77,208.00

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

We were excited to once again celebrate Mother's Day Tea at Deepwood! Mother's Day Tea has been a long standing tradition in many families, so having to put it on hold during the pandemic was of course a disappointment although necessary. There was a wonderful blend of locals and guests from out of town even over the 50 mile range. It was an excellent opportunity to make more people aware that we were once again open for business as we had been doing tours and had a smaller open house there was still hesitation by some about returning for teas. The teas sold out with people who had credits from COVID tea cancellations, as well as some first time attendees.

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 continue to make progress on our benchmark to attract guests under the age of 50 while maintaining that audience as well. We are able to track in part based on percentages of tickets proportionally sold to Seniors (although that category is 62 or older) leaving a higher rate of other ticket holders shows trending toward younger ages. We also saw more attendees at tea that were younger than the most common guest from prior years. We don't do age surveys at the teas, so that was strictly based on observation and notes kept at the event on perceived attendees under 50.

13. Submitted by

yvonne putze

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

yvonne@deepwoodmuseum.org

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

[1 Wedding 2 Going Away options.jpg](#)

[Stunning Rose along Greenhouse.jpg](#)

[Awaiting the guests.jpg](#)

[Tea set in front parlor.jpg](#)

[MD Tea Returns.jpg](#)

[Wisteria along the front entry garden.jpg](#)

[Deepwood Border Gardens.jpg](#)

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

Hallie Ford Museum of Art

2. Name and location of facility

Hallie Ford Museum of Art, Willamette University, mailing address: 900 State Street; street address: 700 State Street; Salem, OR 97301

3. Reporting period

1st quarter

4. Total number of days open

66

5. Total hours of operation

330

6. Volunteer hours for period

983

7. Total attendance at facility

3893

8. List the attendance and each type of activity

Museum tours / gallery visits : 3190

Student attendance : 352

Events, Festivals, Experiences, Other Programs : 351

9. Submitted by

John P Olbrantz

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

jolbrant@willamette.edu

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

Gilbert House Children's Museum

2. Name of program or event

Halloween Re-Engineered

3. Location of program or event

Gilbert House Children's Museum

4. Description of activity

Trick or treating with gizmos and innovative candy delivery systems for children.

5. Completion date(s)

1st quarter

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

350

7. Estimated volunteer hours to administer program or event

529

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$5,500.00

10. Was the event free?

No

11. Amount of admission ticket, if any

5.00

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

Local businesses provided cash sponsorships of \$5,500. The businesses also participated at the event by handing out candy or games for the children. Ace Hardware created a candy throwing dragon for the trick or treating section of the event. Dalke Construction provided six volunteers to help with a craft in Spooky Square, a craft and game area added for this year's event. Willamette University's Chemistry Club brought a chemical light show and slime for attendees. GHCM Board members helped at the entrance and brought candy gizmos.

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?

The contributed to the overall economic impact by providing a fun Halloween themed event near Downtown Salem. The times were at 11 and 1, allowing time for families to eat at a local restaurant, visit the museum or Salem's Riverfront Carousel or participate in another holiday event.

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?

Providing safe, educational events for families to enjoy together enhances the quality of life for local residents. Families celebrated Halloween together by participating in educational activities and experiencing a unique trick or treating experience. The TOT funding helped GHCM provide additional activities in the new Spooky Square. This area had games and crafts for children to enjoy after the trick or treating. The funding also makes it possible to only charge children \$5 admission and they left with \$25 worth of prizes.

Our website highlights for users how to switch to a Spanish Translation. GHCM staffing includes fluent Spanish Speakers as well.

15. How many attendees did your activity attract?

1000

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

Ticket Sales and adult estimation

17. Estimated percentage of Salem residents and/or guests

94%

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

5%

**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)

Ticket Sales

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

Admission to Spooky Square included an informal survey with a question about the child's favorite gizmo and what they learned. Most children highlighted the candy shooting dragon. Several young children talked about the catapult and how it launched candy to them.

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

Social media, e-newsletters and onsite advertising are our most effective way to market Halloween Re-Engineered. This year we used TOT funding to purchase billboard space for the event. GHCM shared this space with Willamette Heritage Center who was also hosting an event that day. As always, GHCM posted the event on the Travel Salem calendar and sent press releases to the local newspapers.

