



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

January 11, 2023
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 January 11, 2023
3. Typical CTPAB Year
4. Approval of Minutes from December 14, 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. Travel Salem Annual Report Presentation (Angie Onyweuchi, 10 - 15 minutes)
 2. Public Acknowledgement of Potential Conflicts of Interest by CTPAB members for today's list of applications being reviewed.
 3. Review of TOT Event Grant Applications:

B-17 Alliance Foundation – Unveiling Salem's Hidden Treasure

Capaces Leadership Institute – Salem Cultural Night Mercado Latino/Hispanic
Heritage Month

Capitol Pride – Pride in the Park and Pride March and Block Party

Casa de la Cultura Tlanese – Dia de Muertos Celebration and Huapango Huasteco
Contest in Salem

Ceili of the Valley Society – Samhain Celtic New Year Festival

Englewood Forest Festival – Englewood Forest Festival

Helping Hands Resources – Quiltopia 2023

Hoopla – Hoopla XXIV
Keizer-Salem Youth Basketball Association – Oregon State BB Tournament 2024
Oregon Symphony Association in Salem – 23-24 Concert Season

7. Cultural Tourism Fund December 2022 Report
8. Facility Operating Grant Reports – Gilbert House Children's Museum 2nd Quarter
9. Event Grant Reports – Enlightened Theatrics - Seussical The Musical, Festival Chorale Oregon - "Saint Nicolas" by Benjamin Britten, and Helping Hands Resources – Quiltopia 2022
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: February 8, 2023, 2nd Event Grant Review Day (Event Operators)

List of Applications to be reviewed on February 8th:

Oregon State Capitol Foundation – Cherry Blossom Day at the Capitol 2024
Salem Main Street Association – Downtown Salem Winter Celebration
Salem Senate Aires – Youth in Harmony
Salem Public Library Foundation – Salem Reads: One Book, One Community
Willamette Master Chorus – Veterans Concert and Winter Concert: Music for Our Children
Willamette University Theatre 33 – 2023 Summer New Play Festival

Plus 5 Small Non-501c TOT Event Grants

Odyssey Collective – Music in the Park Soiree

Sasquatch Sports – Capitol City Classic

ENLACE – 2023 KERMEZ Hispanic Month Closing Celebration

Press Play Salem – Press Play Salem Publication and website

Salem on the Edge – Plein Air Invitational Show

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, December 14, 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 6:12 PM)
 Omar Alvarado
 Carlee Wright
 Geoffrey Tiffany (Arrived at 7:00 PM)
 Vacant

STAFF PRESENT

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

MEMBERS ABSENT

Ryan Gail

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
 John Olbrantz - Hallie Ford Museum
 Carrie Langham - Salem Riverfront Carousel
 Sue Karnash - Willamette Art Center
 Beth Nevue - Ceili of the Valley
 Irene Bernards -Travel Salem
 Carlee Wright - Press Play Salem
 Kate Van Ummersen - Salem Public Library Foundation

1. WELCOME AND CALL TO ORDER

Chris Neider began the meeting at approximately 6:04 p.m. with a quorum of 5 of 8 members present. Gaelen McAllister arrived at 6:12 PM, making 6 of 8 present.

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

Members Present: Felipe Gonzales, Scott Snyder, Laura Tesler, Omar Alvarado, Carlee Wright, Gaelen McAllister (arrived at 6:14 PM), Geoffrey Tiffany (arrived at 7:00 PM)
Staff Present: Chris Neider, Kelly Kelly,
Members Absent: Ryan Gail,

2. APPROVAL OF AGENDA FOR DECEMBER 14TH, 2022

3. TYPICAL CTPAB YEAR

4. APPROVAL OF MINUTES FROM NOVEMBER 9, 2022

Approval of today's agenda and the November 9, 2022 CTPAB meeting minutes.

Motion: To approve the November 9, 2022 CTPAB meeting minutes with one correction to add Geoffrey Tiffany but note he was absent November 9, and today's agenda.

Motion by: Felipe Gonzales

Seconded by: Laura Tesler

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.

None.

6. ITEMS REQUIRING ACTION

1. Public Acknowledgement of Potential Conflicts of Interest by CTPAB.

Laura Tesler recused herself from scoring SAA applications. Carlee Wright recused herself from Elsinore, SMI and Hallie Ford applications. Omar Alvarado recused himself from Odyssey and Spanish Heritage Event applications.

Motion: To approve of equal pay distribution for all of the Facility Operator grants, providing they have a passing score.

Motion by: Felipe Gonzales

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 2

Motion: The approval to create a subcommittee to do a Facility Application review after this scoring cycle is complete.

Motion by:	Felipe Gonzales
Seconded by:	Ryan Gail
<u>ACTION:</u>	APPROVED
Vote:	7-0
Aye:	7
Nay:	0
Abstentions:	0

Alicia Bay offered to sit on the sub-committee when created, to help offer Facility Operator's perspective on any changes to the Facility Operator application for next cycle.

On the discussion of 1 to 3-year grants and non-competitive scoring, consideration of those changes is denied as they are not allowed by City Council Policy C-1.

2. Review of Facility Operator Applications and their Event and CIP Applications.

The Elsinore, Facility and CIP
 Gilbert House, Facility, Halloween Re-Engineered, CIP
 Deepwood, Facility, Public Quarterly Event Series
 Hallie Ford Museum, Facility
 Salem Art Association, Facility, Art Fair & Festival
 Salem Riverfront Carousel, Facility, Santa at the Carousel
 Salem Multicultural Inst - Facility, World Beat Festival
 Willamette Art Center - Facility, Artisans Village
 Willamette Heritage Center, Facility, CIP, Magic at the Mill

7. CULTURAL TOURISM FUND NOVEMBER 2022 REPORT

8. **Facility Operating Grant Reports** - Deepwood Estate & Gardens - Annual, Hallie Ford Museum of Art 1st Quarter

9. **Event Grant Reports** - A.C. Gilbert Halloween Re-Engineered, Ceili of the Valley Samhain Celtic New Year Festival, Willamette Art Center Artisans 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, 1-2 PM & Upcoming Events**

Chris Neider asked organizations to share their upcoming events for the Master Calendar, and noted volunteers for surveys at events now through the end of April will be vital, to reach our goal of 800 surveys taken. We are at 357 currently. Please contact Kelly or Chris if you would be willing to take surveys at an event between now

and the end of April. Facilities that have the staff or volunteers to be taking surveys, please just let us know if you need supplies or support.

- 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.

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

- 14. Adjournment -**
With no further business, the meeting was adjourned at approximately 7:21 PM.

Next Meeting: Next Meeting will be Wednesday, January 11, 2023, 6 pm, via Zoom and available on You Tube Live.

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Respectfully Submitted,

Kelly Kelly, Board Staff Support



FOURTH QUARTER REPORT 2021-2022

APRIL, MAY, JUNE

INTRODUCTION

Travel Salem is pleased to present its 21-22 Fourth Quarter Report pursuant to 2021 City of Salem Contract Section 1.7. The contract stipulates quarterly reports include a financial report, an overview of activities and performance measurement data, and clearly demonstrate how Transient Occupancy Tax funds and Salem Tourism Promotion Area funds are used on projects, programs, and initiatives in Salem. This report fulfills these contractual requirements.

All programs and services tie back to Travel Salem's 2020-2025 Strategic Plan and the 2021-2022 Business Plan and drive toward the imperative to increase visitor-related economic impact through four core areas of focus: destination experience, destination development, destination marketing, and organization optimization.

KEY PERFORMANCE MEASUREMENTS

Performance Measures ¹	21-22 YTD (July-June)	% of Target	21-22 Year-End Target	20-21 TOTAL
Estimated Economic Impact	\$676,300,000	210%	↑2% = \$321,300,000	\$315,000,000
Transient Occupancy Tax ²	\$4,328,340	133%	↑5% = \$3,249,877	\$3,095,121
Leverage	\$2,809,660	122%	\$2,300,000	\$2,680,099
Consumer Engagement	147,985,737	108%	↑15% = 137,383,383	119,463,811
Visitor Information Network Attendance	121,878	155%	↑6% = 78,405	73,967
Earned Media Impressions	114,512,450	109%	↑5% = 104,615,797	99,634,093
Social Media Reach ³	8,710,548	96%	↑12% = 9,107,916	8,132,068
TravelSalem.com Visits ⁴	308,338	81%	↑10% = 380,288	345,716
Conventions & Sports Bookings	28	140%	↑10% = 20	18

¹Targets are based on normal market conditions and don't take into consideration significant impacts such as a pandemic, recession/depression, natural disasters, fuel anomalies, etc.

²Outcomes influenced by fluctuations in ADR, occupancy

³Social Media Reach was down due to the social media coordinator position being vacant during the 3rd quarter

⁴Methodologies may change year to year as vendors update their algorithms; year over year changes may not be comparable. TravelSalem.com visits were down from target due to drop in opt-in cookie traffic and the website re-design (re-designs can cause initial drops in traffic for a month or two as Google learns to read and recognize the new site)

FUNDING KEY BY SOURCE



Transient
Occupancy
Tax



Salem
Tourism
Promotion
Area



Wine
Country
Plate



Unrestricted
sources (e.g.,
County funds,
advertising)



Willamette
Valley
Visitors
Association



Grants



Blended
sources

MARKETING & COMMUNICATIONS

- Ran a June **Expedia campaign** generating 871 room nights and \$155,300 worth of bookings; this campaign produced a 17.4:1 return •
- Completed a **Sojern campaign** that sends Salem ads to targeted consumers as they proceed through their trip planning and booking process; the campaign ran from November 1, 2021 through April 30, 2022 and drove 468 lodging bookings •
- Completed the **Seattle Bus campaign** that ran from April through June 2022; the campaign generated 26.8 million impressions
- **Cultural Heritage Liaison Work Plan** – Provided customized expertise to develop marketing plans, performance measurement reporting, website & social media management, and content planning templates. The review of Bush House Museum is currently underway and will be finalized after their internal “reimagining process” is complete. Reviews have been conducted of the following: •
 - Willamette Heritage Center
 - Deepwood Estate & Gardens
 - Gilbert Children’s Museum
- The **Region 1 Wine Country Plate** strategic planning process is underway; MMGY Global has been contracted to facilitate stakeholder engagement and develop a strategic plan to create alignment with future strategies •
- Placed a full-page ad in the Jul-Aug edition of **American Road magazine** with 120,000 consumer impressions and reaching 2,800 group tour operators; the digital ad will have a reach 1.5 million views; the ads highlight Salem’s rich heritage and area attractions •
- Launched the **22-23 Salem Area Visitors Guide** with ad sales returning to 2019 levels (\$70,763); distributed to 800 locations throughout Oregon, Washington and California ••
- Ran a full-page ad in **Northwest Travel magazine** (120,000 impressions) highlighting outdoor recreation •
- Participated in the **Destination Analysts Traveler Sentiment survey** to collect data from visitors to the region; the final report and findings will be available in October 2022 •
- Secured a spot on the **Oregon Olympian Trail** for Gilbert Children’s Museum as part of the Oregon 22 World Track & Field Championships with a permanent plaque displayed at the museum honoring A.C. Gilbert who was a track and field gold medal Olympian in 1908 •
- Held Travel Salem’s **Most Oregon Part of Oregon (MOPo) Industry Awards** which honored eight individuals, groups and organizations that went above and beyond in 21-22 to positively impact the economy and the Mid-Willamette Valley’s quality of life; the following recipients were recognized:•
 - The Most Dedicated: Hazel Patton
 - The Most Brewlicious: Parallel 45 Brewery
 - The Most Authentic: Don Froylan Creamery
 - The Most Resilient: Santiam Canyon River Territory
 - The Most Impactful: IRONMAN 70.3 Oregon
 - The Most Connected: Willamette Heritage Center
 - The Most Collaborative: Taproot Lounge & Café
 - The Most Oregon Part of Oregon: Salem Tourism Promotion Area Committee
- The Union Street Pedestrian Bridge was lit in red lights to pay homage to the tourism industry; Mayor Chuck Bennett presented a tourism proclamation to celebrate **National Tourism Month**



Seattle Bus Campaign

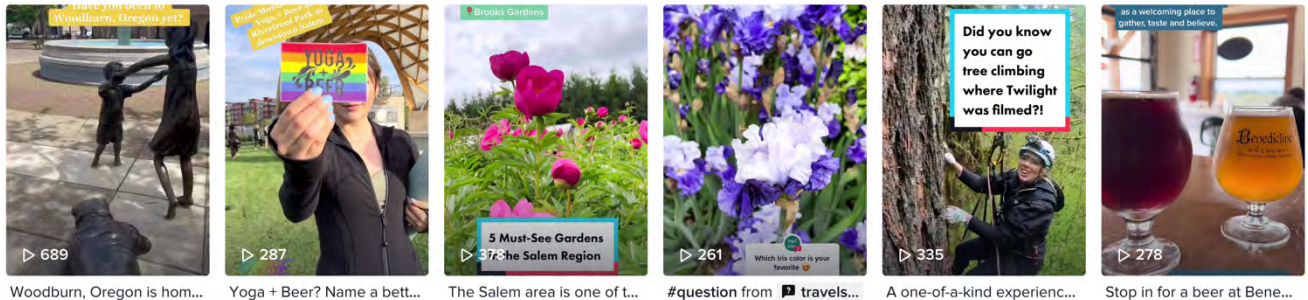


22-23 Visitors Guide Cover

Social Media & PR

Refer to the attached Social Media and PR Addendums for examples and results of top-performing posts for the quarter

- **Content Creation for Tik Tok:** Fun and exciting Tik Toks are being posted 3-4 times a month promoting events, unique places and much more to encourage tourism in the Salem region •



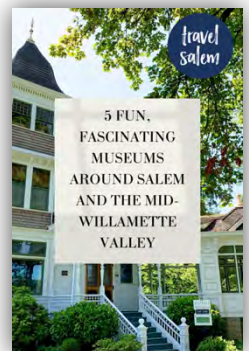
- **Published 3 blogs** highlighting events and places to visit in the region with a total of **39,520** page views: •