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

TOT funding made it possible to keep the event at \$5 for each child. Entry to the museum was not required. The use of billboard space allowed the museum to inform more families in Salem of the fun opportunity.

24. Submitted by

Alicia Bay

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

[Community Partnership Marketing Report City of Salem CTPAB.pdf](#)
[transient-occupancy-tax-grant-report-form-events-budget-sheet \(2\).xlsx](#)

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

executivedirector@acgilbert.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

Ceili of the Valley Society (CVS)

2. Name of program or event

Samhain Celtic New Year Festival

3. Location of program or event

Willamette Heritage Center- Spinning Room, 1313 Mill St SE, Salem

4. Description of activity

An one-day celebration highlighting and exploring music, crafts, dance and culture of the seven Celtic Nations (Ireland, Scotland, Wales, Cornwall, Brittany, Galicia and Isle of Man) and featuring hands-on experience and learning activities to connect people with Celtic culture.

5. Completion date(s)

4th quarter

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

217

7. Estimated volunteer hours to administer program or event

1119

8. Amount of funds provided by TOT

\$5,000.00

9. Amount of funds provided by other sources

\$2,729.00

10. Was the event free?

No

11. Amount of admission ticket, if any

10.00

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

Willamette Heritage Center provided rental space for the festival.

Promotional and marketing information for our festival was published in the following publications or on-line: All-Ireland Cultural Society newsletter, Press Play Salem-the Playlist, Salem Reporter, and Travel Salem. Flyers were distributed at Salem Cinema, Lifestyles Unlimited Hair Co, Urban Coffee, World Beat Festival, Salem Multicultural Institute, and Salem Art Fair.

Large posters were posted throughout Salem in local coffee shops, local businesses, Willamette Heritage Center, and Salem libraries. Public announcements were done by local radio station KMUZ. Salem Sign Company reworked the banner that hung over Liberty Street. Parsons Designs provided printing of Festival Logo t-shirts and tote bags. Local designer, Carlee Wright, provided webpage design work, graphics design work for posters and flyers, social media maintenance and general marketing. A local photographer volunteered his time to take photos of the event for future marketing. Bliss Sequoia Insurance advertised the festival on their digital electronic billboard. ABC Printers Inc. were used to print our sponsorship banners.

The following local businesses and individuals made cash donations or provided sponsorships: Capitol Subaru, The Summit Group of Oregon, LLC, Salem Health, Lifestyles Unlimited Hair Co, and Friends of CVS.

For the food: Scones were purchased at a discounted price from Roth's Food Market. Soups from three Celtic nations were catered by Sassy Onion for lunch. Other food and dinnerware were purchased at Winco and US Chef's Store.

Mini pumpkins were purchased at EZ Orchards at a discount for our Family Crafts area and craft supplies purchased at Salem Art Department. Salem Art Department also assisted in craft ideas.

Yoakum Sound provided sound for our event.

Salem Multicultural Institute surveyed attendees for the Americans for the Arts AEP6 Study.

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 presenters and vendors from the Salem area as well as Adair Village, Astoria, Boring, Eugene, Newport, Philomath, Portland, Scappoose, and Silverton. These presenters and vendors also had assistants, musicians, and dance troupe from out-of-town. There were about 21 out-of-town (less than 50 miles) and about 28 (50+ miles).

We had 190 out-of-town, 114-less than 50 miles and 76-more than 50 miles. There were out-of-state attendees from Minnesota, Nebraska, Arizona, Nevada, Washington, California, and Mexico as well as out-of-town attendees from as far away as Ashland.

There were 17 out-of-town volunteers, 15-less than 50 miles and 2-more than 50 miles (1-Ashland, 1-Arizona).

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?

This was our seventh Samhain Celtic New Year Festival. Our Festival was an affordable family-friendly, educational cultural experience. Attendees explore and discover Celtic culture through a variety of demonstrations and workshops. The public were introduced to comparisons in Irish and classical fiddle, uilleann pipes workshop, whistle workshop, shanty sing workshop, and history on the Irish Civil War. Celtic demonstrations included kilt folding, Highland dancing, and hurling (an Irish sport played with a wooden stick and a small ball) as well as many other activities.

Wonderful auditory experiences included headliner band-Biddy on the Bench providing Celtic music with uilleann pipes, tin whistle, fiddle, bodhran, and guitar. They gave a concert presenting a vocal harmony with sea shanties, ballads, and songs sung in Gaelic. Other auditory experience included festival opener with Willamette Valley Pipes & Drums March through, storytelling with hand drum background, Irish soft shoe and hard shoe dancing, and a Scottish Showcase including bagpipes, Highland dances and Scottish Country dancing demonstrations.

At our Celtic Pop-Up area, you could watch a demo and get your name written in the Uncial Calligraphy font, try your hand in making a Celtic Knot with Rope using a loom, and discover hurling by watching a game video, a hurling history talk and check out equipment.

Cultural activities for the young-at-heart and children included a cultural crafts area inside and mini-Highland games held outside. Indoor activities included hand-painting and creative crafts. The crafts included working with mini pumpkin decorating, bookmark making, rock painting and colored pencils and paper just to list a few. There were activities for every age and skill. Outdoor activities included Kid's Highland Games. Participants could compete for fun in the Welly Throw, Sheaf Toss, and Caber Toss. You could also try your hand at hurling. You were sometimes treated to Scottish bagpipes as background music while enjoying the outdoor activities.

Informational exhibits included All-Ireland Society, Capital Calligraphers, Celtic Nations-World Beat Display, Welsh Society, Willamette Valley Nomads (hurling), Willamette Valley Pipes & Drums, and Comhaltas Ceoltoiri Eireaan (CCE) the primary Irish organization dedicated to the promotion of the music, song, dance and the language of Ireland). For the first time, we had the representation of Isle of Mann, the Oregon Manx Society.

The festival day ended with a Céili Finale where all festival attendees were invited to participate in a called Irish Céili dancing with live traditional Irish music by Biddy on the Bench.

15. How many attendees did your activity attract?

502

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

ticket sales

17. Estimated percentage of Salem residents and/or guests

48%

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

48%

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

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

21%

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

Surveys by volunteers at Admissions/ticket area, applications information, volunteer information & estimates.

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

OUTCOME #1- attendance -from ticket sales. Festival attendees increased to 502 from 350 (last full in-person festival). This was an increase of approximately 70%.

~Attendance breakdown: < 50miles=29% , >50miles=19%, Salem=52%. Counts from survey at the attendance/ticket area.

OUTCOME #2- number of community partners: 85 (includes 1-partners doing: advertising, printing, graphic designing, food purchases, catering, & signage, 2-donations sponsors & sound, 3-presenters, exhibitors, performers, & vendors).

~49 volunteers assisted in festival planning and/or on festival day with approximately 920 hours. Exhibitors and presenters waived payments and donated 186 hours.

PROJECT outcomes: Classes, workshops, & activity attendance: The rough estimate are 604 attendees. The estimate does not include four classes. Representation of a new Celtic nation, Isle of Mann, had an informational exhibit for the first time at our Festival.

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

According to our survey, festival attendees found out about the festival mainly through our Facebook, the Liberty Street banner, or at Ceili of the Valley exhibits at community events or our electronic newsletter with over 400 subscribers.

A variety of promotion & marketing strategies were used. Our press release was picked up by Press Play Salem, Salem Reporter and Willamette Valley Living. Social media posts were scheduled the week before the festival for multiple times a day that will run through the festival. An ad ran on our Samhain Facebook with 34,466 views by October 18th that included over 2,000 views from Washington.

PSAs and calendar posting on KMUZ. Banner hung on Liberty Street to promote the festival for the week leading up to and including festival day and Bliss Sequoia Insurance (BH Insurance LLC) posted our festival on their digital electronic ad board. Posters were hung and flyers distributed throughout the Salem area. Printed flyers were distributed at Ceili of the Valley events, World Beat, Salem Saturday Market, Salem Art Fair, Albany Scottish Festival, Englewood Forest Festival, Salem Multicultural Institute, and Olalla Cultural Festival in Newport. The Festival was included in our monthly MailChimp newsletter for several months before the Festival and also had Festival teasers the month of the Festival.