- 7 Must See Gardens to Visit in the Mid-Willamette Valley this Spring
- 5 Fun, Fascinating Museums around Salem and the Mid-Willamette Valley
- The Ultimate Guide to Camping and Outdoor Adventure in Salem and the Mid-Willamette Valley

- **In-house photo/video content** was produced for the following locations: •

- Chachalu Tribal Museum
- Cecil & Molly Smith Gardens
- The Oregon Garden
- Benedictine Brewing
- Multiple Polk County locations for Great Oaks Food Trail
- Pendleton Retail Store
- Sebright Gardens
- Tree Climbing at Silver Falls State Park
- Schreiner's Iris Gardens
- Yoga + Beer at Gerry Frank Amphitheatre
- Xicha Brewing
- Salem Pride
- Enchanted Forest

- **Content Creation for Pinterest & Updating Older Blogs:** Cross-promoted Travel Salem blogs on Pinterest and created engaging pin covers; uploaded in-house photo content to Pinterest; updated older blogs with current information to increase Search Engine Optimization (SEO) (4,722 impressions) •



Pinterest Cover Examples

Online & Data Science

Subscribed to two new platforms that will enhance Travel Salem's research and data science capabilities; results from this research will be shared in future reports:

- **Adara Impact**— Adara tracks consumers through their planning and booking journey by tracking Travel Salem's marketing initiatives (e.g., TravelSalem.com, digital advertisements, social posts) and provides insight into visitor expenditures and estimated economic impact (EEI); data will be used to analyze effectiveness of advertising campaigns •

- **Placer.ai**— Placer.ai uses geofencing technology to provide detailed data on visitor movement throughout the region; data can be pinpointed to specific locations such as attractions and events; data will be utilized to further understand the visitor journey throughout the region and effectively target advertising efforts •
- Integrated **Google Analytics 4 (GA4)** into TravelSalem.com website platform; GA4 is the next generation measurement tool for tracking website analytics due to the termination of cookie tracking •

Willamette Valley Visitors Association (WVVA)

- The **top Instagram post** for the quarter featured E.Z. Orchards and received 329 likes
- “Five Ways to Celebrate Pride in the Willamette Valley” **blog** featured Salem’s Capital Pride in the Park event

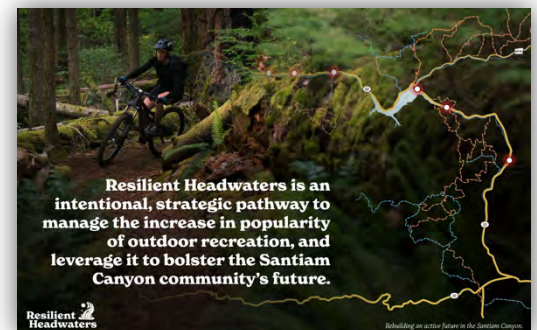


WVVA Top Instagram Post

DESTINATION DEVELOPMENT

Marion County

- **John Ritter’s Salem Underground & Lore Tour**— Working on a guided tour to promote the history and rich culture of Salem that showcases the underground history of downtown from the late 1800s to the present day; due to the lack of accessible underground locations, adapting the tour to incorporate Salem “lore” and historic facts; tentative launch October 2022 •
- **Itinerary Development**— Created new itineraries for the Oregon 22 World Track & Field Championships and IRONMAN 70.3 Oregon which are available at TravelSalem.com and via QR codes for easy mobile access at visitor’s information tables •
- **Santa Crawl**— Coming this December, the Salem Santa Crawl event will encourage participants to don their Santa apparel and take part in culinary festivities at a variety of participating downtown establishments; currently engaging stakeholders to outline the route •
- **Resilient Headwaters**—Stakeholders are working to create a strategy and funding mechanism to rebuild trails in the Santiam River Canyon area to create a broader trail network; stakeholders are currently looking for funding to keep project management in place
- **North Marion County**— The North Marion County Tourism Collaborative (NMCTC) includes Woodburn, Silverton, Mt. Angel, Brooks, St. Paul, Gervais, Aurora, and Hubbard with efforts funded by the City of Woodburn; Travel Salem is participating in the NMCTC meetings to unify regional efforts
- **Regenerative Tourism Committee for the Willamette Valley**— Destinations International is leading work that focuses on regenerative tourism which aims to restore natural spaces; Travel Salem is attending quarterly conferences and assisting with manifesto creation



Resilient Headwaters Map

Polk County

- Hosted the **Polk County Tourism Reconnect Summit** that gathered 47 tourism industry partners and stakeholders •
- Created a **Great Oaks Food Trail promo video** to showcase the self-guided food trail through Polk County •
- Launched a **Summer in Polk** social media and Yiftee promotion campaign that encouraged residents and visitors to “rediscover” Summertime in Polk County •

- **Provided resources at Joy Ride**, Cycle Oregon's women's-only ride starting and ending at Independence Riverview Park; estimated 1,000 attendees •

CONVENTIONS & SERVICES

Refer to the attached Convention & Sports Dashboards for leads, bookings, and EEI information

- Attended the **California Society of Association Executives (CalSAE) Annual conference** in Squaw Valley, CA to network with meeting planners from across the state •
- Held a **Small Market Meetings familiarization tour** for 10 planners from across the U.S. that spent 2 days touring Salem area meeting/convention venues and attractions; currently working 2 leads with a total EEI of \$683,100 and 1,108 room nights •
- Hired Taylor Cribbins, the new **Services & Sales Coordinator**



2022 Small Market Meeting Fam Tour

SPORTS & EVENTS

Refer to the attached Convention & Sports Dashboards for leads, bookings, and EEI information

- Attended **Sports ETA Symposium** in Fort Worth, TX and held 10 one on one appointments with sports rights holders; currently working 3 leads
- Placed a three-page editorial in **Sports & Events Planning guide** targeting rights holders and event planners (18,000 impressions)
- Hired Ryan Durnan, the new **Sports & Events Sales Manager**

Travel Salem
Public Relations Addendum
4/1/2022 - 6/30/2022

Secured 65 articles and mentions with a reach of 41,051,450 and advertising equivalency of \$440,780

	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>Trips to Discover</i></p> <p>Where to See Cherry Blossoms in Spring</p> <p>Published: 04/2022 Pitched: 02/2022</p>	\$27,000	1,600,000	Salem was included in a round-up article on best places throughout the world to see the cherry blossoms. Oregon's State Capitol Park was included, along with a nod to the impact that Japanese culture has in the state of Oregon.
	<p><i>Travel & Leisure</i></p> <p>The 12 Best Small Towns in Oregon for Historic Charm, Wineries and Adventure Treks</p> <p>Published: 04/2022 Pitched: 08/2021</p>	\$53,000	5,900,000	The City of Silverton - including the Gordon House, the Oregon Garden and nearby Silver Falls State Park - was included in this nationwide round-up of small towns worth visiting.
	<p><i>Men's Journal</i></p> <p>Best Tulip Fields and Festivals in America and Beyond</p> <p>Published: 04/2022 Pitched: 03/2022</p>	\$35,000	3,700,000	The Wooden Shoe Tulip Festival was highlighted as one of the best spring flower festivals to check out in the U.S. and beyond.
	<p><i>Conde Nast Traveler</i></p> <p>The Best National and State Parks in Oregon for Cascading Waterfalls, Seaside Dunes, and Massive Fossil Beds</p> <p>Published: 05/2022 Pitched: 03/2022</p>	\$35,000	5,000,000	Silver Falls State Park was highlighted in freelance writer JD Shadel's round-up of best parks in Oregon.

	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>USA Today</i></p> <p>10 Spots to Explore the Culinary Best that the Willamette Valley Has to Offer</p> <p>Published: 05/2022 Pitched: 03/2022</p>	\$34,300	2,860,000	Bauman's Farm & Garden, Willamette Valley Vineyards, Xicha Brewing and Willamette Valley Pie Co. were called out in this article highlighting top culinary spots throughout the Willamette Valley.
	<p><i>US News & World Report</i></p> <p>16 Most Beautiful Oregon Waterfalls</p> <p>Published: 05/2022 Pitched: 03/2022</p>	\$52,000	4,200,000	Abiqua Falls and nearby Camp Dakota were included in this round-up of Oregon's most beautiful waterfall destinations.
	<p><i>Take Root Magazine</i></p> <p>Salem Public Market - Oregon's Oldest Farmers Market</p> <p>Published: 06/2022 Pitched: 10/2021</p>	\$7,500	50,000	A 4-page feature article highlighted the history behind the Salem Public Market - Oregon's oldest farmers market - and showcased some of the vendors and items that can be found there.
	<p><i>Food & Wine</i></p> <p>16 Great Oregon Pinots for Springtime Pouring</p> <p>Published: 06/2022 Pitched: 03/2022</p>	\$32,000	2,001,900	Bethel Heights, Illahe Vineyards and Johan Vineyards were all included in this round-up of Oregon wines great for springtime sipping.


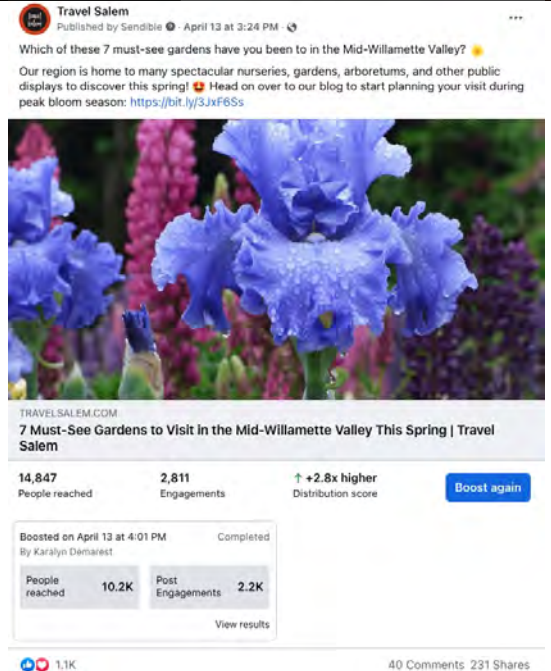
	Media/Headline	Value	Reach	Key Messages/Content
	<i>TravelOregon.com</i> Celebrate Oregon's Indigenous-Owned Farms & Restaurants Published: 06/2022 Pitched: 05/2022	\$4,640	180,000	Spirit Mountain Casino's Amore restaurant was included in this round-up of Indigenous-owned culinary spots located throughout Oregon.
	<i>TravelAwaits.com</i> Taking The Scenic Route Through Oregon From Portland To Corvallis: My 6 Favorite Stops Published: 06/2022 Pitched: 03/2022	\$26,000	3,000,000	Freelance writer Jo-Ann Bowen mentioned the Great Oaks Food Trail and Monmouth's Yeasty Beauty in her article about her roadtrip adventure through Oregon.
	<i>Eater Portland</i> Where to Find Worth-the-Drive Marionberry Pie All Over Oregon Published: 06/2022 Pitched: 04/2022	\$3,900	97,000	Salem's Bountiful Pies and Willamette Valley Pie Co. were called out in this article about where to find the best Marionberry pies.
	<i>WorldAtlas.com</i> 9 Most Scenic Small Towns in Oregon Published: 06/2022 Pitched: 05/2022	\$38,400	4,800,000	Silverton was called out as one of Oregon's most scenic towns for its charming downtown area, proximity to Silver Falls State Park and home to The Oregon Garden.




	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>Here is Oregon</i></p> <p>10 Historical Spots to Visit in Salem, Oregon</p> <p>Published: 06/2022 Pitched: 04/2022</p>	\$13,200	1,100,000	Here is Oregon published top historical spots to visit in Salem, including Gilbert House Children's Museum, Bush's Pasture Park, the Elsinore Theatre, the OSH Museum of Mental Health, Salem Pioneer Cemetery and Willamette Heritage Center.
	<p><i>TheTravel.com</i></p> <p>Top Rated Cities to Visit in Oregon</p> <p>Published: 06/2022 Pitched: 04/2022</p>	\$15,500	2,179,000	This article named Salem as one of Oregon's top towns to visit for arts and culture and included mention of Salem's public art collection, Riverfront Park, the Elsinore Theatre, Minto-Brown Island Park and Willamette University.


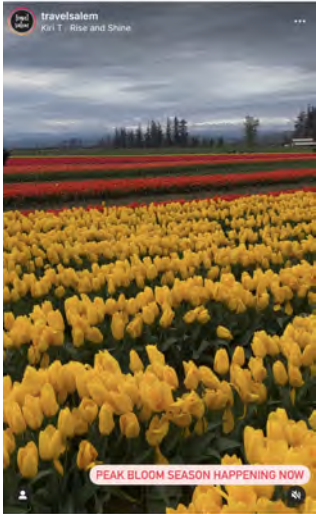
Travel Salem

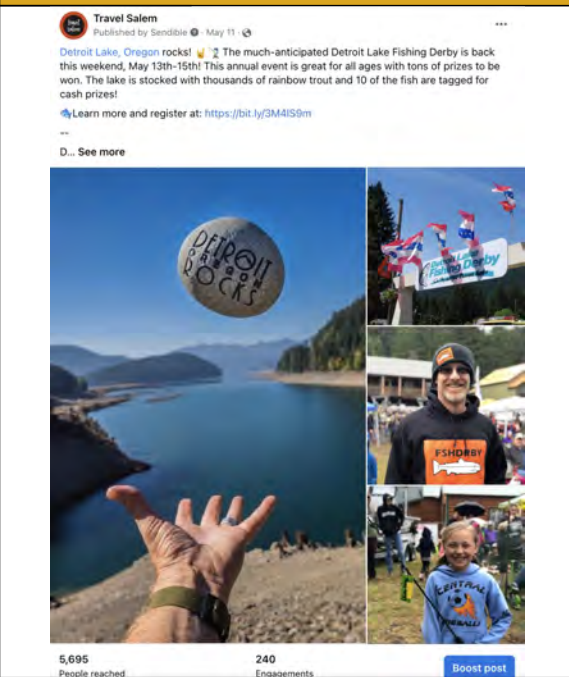
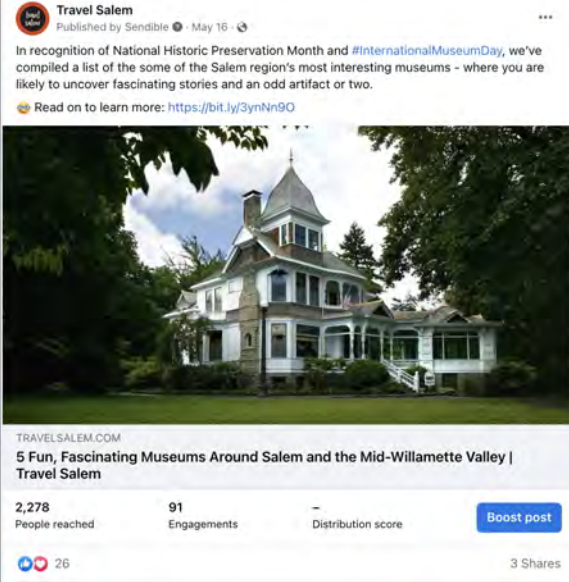
Social Media Addendum



4/1/2022 - 6/30/2022


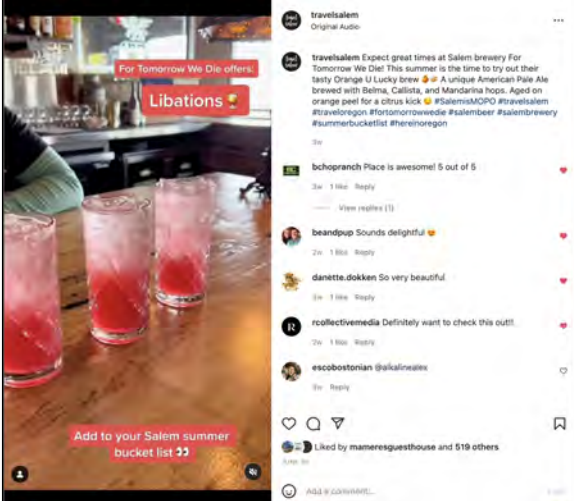
	Campaign/Post	Results	Key Message/Content
	<p>First Taste Oregon</p> <p>Published: 04/2022</p>	<p>Facebook: 1,933 Impressions, 21 Engagements, 12 Link Clicks</p> <p>Instagram: 2,242 Impressions, 67 Likes, 10 Shares, 2 Comments, 2 Saves, 17 Link Clicks</p>	<p>Encouraging our followers to purchase First Taste Oregon tickets and secure lodging for the upcoming weekend. Showcases Oregon bites, wines, ciders, spirits and brews.</p>
	<p>Blog: Must See Gardens</p> <p>Published: 04/2022</p>	<p>Facebook: 38,790 Impressions, 2,814 Engagements, 1,196 Link Clicks</p> <p>Instagram: 5,263 Impressions, 342 Likes, 57 Saves, 39 Shares, 5 Comments, 30 Link Clicks</p>	<p>Monthly blog encouraging visitors to visit Gaiety Hallow, Bush's Pasture Park, Schreiner's Iris Gardens, Adelman Peony Gardens, Cecil & Molly Smith Gardens, Delbert Hunter Arboretum and Botanical Garden and Brooks Gardens in full bloom.</p>



	Campaign/Post	Results	Key Message/Content
<p>Travel Salem is at Chachalu Museum. Published by Karalyn Demarest · April 26 at 1:24 PM · Grand Ronde · 🌐</p> <p>West of Salem you'll discover Grande Ronde, where Native culture is on full display. Long before Europeans settled in the area, the region of Grande Ronde was home to the Kalapuya people and called Chachalu which translates to "place of burnt timbers". The name reflects methods of traditional land management and the use of fire to maintain a healthy landscape.</p> <p>👉The Chachalu Tribal Museum & Cultural Center tells the story of the Tribe's history and honors its resilience. Exp... See more</p>  	<p>Chachalu Tribal Museum & Cultural Center</p> <p>Published: 04/2022</p>	<p>Facebook: 3,985 Impressions, 238 Engagements, 184 Link Clicks</p> <p>Instagram Post: 4,231 Impressions, 253 Likes, 27 Saves, 24 Shares, 4 Comments, 26 Link Clicks</p> <p>Instagram REEL: 7,516 Plays, 149 Likes, 26 Shares, 23 Saves, 5 Comments</p> <p>Tik Tok: 125 Plays, 6 Likes</p>	<p>Promoting the reopening of the Chachalu Museum in Grande Ronde and what visitors can expect to see and learn.</p>
<p>Travel Salem is at Cecil & Molly Smith Rhododendren Garden. Published by Karalyn Demarest · April 28 at 1:30 PM · Saint Paul · 🌐</p> <p>We spotted so many gorgeous rhododendrons at Cecil & Molly Smith Garden in St. Paul! 🌸</p> <p>Make plans to take a serene walk through the grounds this spring and see over 600 rhododendrons and azaleas! The garden is open Saturday & Sunday April through May (closed Memorial Day weekend). If you're traveling with a group, consider booking a custom guided tour. Visit https://bit.ly/3La5PpO for more info 📍</p> 	<p>Cecil & Molly Smith Gardens</p> <p>Published: 04/2022</p>	<p>Facebook: 1,950 Impressions, 67 Engagements, 39 Link Clicks</p> <p>Instagram Post: 2,778 Impressions, 126 Likes, 18 Shares, 7 Saves, 2 Comments, 6 Link Clicks</p> <p>Instagram REEL: 2,386 Plays, 142 Likes, 17 Saves, 16 Shares, 1 Comment</p>	<p>Located in St Paul, the Cecil & Molly Smith Gardens feature over 600 azaleas and rhododendrons. This post shows the beauty of the gardens and provides information on visiting since it is a seasonal display.</p>

	Campaign/Post	Results	Key Message/Content
 <p>Travel Salem Published by Sendible · April 30 at 4:43 PM ·</p> <p>With Oregon Wine Month coming up in May, there's no better time to introduce to you #wiking (Wine + Hiking)!</p> <p>Wiking is a great way to get steps in while enjoying gorgeous Willamette Valley views and Oregon wines. Left Coast Estate offers a spring, summer and fall wiking experience. Visit the link here to sign up and discover a new hobby: https://bit.ly/3MoE9ho</p> <p>Published: 04/2022</p>	Wiking	<p>Facebook: 2,808 Impressions, 58 Engagements, 35 Link Clicks</p> <p>Instagram: 3,694 Impressions, 165 Likes, 29 Shares, 10 Saves, 3 Comments, 41 Link Clicks</p>	Introducing a one-of-a-kind Oregon experience: Wiking! Wine + Hiking can be done at Left Coast Estate.
 <p>4:01 TRAVELSALEM Posts</p> <p>travelsalem Kari T. Rise and Shine</p> <p>PEAK BLOOM SEASON HAPPENING NOW</p> <p>View insights Boost Post</p> <p>Published: 04/2022</p>	Wooden Shoe Tulip Festival	<p>Instagram REEL: 9,930 Plays, 464 Likes, 152 Shares, 28 Saves, 3 Comments</p> <p>Tik Tok: 400 Plays, 16 Likes, 2 Comments, 1 Share, 552 Reach</p>	Engaging Tik Tok & Reel showcasing the annual Wooden Shoe Tulip Festival and what visitors can expect to see and do.

	Campaign/Post	Results	Key Message/Content
 <p>Travel Salem Published by Sandible · May 11</p> <p>Detroit Lake, Oregon rocks! 🌊 The much-anticipated Detroit Lake Fishing Derby is back this weekend, May 13th-15th! This annual event is great for all ages with tons of prizes to be won. The lake is stocked with thousands of rainbow trout and 10 of the fish are tagged for cash prizes!</p> <p>Learn more and register at: https://bit.ly/3M4IS9m</p> <p>5,695 People reached 240 Engagements</p>	<p>Detroit Lake Fishing Derby</p> <p>Published: 05/2022</p>	<p>Facebook: 5,736 Impressions, 240 Engagements, 16 Link Clicks</p> <p>Instagram: 4,838 Impressions, 272 Likes, 7 Saves, 33 Shares, 8 Comments, 29 Link Clicks</p>	<p>Encouraging people to participate in the Detroit Lake Fishing Derby</p>
 <p>Travel Salem Published by Sandible · May 16</p> <p>In recognition of National Historic Preservation Month and #InternationalMuseumDay, we've compiled a list of some of the Salem region's most interesting museums - where you are likely to uncover fascinating stories and an odd artifact or two.</p> <p>Read on to learn more: https://bit.ly/3ynNn9O</p> <p>TRAVELSALEM.COM 5 Fun, Fascinating Museums Around Salem and the Mid-Willamette Valley Travel Salem</p> <p>2,278 People reached 91 Engagements</p> <p>3 Shares</p>	<p>Blog: 5 Fascinating Museums</p> <p>Published: 05/2022</p>	<p>Facebook: 2,279 Impressions, 29 Engagements, 58 Link Clicks</p> <p>Paid Facebook Ad: 641,647 Impressions, 10,937 Link Clicks, 14,423 Engagements</p> <p>Instagram: 3,694 Impressions, 196 Likes, 20 Shares, 11 Saves, 2 Comments</p>	<p>May's blog showcased 5 fun, fascinating museums around Salem and the Mid-Willamette Valley. This includes the Willamette Heritage Center, Oregon State Hospital Museum of Mental Health, Deepwood Museum & Gardens, Chachalu Tribal Museum and Cultural Center, and the Museum of Natural History at Mount Angel Abbey.</p>

	Campaign/Post	Results	Key Message/Content
<p>First Friday Concerts are happening at the Salem Rotary Amphitheater 🎵🎸🎤 Did we mention they are also FREE?! Last month's show featuring Rich McCloud Music showcased great tunes and amazing views of Riverfront Park 🌳</p> <p>🎵 Check out the music lineup: 7/1 Wild Ire (alt rock fusion) 8/5 The Ferenjis (indie/ rock funk) 9/2 S... See more</p>  <p>4,497 People reached 222 Engagements Boost post</p> <p>4 Comments 10 Shares</p>	<p>First Friday Concerts</p> <p>Published: 06/2022</p>	<p>Facebook: 4,526 Impressions, 80 Engagements, 155 Link Clicks</p> <p>Instagram: 7,631 Impressions, 515 Likes, 92 Shares, 25 Saves, 12 Comments, 3 Link Clicks</p>	<p>Post promoting free First Friday concerts at the Gerry Frank Salem Rotary Amphitheater. Includes the line up for the summer/fall.</p>
<p>Who is ready to sample delicious food and drinks this weekend at the Taste of Woodburn? 🍷</p> <p>Boasting the largest selection of Mexican restaurants per capita in Oregon, the Taste of Woodburn provides an opportunity to taste the foods and flavors of the many regions and cultures of Mexico and highlights the diversity of the area. This year they will also introduce the flavors and culture of Russia as Woodburn is also home to a large community of Orthodox Russians.</p> <p>This two-day... See more</p>  <p>2,967 People reached 98 Engagements Boost post</p>	<p>Taste of Woodburn</p> <p>Published: 06/2022</p>	<p>Facebook: 3,061 Impressions, 25 Engagements, 74 Link Clicks</p> <p>Instagram REEL: 1,096 Plays, 9 Likes, 3 Shares, 5 Saves</p> <p>Tik Tok: 589 Plays, 23 likes, 4 Comments, 1 Share, 1 Save</p>	<p>Promoting the Taste of Woodburn in an exciting way on social media. Sharing what visitors can expect at this event.</p>

	Campaign/Post	Results	Key Message/Content
	Enchanted Forest	<p>Instagram REEL: 12,286 Plays, 443 Likes, 6 Comments, 96 Shares, 56 Saves</p> <p>Tik Tok: 270 Plays, 18 Likes, 1 Save</p>	This short-form social media video promotes visiting a unique attraction in our region: Enchanted Forest
	For Tomorrow We Die	<p>Instagram REEL: 9,126 Plays, 519 Likes, 8 Comments, 143 Shares, 72 Saves</p> <p>Tik Tok: 248 Plays, 5 Likes</p>	Short-form video encouraging visitors to visit For Tomorrow We Die Brewery in Salem this summer.
	Published: 06/2022		
	Published: 06/2022		

	Campaign/Post	Results	Key Message/Content
	<p>Tree Climbing at Silver Falls State Park</p> <p>Published: 06/2022</p>	<p>Instagram REEL: 6,067 Plays, 311 Likes, 4 Comments, 127 Shares, 59 Saves</p> <p>Tik Tok: 328 Plays, 13 Likes, 1 Save</p>	<p>Short form video showing a new experience in the Willamette Valley: tree climbing at Silver Falls State Park.</p>
	<p>Blog: The Ultimate Guide to Camping & Outdoor Adventure</p> <p>Published: 06/2022</p>	<p>Facebook Ad: 38,432 Reach, 930 Engagements, 706 Link Clicks</p> <p>Instagram: 3,128 Impressions, 140 Likes, 6 Saves, 3 Comments, 3 Shares, 3 Link Clicks</p>	<p>This post links back to the Travel Salem blog and this month's blog featured camping and outdoor ventures in the Salem/Mid-Willamette Valley region. The blog post also includes tips for visitors.</p>