Our vendors, volunteers, and exhibitors such as Welsh, Oregon Manx, Biddy, CCE, Hurling, Murray School of Dance, and Willamette Valley Pipe & Drums posted our festival on their Facebook.

Digitally, we leveraged both the Ceili of the Valley and celticfestival.info websites for promotion, plus social media networks such as Facebook and Instagram. Through the use of hashtags, we were able to expand the reach of these free platforms.

Travel Salem provided free online calendar postings.

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

We participated in the World Beat Festival and the Olalla Cultural Festival. Olalla Festival also included community organization and resource tables, Covid shots, and family activities. This festival included many Spanish participants and attendees.

The following wording are included on our CVS and Samhain website in English and Spanish:
Ceili of the Valley Society is open to everyone, Celtic heritage or not. All activities are inclusive. We welcome all people.

Ceili of the Valley Society está abierta a todos, con herencia celta o no. Todas las actividades son inclusivas. Damos la bienvenida a todas las personas.

24. Submitted by

Ginny Wedel & Elisa Chandler

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

[Final CVS TOT Grant Budget Actuals 2022.pdf](#)

[Samhain Celtic New Year Festival – Celebrating Celtic Cultures.pdf](#)

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

ceiliofthvalley@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

Press Play Salem LLC

2. Name of program or event

Press Play Salem

3. Location of program or event

Salem

4. Description of activity

Arts + entertainment + culture resource (website and magazine) highlighting the people, places and things to do in Salem.

5. Completion date(s)

1st quarter

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

10

7. Estimated volunteer hours to administer program or event

315

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$4,475.00

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?

Press Play Salem Summer 2022 was assisted by advertising purchases or exchanges from Pentacle Theatre, Venti's Cafes, Taproot Lounge & Cafe, Ashley Contreras/Windermere Real Estate, Salem on the Edge Art Gallery, Ernie & Gray Fine Art and Craft, Salem Convention Center, Theatre 33, Rob Melton of HomeSmart Realty, Green Star Motivation, Level 2 Gallery (Oregon Artists Series Foundation), Huggins Insurance, CC:Media, Hallie Ford Museum of Art, Elsinore Theatre, Dayna Collins, Elsinore Theatre and The Moon 105.5.

Furthermore, we received photography support from BenMa Photography, plus writing, editing, design/layout, content and/or personnel support from Carlee Wright, Tracy Torres, Erin Zysett, Robert Cates Downard, Mark Green, Brian Hart, Anne Lapour, Aoife Murphy, Robyn Saunders Wilson, Matt Torres, and more.

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?

Through its content, Press Play Salem contributed to CTPAB's goal of increasing room nights/revenue and the overall economic impact of tourism in Salem. By providing locals and visitors information/stories about dining opportunities, art experiences, local culture and more, we encourage engagement in and with our city. We highlight local happenings/opportunities, promoting events and the organizations that make those events happen. We provide the information to enable participation in our community, be that attending an event, shopping from a retailer, eating from a dining establishment, visiting a cultural facility, etc. There is potential for these stories/information to lead to visitors to stay overnight in 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?

Press Play Salem is a go-to guide and resource for arts + entertainment + culture coverage that brings together stories about the people, places, and things to do in Salem with a calendar of events. On a whole, this contributes to the CTPAB's goal of enhancing the quality of life for all Salem's residents because it is free, accessible and offers a variety of content. Additionally, we embrace a culture of inclusiveness and diversity for all Salem's residents through our content, which features stories appealing to and encompassing our whole community. We pride ourselves in reflecting our community in our stories so our readers see themselves on our pages.

15. How many attendees did your activity attract?

10000

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

Printed magazines combined with digital distribution.

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.

We listed two other measurable outcomes.

Outcome #1: increased market share. Our goal was to increase website traffic/visitors and engagement. Our website statistics show we had an increase year-over-year and in comparison to the previous three months.

Website Traffic Year over Year — users up 615% and page views up 507%
Compared to the 3 months prior — users up 235% and page views up 193%

Outcome #2: Social Media. Our goal was to have growth in social media impact/presence. Our social media statistics show year-over-year our Facebook reach up 176% and our page and profile visits up 174% and our Instagram reach up 172% and page and profile visits up 144%.