Travel Salem
CONVENTIONS and SPORTS DASHBOARD
 2021-22 Fourth Quarter

21-22 REAL-TIME CONVENTIONS/SPORTS						
YEAR-TO-DATE						
Conventions & Groups						
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue
1	North American Blueberry Council	\$ 207,000	200	200	\$ 23,902	\$ 2,151
3	Oregon Thespians	\$ 828,000	1,200	1,000	\$ 119,510	\$ 10,756
3	Special Olympics	\$ 18,900	300	-	\$ -	\$ -
3	NW Ag show	\$ 140,400	1,200	450	\$ 53,780	\$ 4,840
3	Silver Falls kennel club	\$ 391,200	1,800	700	\$ 83,657	\$ 7,529
3	Or Cattlemans Assoc. spring	\$ 16,500	40	20	\$ 2,390	\$ 215
3	USA Bellydance	\$ 30,750	50	75	\$ 8,963	\$ 807
CONVENTION & GROUPS TOTAL		\$ 1,632,750	4,790	2,445	\$ 292,202	\$ 26,298
						\$ 0.13 TOT ROI
Sports & Events						
1	USA National Softball	\$ 4,173,120	4,032	300	\$ 35,853	\$ 3,227
1	USA Softball 4th of July Tournament	\$ 1,251,936	2,516	96	\$ 11,473	\$ 1,033
1	USA Softball State Tournament	\$ 626,968	1,008	48	\$ 5,736	\$ 516
1	IRONMAN 70.3 Oregon	\$ 10,065,100	2,310	7,952	\$ 950,344	\$ 85,531
1	USA Fastpitch Invitational Labor day	\$ 1,408,428	2,268	108	\$ 12,907	\$ 1,162
1	USA Softball Tournament	\$ 3,129,840	5,054	240	\$ 28,682	\$ 2,581
1	USA Softball Tournament	\$ 417,312	1,008	100	\$ 11,951	\$ 1,076
1	USA Softball Tournament	\$ 417,312	1,008	100	\$ 11,951	\$ 1,076
2	Capitol City Classic Basketball	\$ 1,200,465	19,055	219	\$ 26,173	\$ 2,356
3	Willmaette Valley Open	\$ 184,500	300	100	\$ 11,951	\$ 1,076
4	Capital Cup Soccer	\$ 156,000	500	375	\$ 44,816	\$ 4,033
4	Capital Cup Soccer	\$ 156,000	500	375	\$ 44,816	\$ 4,033
SPORTS & EVENTS TOTAL		\$ 23,186,981	39,559	10,013	\$ 1,196,654	\$ 107,699
						\$ 0.54 TOT ROI
TOTAL		\$ 24,819,731	44,349	12,458	\$ 1,488,856	\$ 133,997
						\$ 0.67 TOT ROI
Total Value		\$ 24,819,731				
Direct Costs for YTD		\$ 200,868				
EEI ROI		\$ 123.56				

21-22 FUTURE BUSINESS - LEADS & BOOKINGS											
YEAR-TO-DATE											
Conventions & Groups											
	LEADS				BOOKINGS						Lead Conversion Rate
	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	
FY 21-22	15	\$ 2,492,619	7,167	4,047	12	\$ 2,055,435	6,795	3,415	\$ 408,127	\$ 36,731	
FY 22-23	7	\$ 886,140	2,770	1,390	4	\$ 778,200	1,420	1,220	\$ 145,802	\$ 13,122	
FY 23-24	4	\$ 2,233,200	1,600	2,418							
TOTAL	26	\$ 5,611,959	11,537	7,855	16	\$ 2,833,635	8,215	4,635	\$ 553,929	\$ 49,854	62%
Sports & Events											
	LEADS				BOOKINGS						Lead Conversion Rate
	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	
FY 21-22	11	\$ 7,560,920	15,880	6,620	8	\$ 5,124,720	8,680	2,570	\$ 307,141	\$ 27,643	
FY 22-23	7	\$ 28,202,880	11,221	19,994	4	\$ 13,819,730	10,115	9,670	\$ 1,155,662	\$ 104,010	
FY 23-24	4	\$ 8,779,048	3,450	5,000							
TOTAL	22	\$ 44,542,848	30,551	31,614	12	\$ 18,944,450	18,795	12,240	\$ 1,462,802	\$ 131,652	55%
TOTAL											
	48	\$ 50,154,807	42,088	39,469	28	\$ 21,778,085	27,010	16,875	\$ 2,016,731	\$ 181,506	

21-22 LOST BUSINESS

Account Name	Reason	Lost Attendees	Lost Room Nights	Lost Community EEI	Lost Lodging Revenue	Lost TOT Revenue
Women Welcome Women	COVID concerns	12	132	\$ 27,324	\$ 17,759	\$ 1,598
	TOTAL	12	132	\$ 27,324	\$ 17,759	\$ 1,598

21-22 FAM TOURS, TRADE SHOWS & PROMO TRIPS

Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	Education
1	Connect	Tampa, FL		X		
1	Small Market Meetings	Cheyenne, WY		X		
1	TEAMS	Atlantic City, NJ		X		
2	Sports ETA	Birmingham, AL		X		
4	CalSAE	Squaw Valley, CA		X		
4	Small Market Meetings FAM	Salem, OR	X			
4	Sports ETA Symposium	Fort Worth, TX		X		

Key Performance Measurements

3) 09-10 Convention dip was due to a timing issue between fiscal years of when the IWC events were held

TRAVEL SALEM
STATEMENT OF ACTIVITIES / NET ASSETS
2021-22 Fourth Quarter
April, May, June

11/29/22 - In review by Doty Pruett Wilson

REVENUES	2021-22				2021-22				% of FY Budget	FY Budget	2020-21 YTD Actuals
	4th Qtr Actuals				YTD Actuals						
	TOT	STPA	FLEX		CITY	STPA	FLEX	TOTAL			
PUBLIC											
City of Salem Contract	\$ 309,658				\$ 1,093,236			\$ 1,093,236		\$ 846,000	\$ 766,195
Subtotal	\$ 309,658				\$ 1,093,236			\$ 1,093,236	129%	\$ 846,000	\$ 766,195
INDUSTRY											
Salem Tourism Promotion Area		\$ 239,211				\$ 886,396		\$ 886,396		\$ 714,000	\$ 639,571
Subtotal		\$ 239,211				\$ 886,396		\$ 886,396	124%	\$ 714,000	\$ 639,571
REGIONAL											
Marion County			\$ 31,250				\$ 125,000	\$ 125,000	100%	\$ 125,000	\$ 125,000
Polk County			\$ -				\$ 15,000	\$ 15,000	100%	\$ 15,000	\$ 15,000
Subtotal			\$ 31,250				\$ 140,000	\$ 140,000	100%	\$ 140,000	\$ 140,000
PRIVATE											
Membership			\$ (1,879)				\$ 51,608	\$ 51,608	49%	\$ 104,405	\$ 32,311
Special Events (e.g., Pickleball)			\$ 3,720				\$ 23,921	\$ 23,921	84%	\$ 28,484	\$ 5,285
WCP			\$ -				\$ 75,000	\$ 75,000	75%	\$ 100,000	\$ 87,202
Grants			\$ -				\$ -	\$ -	-	\$ -	\$ -
Polk County Destination Dev ¹			\$ -				\$ 50,000	\$ 50,000	-	\$ -	\$ -
Other	\$ 62	\$ 105	\$ 1,318		\$ 437	\$ 199	\$ 33,383	\$ 34,020	420%	\$ 8,100	\$ 257
Subtotal	\$ 62	\$ 105	\$ 3,159		\$ 437	\$ 199	\$ 233,912	\$ 234,549	97%	\$ 240,989	\$ 125,055
Temporarily Restricted Rev			\$ 214				\$ 214	\$ 214	0%	\$ 100,000	\$ 87,452
TOTAL REVENUES	\$ 309,720	\$ 239,316	\$ 34,623		\$ 1,093,674	\$ 886,596	\$ 374,126	\$ 2,354,395	115%	\$ 2,040,989	\$ 1,758,273
EXPENSES											
Salaries & Related Expenses*	\$ 165,073	\$ 25,000	\$ 31,585		\$ 609,410	\$ 70,151	\$ 113,307	\$ 792,867	87%	\$ 907,411	\$ 654,243
Operations*	\$ 105,761	\$ 16,934	\$ 9,714		\$ 249,718	\$ 53,538	\$ 19,758	\$ 323,015	168%	\$ 191,882	\$ 264,040
Professional Services	\$ 31,680	\$ 781	\$ 2,500		\$ 45,836	\$ 33,606	\$ 2,579	\$ 82,021	167%	\$ 49,250	\$ 45,226
Advertising	\$ 27,043	\$ 181,477	\$ 57,663		\$ 31,517	\$ 487,553	\$ 63,195	\$ 582,265	75%	\$ 776,925	\$ 207,715
Trade Shows & Fam Tours	\$ -	\$ 4,111	\$ -		\$ -	\$ 8,981	\$ -	\$ 8,981	0%	\$ 4,820	\$ 2,518
Special Events	\$ -	\$ 6,167	\$ 10,719		\$ -	\$ 6,167	\$ 15,148	\$ 21,315	0%	\$ 23,864	\$ 6,270
Agility Fund	\$ 35,000	\$ -	\$ -		\$ 71,132	\$ -	\$ -	\$ 71,132	122%	\$ 58,500	\$ -
Misc.	\$ 1,110	\$ -	\$ 221,891		\$ 3,048	\$ -	\$ 895	\$ 3,943	197%	\$ 2,000	\$ -
TOTAL EXPENSES	\$ 365,667	\$ 234,470	\$ 334,072		\$ 1,010,661	\$ 659,996	\$ 214,881	\$ 1,885,538	94%	\$ 2,014,652	\$ 1,180,012
OPERATING SURPLUS / (DEFICIT)	\$ (55,947)	\$ 4,846	\$ (299,449)		\$ 83,012	\$ 226,599	\$ 159,245	\$ 468,857	1780%	\$ 26,337	\$ 578,261
OTHER INCOME - LEVERAGE											
Visitors Guide			\$ 70,763				\$ 70,763	\$ 70,763			\$ 53,669
Volunteers			\$ -				\$ -	\$ -			\$ 7,967
Media			\$ 440,760				\$ 1,244,100	\$ 1,244,100			\$ 1,133,596
Advertising			\$ 6,248				\$ 49,061	\$ 49,061			\$ 125,361
In-Kind			\$ 91,139				\$ 502,669	\$ 502,669			\$ 459,506
WVVA/Regional			\$ 171,527				\$ 943,066	\$ 943,066			\$ 900,000
Total Other Income - Leverage	\$ -	\$ -	\$ 780,437				\$ 2,809,660	\$ 2,809,660	122%	\$ 2,300,000	\$ 2,680,099
Other Expense - Leverage	\$ -	\$ -	\$ (780,437)				\$ (2,809,660)	\$ (2,809,660)	122%	\$ (2,300,000)	\$ (2,680,099)
Construction in Progress					\$ (86,446)	\$ -	\$ (4,295)	\$ (90,741)			
Extinguished Debt Income (PPP)					\$ -	\$ -	\$ 272,134	\$ 272,134			
NET INCOME	\$ (55,947)	\$ 4,846	\$ (299,449)		\$ (3,434)	\$ 226,599	\$ 427,084	\$ 650,250		\$ 26,337	\$ 578,261
Carry Forward						\$ 423,112	\$ 202,978	\$ 626,090		\$ 626,090	\$ 436,525
Prior Period Cumulative +/-							\$ 837,114	\$ 837,114			
NET ASSETS	\$ (55,947)	\$ 4,846	\$ (299,449)		\$ (3,434)	\$ 649,711	\$ 1,467,175	\$ 2,113,453		\$ 652,427	\$ 1,014,786

* 10% of Travel Salem salaries, rent & utilities are paid by Flex funds to offset expenses related to regional program work

¹ Partnership with Polk County, Independence, Monmouth, Dallas & Travel Oregon to fund a full-time Polk County Destination Dev Mgr

THE MOST OREGON
PART OF OREGON

travel
salem



2021-2022

ANNUAL REPORT

Promoting Salem & the
Mid-Willamette Valley

mission

Inspire travel and foster economic prosperity by harnessing our destination's unique value proposition through partnership, innovation, and responsible development that enhances the visitor experience and enriches the lives of residents.

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team

STAFF

Executive & Administration

Angie Onyewuchi
President & CEO
Isis Thornton-Saunders
Community Relations Specialist
Jennifer Miller
Operations Coordinator

Conventions / Events / Sports

Debbie McCune
VP & Chief Sales Officer
Ryan Durnan
Sports Sales Manager
Taylor Cribbins
Sales & Services Coordinator

Marketing & Communications

Irene Bernards
EVP & Chief Marketing Officer
Kara Kuh
Deputy Marketing Officer
Emily Bradley
Polk County Destination Development Manager
Karalyn Demarest
Social Media Coordinator
Macy Mulholland
Destination Development Specialist
Sean Severson
Website Coordinator
Tina Winge
Marketing Coordinator

2021-2022 BOARD OF DIRECTORS & OFFICERS

Officers

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Best Western PLUS Mill Creek Inn
Dino Venti, Vice Chair
Venti's Restaurants
Toby Olsen, Past Chair
Hampton Inn & Suites
Austin McGuigan, Secretary
Polk County Community Development
John Pataccoli, Treasurer
Redhawk Vineyard & Winery

Directors

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Kevin Cameron Marion County Commissioner	Greg Leo The Leo Company	Jim Rasmussen Modern Building Systems
Alex Casebeer Capitol Auto Group	Chris Neider City of Salem	Scott Snyder The Grand Hotel & SALA
Nancy DeSouza Retired, State of Oregon	Vanessa Nordyke City of Salem Councilor	T.J. Sullivan Hagan & Hamilton
Kristen Grainger True North	Yvonne Putze Deepwood Museum & Gardens	Anthony Veliz IZO PR & Marketing
Christopher Holland Taproot Lounge & Cafe		

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Introduction

TRAVEL SALEM 21-22 ANNUAL REPORT



message from the chair & CEO

Visitor activity increased significantly in 21-22 with COVID waning and travel confidence rising. “Revenge Travel” was the industry’s nickname for “pent up travel demand” and it was apparent in Travel Salem’s key performance measurements. The estimated economic impact (EEl) of visitor activity to the region climbed to \$676.3 million – the highest level on record. Salem’s Transient Occupancy Tax (TOT) soared to highest levels on record as well at \$4.3 million, while Travel Salem’s leverage rebounded reaching an impressive \$2.8 million.

21-22 could be considered a “bounce back” year. However, it should be noted that the TOT increases were supported by record-level lodging rates, with occupancy lagging slightly below 18-19 at 520,000 room nights sold in market for the year.

Staffing levels that were reduced 65% during COVID were restored to 90% - with only two positions still vacant and hard to fill due to workforce challenges. Increases were seen in earned media (14%) and Instagram (13.5%). Leisure advertising experienced an unprecedented 556% increase due to the infusion of Salem Tourism Promotion Area (STPA) funds which expanded advertising reach and frequency to promote the destination brand.

Technology continues to advance at a fast pace and Travel Salem took advantage of two new tools during the year. One platform tracks the consumer’s journey through the trip planning and booking process, enabling an estimated return on advertising spend to be directly linked to overnight stays. The other platform monitors visitor activity once in destination, allowing for the ability to visually and statistically see where visitors are frequenting while in Salem and the Mid-Willamette Valley.

The “bounce back” year led to innovative programming and restructuring with Travel Salem announcing the creation of a new advertising program that will replace the organization’s membership program. The new program, launching in 22-23, will transition the organization from a tiered membership structure to one that is more streamlined and gives all businesses and organizations direct access to advertising opportunities - saving stakeholders money and removing any perceived engagement barriers.

Travel Salem made a bold move to purchase a new headquarters building located at 630 Center Street in downtown Salem. What was once the old Chase Bank building will now be Travel Salem’s administrative office and house the Salem Area Visitor Center. The building is currently under renovation, which is scheduled to be complete by February 2023, and will feature a state-of-the-art Visitor Center including exhibits, new technology, a theater room, drive-up visitor information and a community meeting room. Travel Salem’s headquarters will accommodate tenants that will offset mortgage payments and enable dollars to be used for additional marketing efforts.

21-22 was a banner year for the Salem and Mid-Willamette Valley tourism industry! Tourism clearly generates economic benefits to the region, while also providing quality of life advantages for residents, businesses, and employees. However, tourism success is so much more than economic impact, lodging tax and employment. It is the shared experiences, culture, and DNA of who we are, how we want to welcome others, and how we want to be viewed by the world.

Onward!



Jake Bryant
Chair



Angie Onyewuchi
President & CEO

KEY PERFORMANCE MEASUREMENTS

There are several key performance indicators that can provide a sense of the overall economic health of the Salem area tourism industry. When evaluating progress, these indicators must be considered alongside other measurements such as financial resources, program staff and membership support. Add into the mix environmental influences and other economic trends to gain better insight into the health of the industry.

Specific tourism-based activities also provide context for evaluating the big picture and can reveal trends and key market factors that influence how the organization makes adjustments in program initiatives. Travel Salem is not the sole contributor or driver to the region's tourism economic outcomes. However, the organization takes a leadership role in tourism promotion to help shape industry results.

21-22 KPM TOTALS

Performance Measures*	21-22 Total	% of Goal	21-22 Target Goal	20-21 Totals
Estimated Economic Impact	\$676,300,000	210%	↑ 2% = \$321,300,000	\$315,000,000
Transient Occupancy Tax (TOT)**	\$4,328,340	133%	↑ 5% = \$3,249,877	\$3,095,121
Leverage	\$2,809,660	122%	\$2,300,000	\$2,680,099
Consumer Engagements	147,985,737	108%	↑ 15% = 137,383,383	119,463,811
Visitor Information Network Attendance	121,878	155%	↑ 6% = 78,405	73,967
Earned Media Impressions	114,512,450	109%	↑ 5% = 104,615,797	99,634,093
Social Media Reach***	8,710,548	96%	↑ 12% = 9,107,916	8,132,068
TravelSalem.com Visits****	308,338	81%	↑ 10% = 380,288	345,716
Conventions & Sports Bookings	28	140%	↑ 10% = 20	18

*Targets are based on normal market conditions and don't take into consideration significant impacts such as a pandemic, recession/depression, natural disasters, fuel anomalies, etc.

**Outcomes influenced by fluctuations in ADR, occupancy

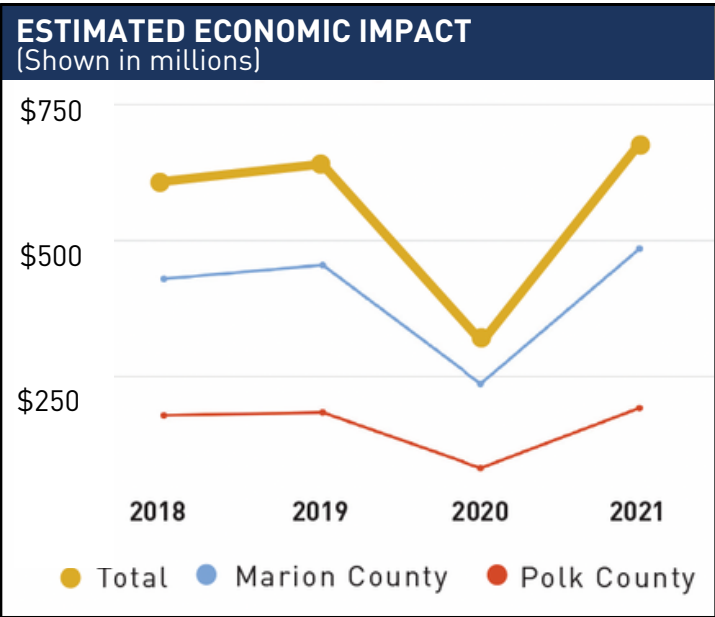
***Social Media Reach was down due to the social media coordinator position being vacant during the 3rd quarter

****Methodologies may change year to year as vendors update their algorithms; year over year changes may not be comparable.

TravelSalem.com visits were down from target due to drop in opt-in cookie traffic and the website re-design (re-designs can cause initial drops in traffic for a month or two as Google learns to read and recognize the new site)

KEY PERFORMANCE MEASUREMENTS

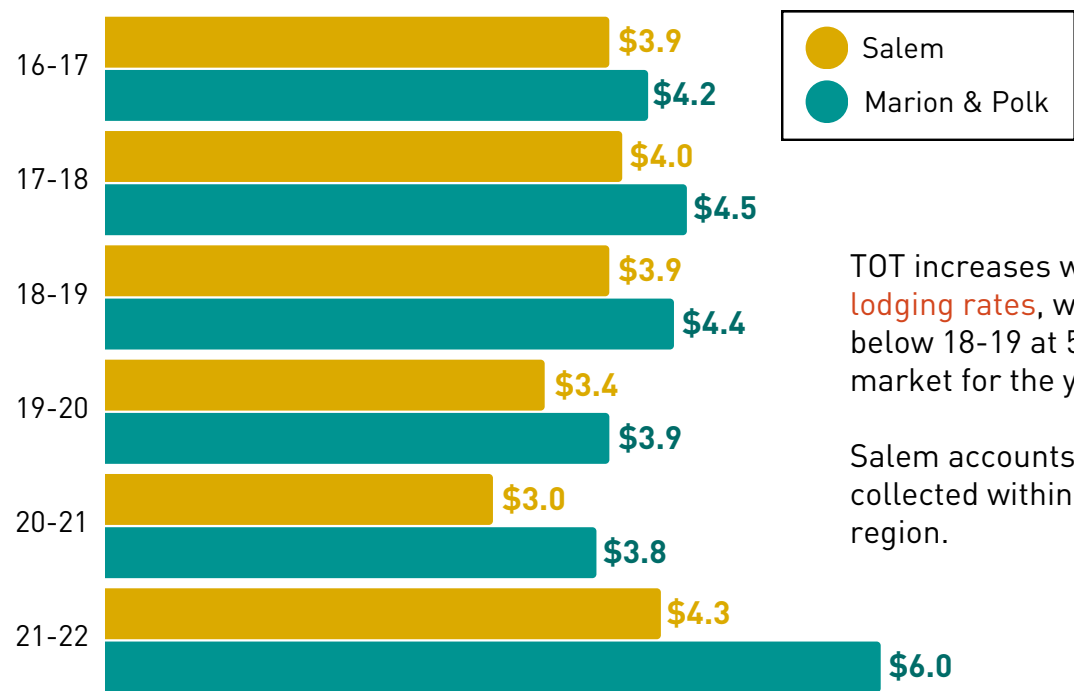
2021 ESTIMATED TRAVEL IMPACTS



MARION & POLK COUNTIES EEI		
Arts & Entertainment	\$143,100,000	+308%
Food & Beverage	\$165,100,000	+107%
Accommodations	\$117,700,000	+100%
Retail Sales	\$71,100,000	+111%
Food Stores	\$67,100,000	+100%
Local Transportation & Gas	\$49,600,000	+61%
Other Travel	\$62,600,000	+46%
Direct Travel Spending Total	\$613,800,000	+115%
Direct Earnings	\$191,100,000	+19%
Jobs	6,680	+10%

Since 2018, the industry has seen steady growth of travel & tourism spending. Even though spending decreased by nearly 50% from 2019 to 2020 (because of restrictions on travel due to COVID-19), in 2021 the estimated economic impact of **travel spending surpassed pre-pandemic times with a 5.9% growth rate.**

TRANSIENT OCCUPANCY TAX (TOT) (shown in millions)



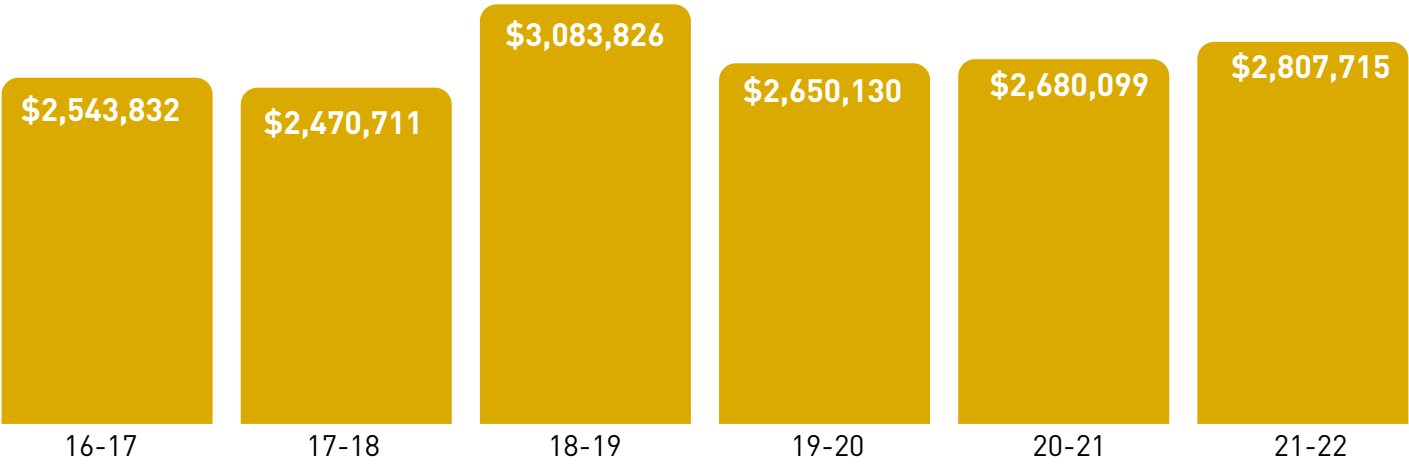
TOT increases were supported by **record-level lodging rates**, with occupancy lagging slightly below 18-19 at 520,000 room nights sold in market for the year.

Salem accounts for **72%** of the TOT that's collected within the Marion and Polk Counties region.

*Decrease due to COVID-19

KEY PERFORMANCE MEASUREMENTS

LEVERAGE



Leverage encompasses all donated products and services that Travel Salem receives. For a more detailed breakdown, refer to page 24.

21-22 saw a **4.8% increase from the prior year**, this increase is attributed to earned media and financial partnership contributions to host year-one of the IRONMAN 70.3 Oregon.

FUNDING LEGEND



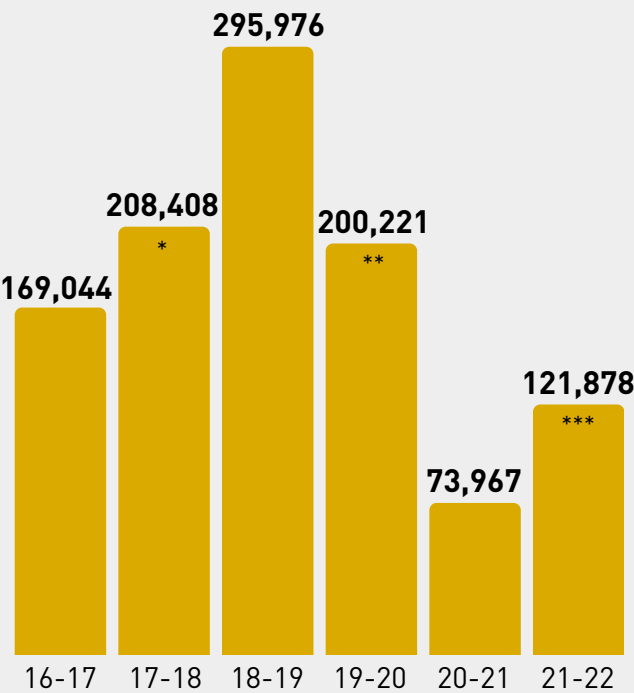


Create transformative experiences utilizing deep industry expertise and unsurpassed product knowledge that connect visitors with the people and the place.



VISITOR OUTREACH

VISITOR INFORMATION NETWORK



*Visitor Center moved to State Street Location
**Visitor Center closed due to COVID
***Visitor Center temporarily moved to the Grand Hotel while new headquarters under renovation

Promoted **6,892** Salem area events. An average of **574** events were promoted every month.

Provided customized support to **65** relocation inquiries from businesses, families, and individuals.

This is an **81% decrease** from 20-21. We attribute this decrease to housing prices.

The Travel Salem Visitor Information Network includes 9+ locations, and served **121,878** visitors, an increase of **64%**





destination development



Enhance destination appeal and competitive edge through strategic and sustainable initiatives and product development



INITIATIVES

Wine Country Plate sales reached **58,286** by June 2022, **generating roughly \$1.75 million** in new resources for culinary tourism promotion across Oregon. The Wine Country Plate is the second fastest selling specialty license plate in Oregon's history.

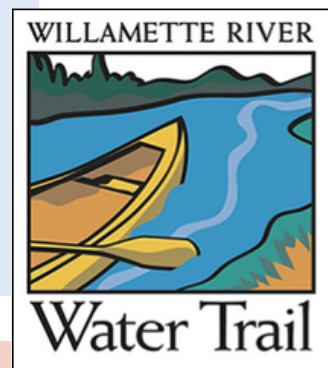
Travel Salem worked with county partners in WCP Region 1 (Marion, Polk, Yamhill) to launch a strategic planning process to ensure alignment within the tri-county region. MGY Global was selected to facilitate the process which included stakeholder outreach, one-on-one meetings, and focus group sessions. The process will result in a 3-year Strategic Plan and a 1-year marketing plan complete by September 2022.