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

We are our own most effective marketing resource. Our print (and digital) magazine encourages people to read/learn more at our website. We also publish some stories solely on our website. We drive people to our website through our own email newsletter (The Playlist) as well as social media. Additionally, when the new edition arrives, we post to our social media where it is available thus promoting people to visit the places where they can get magazine and the magazine itself.

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

Although we did not specifically target Spanish language communities, we serve the whole population, including those underrepresented through our content (including a variety of events and highlight free activities) and our distribution. Our magazine is free, and we aim to make it available through a wide variety of locations, plus with the addition of an online version, it can be accessed anytime, any place by anyone. Some of the openly accessible sites to pick up the print edition of our magazine include Travel Salem and Roth's Fresh Markets.

24. Submitted by

Carlee Wright

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

[Press Play Salem Summer 2022.pdf](#)
[SelectImpressionsInvoice_119613_\(2\).pdf](#)
[PPS TOT Budget Report 2022-23.pdf](#)

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

pressplaysalem@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

Friends of the Visual Arts dba Willamette Art Center

2. Name of program or event

Artisans Village

3. Location of program or event

Oregon State Fair 2022

4. Description of activity

The Artisans Village is a tent village comprised of the Willamette Art Center, Raku glazing and firing tents, and Artisan art vendors.

5. Completion date(s)

1st quarter

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

297

7. Estimated volunteer hours to administer program or event

840

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$7,500.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

0

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

Artisan Village featured a variety of artists from the Pacific Northwest. The event included artist demonstrations with several artists offering ongoing demonstrations of their craft and small projects that were completed on site. The arts and crafts fair also rented booths to groups and guilds, such as the Capitol Woodcarvers. A stage featuring local Oregon musical talent provided entertainment.

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?

Artisans Village is an important part of the Oregon State Fair, providing an opportunity for 25,536 visitors to enjoy and purchase different types of artworks in one place. People from all over the state and out of state travel to Salem for this annual event. There were five (5) Artisans Village vendors from out-of-area and eleven (11) local vendors. Information and exposure to artists and cultural opportunities generates public interest in future return visits to the Salem 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?

The public had opportunities to interact with artists demonstrating their crafts such as jewelers, leather workers, potters, and a blacksmith, who delighted young people with hands-on experiences. Many of the attendees took the time to stop and ask questions about the artists and their creative process. The Raku area was hugely popular and provided family members an opportunity to create their own Raku pottery "treasure". Many declared the Raku booth was their first stop at the fair each year.

The Artisans' village enhanced Salem residents' quality of life by offering a unique and diverse cultural and artistic experience in an easily accessible location. Artists and guilds offered free informative demonstrations, sales for personal enjoyment and beautification, and information about future events in Salem. These activities all increase residents' and visitors' cultural awareness, skills, and appreciation for the arts. This in turn helps to maintain and improve Salem's cultural assets which are positive benefits to the local quality of life.

15. How many attendees did your activity attract?

25536

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

count at Raku & AV Village

17. Estimated percentage of Salem residents and/or guests

70%

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

25%

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)

estimate

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

The Willamette Art Center volunteers used hand-held clickers as well as head counts to determine that an estimated 25,536 people visited the Raku booth and the Artisans Village.

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

Marketing and promotions were shared on our website, Instagram and Facebook pages. Marketing reach was expanded by the cross-promotional efforts of our artists, musicians, cultural partners and, of course, the Oregon State Fair.

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

During the 11-day fair, people of all ages, ethnicity, and backgrounds enjoyed a quiet respite in the WAC Raku booth. The Raku booth provided an affordable, recreational, hands-on art experience for widely diverse groups of people, including families from lower socioeconomic backgrounds. Several vendors were fluent in a language other than English, and the Willamette Art Center had two or three volunteers who spoke Spanish.

24. Submitted by

Kevin Herzberg, AV Coordinator

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

[TOT Events Grant Supporting photos f1.pdf](#)
[AV Financials.pdf](#)
[AV OSF invoice, wages & musicians pay.pdf](#)
[AV receipts 1.pdf](#)
[AV receipts 2.pdf](#)
[Event Budget Sheet 2022.xlsx](#)

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

programadmin@willametteartenter.com

2. Thank You!

Thank you for submitting your report.