HIGHLIGHTS

Participated in the **Willamette River Water Trail** initiative designed to identify long-term development projects to support river recreation on the Willamette Water Trail.

In July, the City of Independence debuted the first kayak/boat locker; a product developed by Oregon State University. These lockers enable kayak visitors to secure valuables while out experiencing the river.



Travel Salem partnered with Amtrak Cascades to build robust Salem content on their new AmtrakOregon.com website. Along with inspiring stories and itineraries, lodging accommodations in Salem were featured to encourage overnight stays in Salem.

Amtrak's goal is to educate travelers about the ease of riding Amtrak Cascades while showcasing the beauty of Oregon and all the destinations Amtrak serves.



Hosted **47 tourism industry partners and stakeholders** in person at the **Polk County Tourism Reconnect Summit**. The summit featured the premiere of the Great Oaks Food Trail promotional video and donated door prizes.

Speakers included Polk County Commissioner Jeremy Gordon, Independence Economic Development Director Shawn Irvine, Katie McFall of Willamette Valley Visitors Association, Angie Onyewuchi of Travel Salem, and PCTA staff Emily Bradley.





**Resilient
Headwaters**



Great Oaks
FOOD TRAIL



Blaze the Most Oregon
Part of Oregon brand and
promote the region as a
premier destination to
create demand for group
and leisure travelers





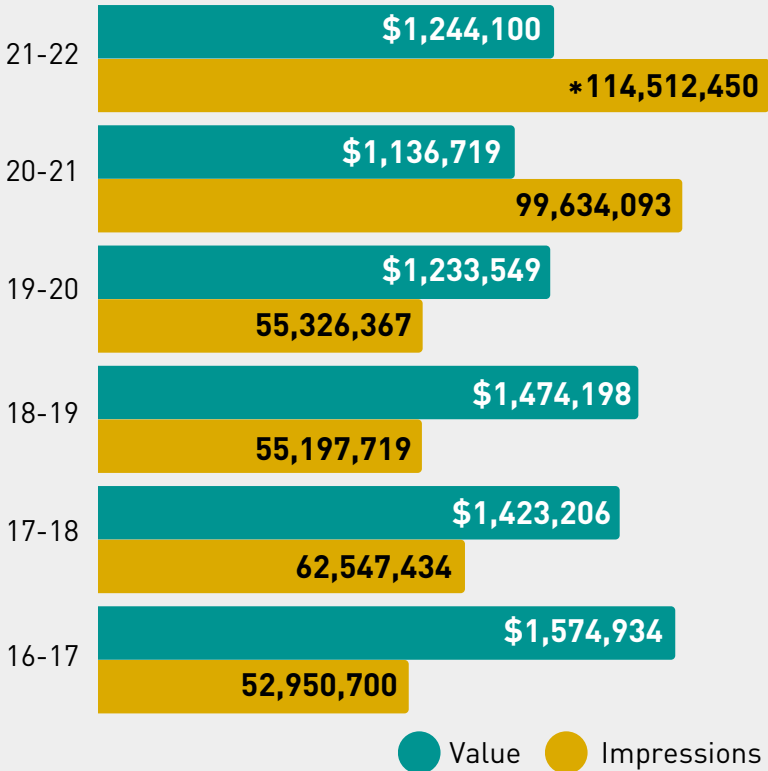
PUBLIC RELATIONS

Hosted **11** writers and bloggers for familiarization tours, which resulted in **12** published articles

Interacted with a total of **89** writers, editors and bloggers throughout the year, resulting in **83** articles & references

Attended **Northwest Travel & Life Magazine's annual Travel & Words Conference in Bellingham, WA** and met one-on-one with **12 freelance travel writers** which produced **5 stories** about the Salem region

MEDIA VALUES AND IMPRESSIONS



*Impressions have increased due to more digital media coverage

coverage highlights

CULTURAL HERITAGE



10 Can't Miss Museums Outside of Portland

The Mount Angel Abbey Museum and the Gordon House were included in a listicle featuring top museums to visit outside of Portland

12,000 impressions
\$18,500 in value



11 Fantastic Things to Do in Salem, Oregon

This feature article showcased Salem as a top destination in Oregon and included mentions of Bush's Pasture Park, Deepwood Museum & Gardens, Gilbert House Children's Museum, Hallie Ford Museum of Art, Enchanted Forest, Salem's Riverfront Park and Willamette Heritage Center

258,000 impressions
\$12,650 in value



PUBLIC RELATIONS

CULTURAL HERITAGE



Fresh Art & Vintage Wines In Marion County

This feature story on pairing cultural heritage attractions with wine sipping in the Salem region included Coria Estates, Croft Vineyards, Hanson Vineyards, Honeywood Winery, Wooden Shoe Vineyards, the Elsinore Theatre, Hallie Ford Museum of Art, Lunaria Art Gallery, the Pentacle Theatre and Willamette Art Center

1,000,000
impressions

\$13,200
in value

CULINARY

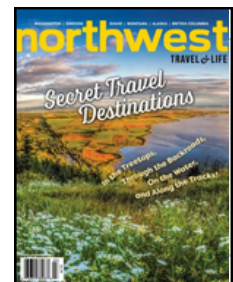


10 Spots to Explore the Culinary Best the Willamette Valley Has to Offer

Bauman's Farm & Garden, Willamette Valley Vineyards, Xicha Brewing and Willamette Valley Pie Co. were called out in this article highlighting top culinary spots throughout the Willamette Valley

3,000,000
impressions

\$27,000
in value



Exploring Oregon's Great Oaks Food Trail

Writer Peggy Cleveland wrote a feature story about the Great Oaks Food Trail for Northwest Travel Magazine and included mentions of The Independence Hotel, Gilgamesh Brewing, Left Coast Estate, Keeler Estate and Salt Creek Cider House

125,000
impressions

\$5,794
in value



Fall in Love with Oregon's Boozy, Laid-back Wine Country

Writer Katy Spratte Joyce included mentions of Salem, Mt. Angel, the Benedictine Brewery & Taproom, Woodburn's authentic Mexican restaurants and Silver Falls State Park in her feature story on the Willamette Valley

2,500,000
impressions

\$22,500
in value

OUTDOOR RECREATION



7 Gorgeous Gardens to Visit Near Salem, Oregon

Writer June Russel-Chamberlin published a feature story that included Deepwood Museum & Gardens, Bush's Pasture Park Rose Garden, Schreiner's Iris Gardens, Gaiety Hollow, Martha Springer Botanical Garden, Sebright Gardens and The Oregon Garden.

2,900,000
impressions

\$26,000
in value

PUBLIC RELATIONS

OUTDOOR RECREATION



16 Most Beautiful Oregon Waterfalls

Abiqua Falls and nearby Camp Dakota were included in this round-up of Oregon's most beautiful waterfall destinations

4,200,000
impressions

\$52,000
in value



Wine and Birding Destinations That Shouldn't Fly Under Your Radar

The Willamette Valley Birding Trail, which runs through the Salem region and includes Monmouth, Independence, Salem, Silverton & Stayton, was highlighted in this nationwide round-up of great places to enjoy wine paired with bird-watching opportunities

2,000,000
impressions

\$37,700
in value

SOCIAL MEDIA

SOCIAL MEDIA RESULTS

	16-17	17-18	18-19	19-20	20-21	21-22	+ / -
Facebook Page Likes	20,315	29,100	34,809	36,014	41,367	41,967	+1.45%
Instagram Followers	2,645	4,139	6,476	9,290	12,649	14,357	+13.5%
Twitter Followers	6,101	6,501	6,531	6,590	6,510	6,546	+0.55%
Social Media Engagements	273,040	294,357	341,551	206,659	335,185	180,870	-46%
Blog Pageviews	60,000	206,000	310,551	250,114	181,401	130,704	-27.94%

The increase in **Instagram Followers** is attributed to Travel Salem's deliberate focus on posting video content and using IG Reels, which is seen by more followers compared to static content.

Social Media Engagements decreased compared to prior years due to 1) Facebook's change in page impressions calculations, 2) Vacancy in the social media coordinator position for one quarter of the year, and 3) Significant paid promotion campaigns ran in 20-21, resulting in much higher than average video views of Travel Salem's "Anthem" video.

Blog Pageviews saw a decrease due to fewer blogs being pushed out after suspending the "events" blog during the first COVID resurgence.

SOCIAL MEDIA

Published **12** blogs highlighting activities based on the season, places to visit, and experiences in the mid-Willamette Valley.

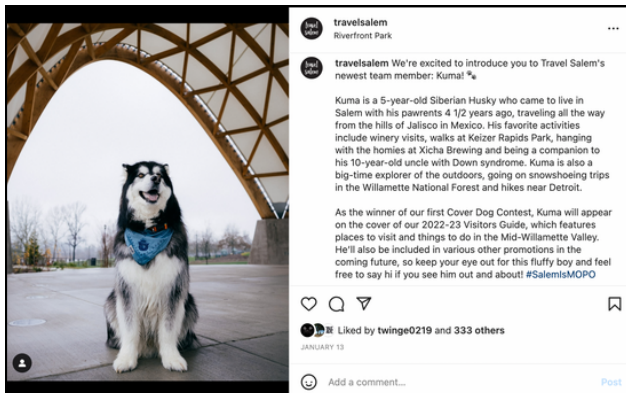
These blogs were published on TravelSalem.com and promoted through email and social media campaigns that generated **130,704** page views.



10 LATINO-OWNED BUSINESSES TO CHECK OUT IN SALEM AND THE MID-WILLAMETTE VALLEY

9/15/2021

All over the region, you'll find taquerias, cider makers, markets, and other businesses that reflect, celebrate, and showcase the area's Latino population. So with Hispanic Heritage Month happening Sept. 15-Oct. 15, we thought we'd share 10 Latino-owned businesses to check out around the Mid-Willamette Valley.



Executed the first **Cover Dog Contest & Giveaway** on social media to select a local canine to be featured on the cover of the annual Travel Salem Visitor Guide.

60 entries were received for a total of **29,708** post impressions. The winning canine was Kuma, a 5-year-old Siberian Husky.

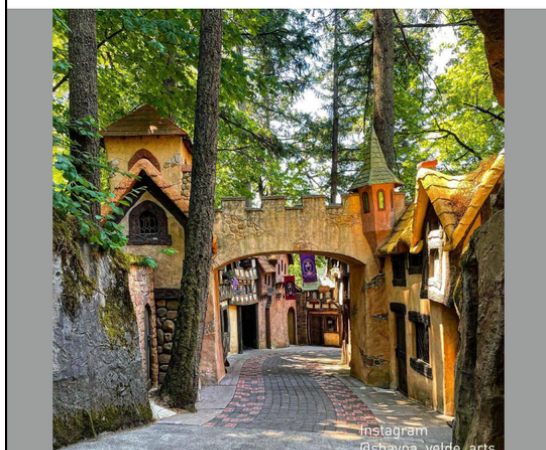
Shot and produced in-house content for **50+** regional businesses

Produced **29** short form videos and **2** long form videos in-house, with **2** detailed videos featuring interviews from local business owners: **Don Bigote & Schreiner's Iris Gardens**



21-22 TOP PERFORMING POST

Enchanted Forest Oregon's iconic and magical amusement park, is open and ready for visitors! The park features an exciting collection of rides, whimsical scenery, and colorful performances that make Enchanted Forest one of the most renowned attractions in the state. Operating dates are viewable two weeks in advance, with tickets going on sale a few days before. Online tickets are recommended but walk-ups are welcome until parking runs out. [#SalemisMOPO #SalemisMOPO ... See more](#)



Impressions	192,286	Shares	993
Likes	4,189	Saves	986
Comments	66	Follows	620



Impressions	398,204
Engagements	8,774
Comments	1,131

SOCIAL MEDIA

Hike through the Mount Jefferson Wilderness and you may just find yourself in front of these two natural beauties: Marion and Gatch Falls 🌲
Many trails within Mount Jefferson Wilderness now require a day-use or overnight permit. Click the link below before heading out on your adventure. [#SalemsMOPO #TravelSalem](#)
📷: Zak Stone Photography ... See more



Impressions	110,700	Shares	86
Likes	1,565	Saves	367
Comments	15		



Impressions	252,958
Engagements	5,957



Impressions	6,195	Shares	28
Likes	328	Saves	24
Comments	4		



Impressions	10,179
Engagements	692
Link Clicks	348

Oscar Cruz Rodriguez first opened his popular food truck, Don Bigote, early in 2019. Since then, the truck has exploded in popularity thanks to its artfully crafted desserts, unique flavors and creative ideas. Oscar is one of a growing group of local business owners who show why the Mid-Willamette Valley continues to be an exciting and memorable place to find the best of what you're looking for.
Click the link in our bio to watch our latest video showcasing Oscar and his jo... See more



Impressions	5,328	Shares	34
Likes	150	Saves	15
Comments	12	Video Views	1,660



Impressions	49,015
Engagements	18,691
Video Views	18,557

Don't miss Willamette Heritage Center's annual Magic at the Mill holiday light show, which runs through December 23.
Stroll through 5+ acres of lights and entertainment, including live performances, take-home children's activities, food, drinks, and a visit from Santa! Tickets are limited each night, so ordering online is recommended.
Click the link below for more info 🌲 [#SalemsMOPO #TravelSalem...](#) See more



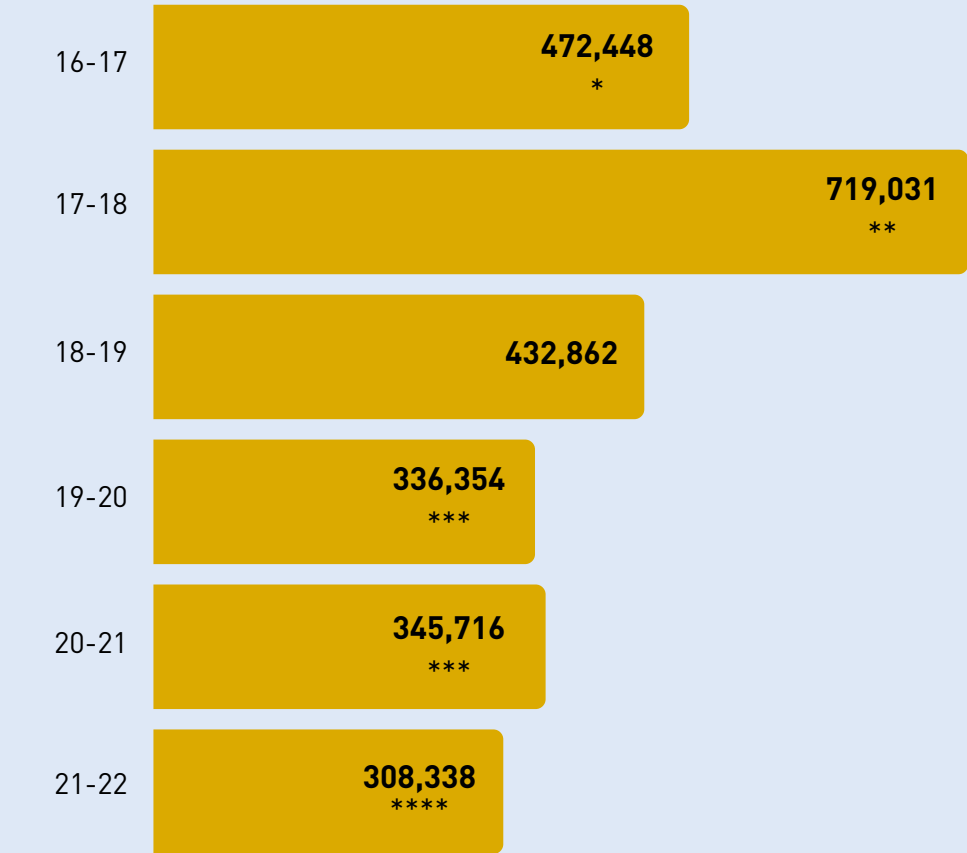
ONLINE MARKETING

Began using **two tracking and data platforms** to assist with analyzing effectiveness of advertising campaigns and visitor profile insights



Integrated Google Analytics 4 (GA4) into TravelSalem.com; GA4 is the next generation measurement tool for tracking website analytics

ONLINE USER SESSIONS



*Solar Eclipse Marketing launched in 16-17
**Solar Eclipse took place in 17-18
***Decrease due to COVID-19
****Sessions were down due to drop in opt-in cookie traffic, website re-design & transition to Google Analytics 4

Online Marketing Initiatives

Clicks	4.66k
Impressions	68.2k
CTR	6.82%

Website Analytics

Increase in Visits	-5.83%
Organic Traffic	-24.97%
Direct Traffic	14.53%
Referral Traffic	112.16%
Paid Traffic	47.05%

Top 10 Web Traffic Origins

1. United States
2. India
3. Canada
4. China
5. United Kingdom
6. Ireland
7. Japan
8. Chile
9. Germany
10. Mexico

COMMUNICATIONS

Produced the 21-22 Salem Area Visitors Guide with **120,000 distributed** to **800+ locations** throughout Oregon, California, Washington and British Columbia.

The Visitors Guide is the response piece for all inquiries from Travel Salem’s advertising campaigns and is included in all Willamette Valley Visitors Association’s inquiry mailings – leveraging their advertising as well.



ADVERTISING

Travel Salem implemented robust leisure and group advertising campaigns that generated **47.78 million** impressions keeping Salem top-of-mind with consumers.

CONVENTION

Total Impressions: 42,141

Sports Events	18,000 impressions
NW Meeting News	10,000 impressions
Smart Meetings	14,141 impressions

LEISURE

Total Impressions: 56,600,000
↑556% from 20-21

Expedia	2,800,000 impressions 2,671 room nights booked & \$435,200 gross bookings
ADARA	1,100,000 impressions
Seattle Bus Advertising	26,800,000 impressions
Travel Oregon	365,000 impressions
Northwest Travel & Life	400,000 impressions
Google Ads	67,985 impressions

yes

THE MOST OREGON PART OF OREGON

travel salem

We have heritage museums, art galleries, distinctive theaters, colorful events, tax-free shopping, and great restaurants pairing local wine with farm to table food and everything else you're coming to Oregon for.

Visit [TravelSalem.com](https://www.TravelSalem.com) to get started!



CONVENTIONS

TRADESHOWS & CONFERENCES

Attended multiple trade shows and conferences throughout the year meeting with a variety of event planners to secure potential business for Salem and the region.

Attended the **California Society of Association Executives (CalSAE) Annual conference** in Squaw Valley to network with meeting planners from across the state

Connect Association Trade Show | Tampa, FL

36 one-on-one appointments

Small Market Meetings | Cheyenne, WY

32 one-on-one appointments

MARKETING & PROMOTIONS

Contracted with **Small Market Meetings** for a year-long campaign (print, articles, and digital) that included a Travel Salem-hosted Meeting Planner Familiarization Tour in May 2022.

10 planners from across the U.S. spent 2 days touring the Salem area meeting and convention venues and attractions; resulted in **2 leads with a total EEI of \$683,100** and **1,108 room nights**.



SMALL MARKET
MEETINGS

SPORTS

Worked with FPW Video to **produce short sports venue videos** for use in future promotional strategies.

Venues included Willamette University, Wallace Marine Park, OR State Fair & Expo Center, KROC Center, Capital Fieldhouse and the Rotary Amphitheater.



SPORTS

NEW EVENTS

Worked with other regional tourism organizations (Sport Oregon, Travel Oregon and Willamette Valley Visitors Association) to bring mass participation sporting events to the Salem region.



Secured a three-year contract (2021-23) to host Oregon's first IRONMAN 70.3 OREGON event in July 2021 at Salem's Riverfront Park.

An estimated influx of 2,300 athletes and 6,900 spectators resulted in an EEI of \$10,065,1000.



Secured Independence as host city for the **Oregon Wine Country Half Marathon** over Labor Day weekend 2022; the event is estimated to bring in around **4,000** attendees



TRADESHOWS & CONFERENCES

Attended multiple national sports tourism trade shows and conferences throughout the year meeting with a variety of event rights holders to secure potential business for Salem & the region.

SportsETA Symposium | Birmingham, AL

38 appointments & 11 RFPs

SportsETA Symposium | Fort Worth, TX

11 appointments & 3 RFPs

T.E.A.M.S. | Atlantic City, NJ

31 appointments & 3 RFPs



MARKETING & PROMOTIONS

Placed targeted ads within sport tourism publications, both digital and print.

Sports Events Magazine

A co-op ad with the Salem Convention Center featuring Esports, Cheer & Dance

Sports & Events Planning Guide

Three-page editorial that received **18,000 impressions**

Provided visitor information services at the **Capital City Classic Basketball** tournament attended by **19,055 spectators**—41% of which were from out-of-town

WILLAMETTE VALLEY VISITORS ASSOCIATION

Willamette Valley Visitors Association promoted Salem area assets through the Willamette Valley Consumer e-Newsletters (**15,499 impressions each**) and blog promotions:

- **A “Top Chef”-inspired Tour of the Willamette Valley**
- Enchanted Forest Celebrates 50 Years of Magical Memories
- Outdoor Recreation Along the Detroit Lake Area and Santiam Canyon
- 5 Great Places to Mountain and Gravel Bike in the Willamette Valley
- Great Oaks Food Trail
- Salt Creek Cider House
- Champoeg State Heritage Area Disc Golf
- Silver Falls State Park Mountain Biking.
- “Celebrating the Season with Willamette Valley Traditions”
- “Cozying up in Autumn Around the Willamette Valley”
- “Tempting Tastes of Tea in the Willamette Valley”

\$900,000
leveraged



Created a shuttle feasibility study to examine transportation options for the Willamette Water Trail and identified signage locations every 10 miles of the river.

Installed lockers at the Independence riverfront for kayakers and cyclists.

Promoted travel to the Willamette Valley at the TravelPro Domestic Travel Advisor Show and the Family Travel Show, **135 domestic travel advisors** who are looking for new drivable destinations and experiences



organization optimization

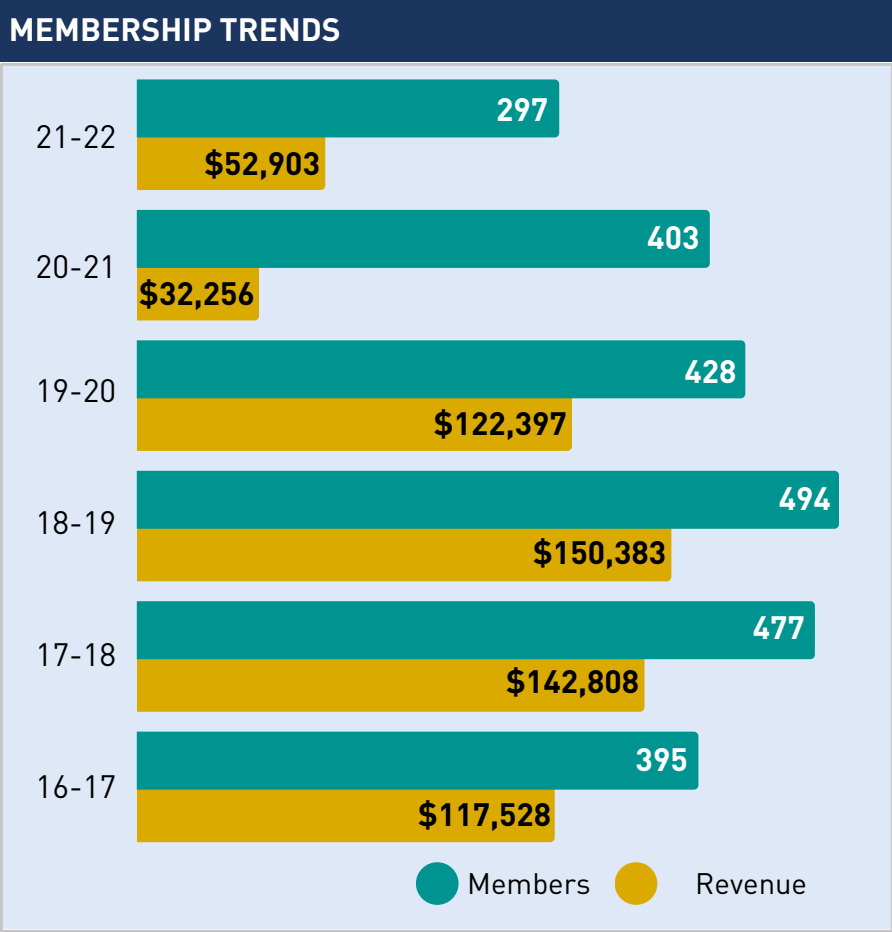


Develop long-term stable funding, strategic staffing levels, the technology and tools to support a robust Destination Organization

MEMBERSHIP

Travel Salem's Membership program officially ended in 21-22. A new marketing and advertising program will launch in 22-23. This new program will transition the organization from a tiered Membership structure to one that gives all businesses and organizations direct access to advertising opportunities. The new advertising program will save stakeholders money and remove any engagement barriers.

Thank you to all of our amazing Members that supported the region's tourism industry for 35+ years!



MEMBERS BY CATEGORY	
Culinary	38
Lodging	42
Tertiary	57
Outdoors	41
Cultural Heritage	22
Arts & Entertainment	64
Venues & Events	33



ADMINISTRATIVE

The **Market Barometer report** was sent out quarterly to Salem's lodging facilities to assist them with planning, staffing, and information regarding national, regional, and local travel trends and forecasts.

The Barometer also reports the lodging community's average daily rate, occupancy, and transient occupancy tax collections to gauge and track growth.



Travel Salem continued to provide regular industry communications to **5,000 stakeholders** regarding industry trends, grant opportunities, COVID-19 updates and marketing and development opportunities

The Most Oregon Part of Oregon Industry Awards honored 11 businesses and individuals for their outstanding commitment to the tourism industry and community:

The Most Dedicated
The Most Brewlicious
The Most Authentic
The Most Resilient
The Most Impactful
The Most Connected
The Most Collaborative
The Most Oregon Part of Oregon

Hazel Patton
Parallel 45 Brewery
Don Froylan Creamery
Santiam Canyon River Territory
IRONMAN 70.3 Oregon
The Willamette Heritage Center
Taproot Lounge & Café
Salem Tourism Promotion Area
Committee



Travel Salem **purchased a new headquarters building in February 2022 at 630 Center Street.** This decision was the Travel Salem Board of Director's visionary initiative to invest in the future of the organization and innovatively deliver the mission to create positive impact for the communities the organization serves.

After the mortgage obligations are fulfilled, Travel Salem will be able to reinvest the dollars into programming that drives visitation and economic impact for Salem and Marion and Polk Counties.



FINANCIALS

REVENUES

PUBLIC	
City of Salem Contract (TOT)	\$1,093,236
INDUSTRY RESOURCES	
Salem Tourism Promotion Area	\$886,596
REGIONAL	
Marion County	\$125,000
Polk County	\$15,000
PRIVATE	
Membership	\$51,574
Special Events	\$23,801
Other	\$9,811
RESTRICTED	
Wine Country Plate	\$99,000
Fly Salem MRG	\$9
Polk County Destination Development	\$50,000
TOTAL REVENUES	\$2,354,027

EXPENSES

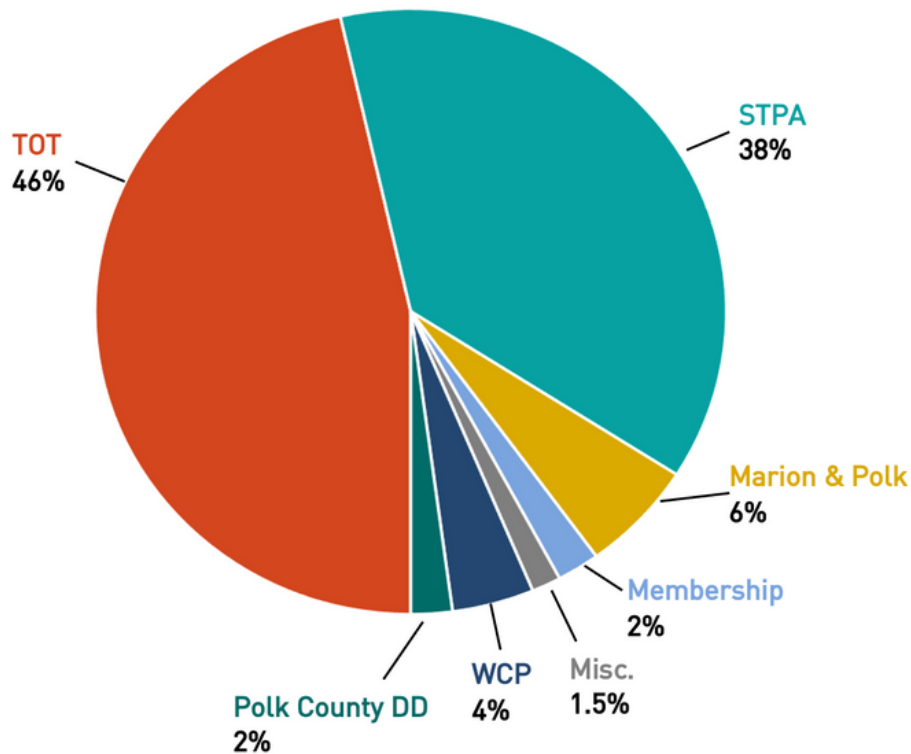
Salary	\$792,867
Operations	\$323,015
Professional Services	\$82,021
Marketing & Advertising	\$582,265
Trade Shows	\$8,981
Special Events	\$21,315
Agility	\$71,132
Misc	\$3,943
TOTAL EXPENSES	\$1,885,538

Operating Carry Forward	\$468,857
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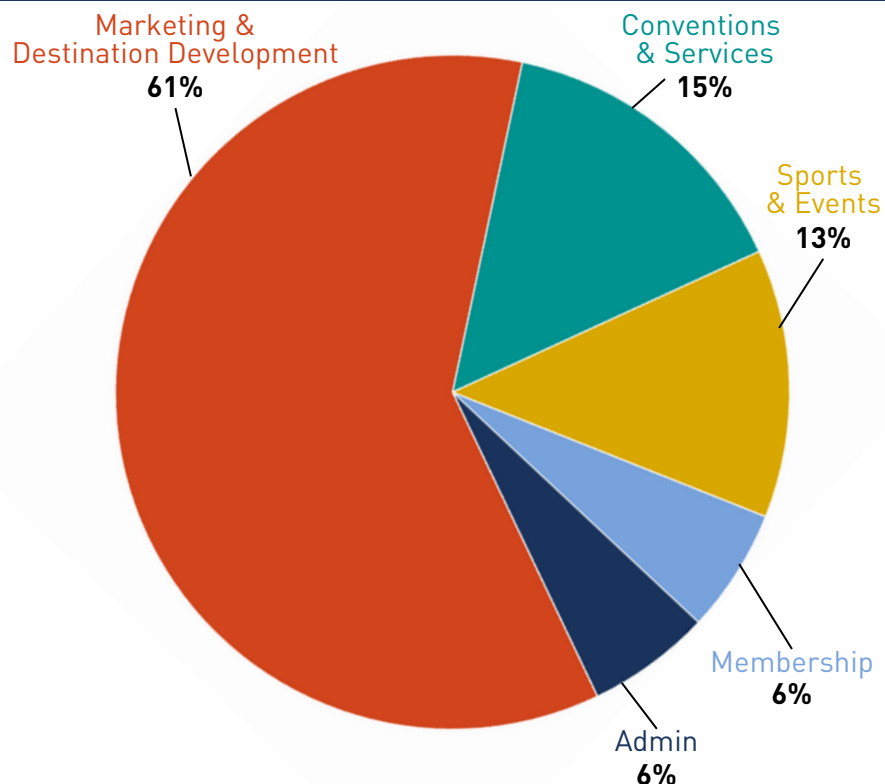
OTHER INCOME - LEVERAGE

Media	\$1,244,100
In-Kind	\$502,669
WVVA	\$943,066
Visitor Guide	\$70,763
Advertising	\$49,061
Volunteer	\$0
TOTAL LEVERAGE	\$2,809,660

REVENUES



PROGRAM EXPENSES



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

	FY 2022-23		FY 2021-22			
	Budget	Actual Thru	Budget	Actual Thru	FY 20-21	%
	FY 2022-23	31-Dec	FY 2021-22	31-Dec	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	2,151,090	3,582,120	2,017,119	133,971	6.64%
Other agencies	5,400	815	5,400	468	347	74.15%
Interest earnings	7,000	15,561	2,500	4,061	11,500	283.18%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	6,500	12,000	8,200	(1,700)	-20.73%
US Treasury ARPA	-	-	1,637,570	-	-	0.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	6,263,670	6,201,693	6,635,030	3,866,696	2,334,997	60.39%
Expenditures by Division						
Conference Center Marketing	419,170	174,654	313,210	125,000	49,654	39.72%
Tourism Promotion - Travel Salem	1,047,930	461,296	783,030	426,756	34,540	8.09%
City Programs/Parks/CIP	1,912,390	883,011	1,570,920	747,084	135,927	18.19%
Administration	495,380	243,098	314,650	156,092	87,006	55.74%
Major Tourist Attractions and Cultural Facilities	557,750	238,455	469,810	173,198	65,257	37.68%
Contingency	231,540	6,552	570,000	13,143	(6,591)	-50.15%
Total Expenditures	4,664,160	2,007,066	4,021,620	1,641,273	365,793	22.29%
Total Resources Less Expenditures	1,599,510	4,194,627	2,613,410	2,225,423	1,969,204	88.49%

Item 7.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,117	238,457	323,419	287,170	186,529	165,617	145,527	242,655	239,423	308,353	743,853	3,095,121	3,180,370
2021-22	-	442,382	452,411	500,380	329,491	292,454	293,911	192,287	297,030	341,728	419,502	765,084	4,326,660	3,582,120
2022-23	-	524,578	500,915	463,249	362,096	299,411	293,911	192,287	297,030	341,728	419,502	765,084	4,459,792	4,191,730
% Chg		18.58%	10.72%	-7.42%	9.90%	2.38%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.08%	6.40%

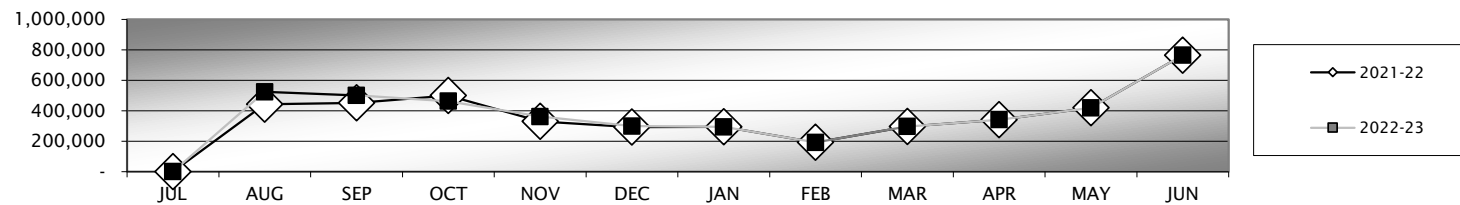


Chart and graph demonstrate actual revenue for FY 2019-2020, FY 2020-2021 and FY 2021-2022 compared to FY 2022-2023.

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 December FY 2021-22	2,017,119
YTD December FY 2022-23	2,150,250
Variance FY 21-22 to FY 22-23	6.60%

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

Gilbert House Children's Museum

3. Reporting period

2nd quarter

4. Total number of days open

78

5. Total hours of operation

546

6. Volunteer hours for period

732

7. Total attendance at facility

13452

8. List the attendance and each type of activity

Classes, Workshops, Camps : 370

Events, Festivals, Experiences, Other Programs : 495

Rentals : 134

Museum tours / gallery visits - 12,409

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-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

Enlightened Theatrics

2. Name of program or event

Winter Musical- Seussical The Musical

3. Location of program or event

Salem's Historic Grand Theatre 191 High st. NE Salem, OR 97301

4. Description of activity

We hosted a winter musical, Seussical the musical over the course of two weekends with one student preview date December 9th-18th. This event will provided employment opportunities for actors, musicians, designers, and technicians over the course of 12 weeks. This was also our mixed professional performance that hosted 13 student actors, 10 adult actors.

5. Completion date(s)

4th quarter

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

2400

7. Estimated volunteer hours to administer program or event

150

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$32,584.30

10. Was the event free?

No

11. Amount of admission ticket, if any

18.75

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

We utilized 3 local business to assist in our marketing campaign as they hosted us for radio interviews with our cast, crew and designers. We also had local businesses who assisted in providing meals and catering for our production team tech days. These days last anywhere from 7-10 hours. We also have local businesses who donated to our overall budget as well as hanging marketing up in their establishments.

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?

A Global survey that was used in this process was given to everyone who purchased tickets for our performance of Seussical. This information was used to evaluate the new patron engagement. Also, there was an increase in our marketing footprint with multiple radio spots among the cast, executive designers. We also tracked how people heard about our show, over 43% who knew someone in the cast.

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 arts has been growing commodity of the years and in this project, we were able to highlight new professional talent and also engage our youth population to want to be more involved in the arts. This was true as many of our students brought additional family and friends who were traveling in town for the holidays. In addition to this, we were able to collaborate with the interpreting services program from Western Oregon University to provide accessibility for this project.

15. How many attendees did your activity attract?

1508

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

Ticket sales

17. Estimated percentage of Salem residents and/or guests

70%

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

20%

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

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

10%

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

Global Survey

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

Outcome #1 (Event)
Anticipated attendance
1200

Method used #1: e.g. ticket sales

Since the Pandemic, Enlightened Theatrics has restructured in order to serve more families in Salem. Because of our educational programming, we are seeing a 40% change in the types of ticket purchasers. Anticipated attendance for these shows will be measured through ticket sales available online, by phone, and in person at our Box Office.

Outcome: We had ticket sales of 1506, 300 over our budgeted ask. We utilized tracking by our ticket portal, VBO tickets.

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

We did multiple radio spots with interviews from our cast, crew and executive director. We also utilized social media. However the most effective resource to promote this show was the amount of youth we had in our performance. As over 43% reported knowing a performer in the show. Our cast was comprised of 13 youth.

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

We utilized the interpreting services department from Western Oregon University to provide accessibility to provide to the deaf communities.

24. Submitted by

Jessica Peterson

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

[2022 TOT Grant Expenses - Sheet1 \(1\).pdf](#)

[2022 TOT Expenses PART 2 .pdf](#)

[Tot expense 1.pdf](#)

[Tot expense 2.pdf](#)

[Tot expense 3.pdf](#)

[Tot expense 4.pdf](#)

[Tot expense 5.pdf](#)

[Tot expense 6.pdf](#)

[Tot expense 7.pdf](#)

[Tot expense 8.pdf](#)

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

Jessica@enlightenedtheatrics.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

Festival Chorale Oregon

2. Name of program or event

"Saint Nicolas" by Benjamin Britten

3. Location of program or event

Salem First Presbyterian Church

4. Description of activity

Choral Performance

5. Completion date(s)

4th quarter

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

290

7. Estimated volunteer hours to administer program or event

375

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$2,000.00

10. Was the event free?

No

11. Amount of admission ticket, if any

25

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

Local businesses and organizations provided financial assistance by purchasing program advertising and provided marketing assistance by allowing us to display posters at their places of business. Holy Cross Lutheran Church provided board meeting space and rehearsal space. Salem Symphonic Winds and Walker Middle School provided instrument and equipment rental.

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?

An estimated 7% of attendees were overnight tourists, with an additional estimated 22% of attendees being out-of-town tourists. Attendees patronize local businesses, such as restaurants, bars, and hotels.

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?

An estimated 71% of attendees were Salem residents, whose lives were enriched by experiencing a culturally significant choral masterwork. For Salem residents who sang in the chorale or played in our orchestra, months of preparation provided an even richer cultural experience and a musical community. And by employing professional soloists and orchestra musicians, we helped to sustain a local talent pool of musicians that comprise numerous local arts organizations.

15. How many attendees did your activity attract?

309

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

Ticket Sales

17. Estimated percentage of Salem residents and/or guests

71%

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

22%

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

7%

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.

Goal 1 - Audience attendance of 500

Outcome 1 - We had an attendance of 309

Goal 2 - 25% of attendees at or below median household income (~\$50,000)

Outcome 2 - 15% of attendees at or below median household income

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

Direct mailings and posters were our most effective marketing resources, followed by social media and online calendars (including Travel Salem).

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

We did not specifically target Spanish language groups or other underrepresented population groups. That said, 15% of our attendees reported income less than Salem's median household income of ~\$50,000. And, we once again provided on-street parking in front of the venue for passenger pick up and drop off and for holders of disabled parking permits to improve accessibility for the 24% of our audience who live with a disability.

24. Submitted by

Bryan Cruz Gonzalez

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.

bcgonzalez@juno.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

Helping Hands Resources

2. Name of program or event

Quiltopia 2022

3. Location of program or event

Willamette Heritage Center

4. Description of activity

All events for Quiltopia 2022 took place successfully as scheduled. Starting with the spring quilt challenge in which guests purchased their kits and designed small quilts with the theme, "Be Kind" that were beautifully displayed in the lobby of the Grand Hotel. Next, the 'Shop Hop' with it's 15 sponsoring quilt shops around the Valley. This year we expanded North as far as Oregon City, and South to Lebanon. Quilt Passports could be marked at each shop visited and turned in at the show for a raffle drawing. A new event added with the partnerships with Deepwood Estates and their display of vintage quilts, as well as the Elsinore Gallery spotlight show of tiny quilt art. Both were promoted on our website. The main event took place at the Willamette Heritage Center with 100 quilts displayed for visitors to view, and purchase. Community quilt clubs and vendors displayed in the same area as well. A breakfast featuring a Q&A with quilt shop owners was held Saturday morning. Downstairs the "Restart Boutique" shop donated fabrics, notions, sewing machines, vintage quilts and quilt frames.

5. Completion date(s)

4th quarter

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

300

7. Estimated volunteer hours to administer program or event

420

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$6,875.00

10. Was the event free?

No

11. Amount of admission ticket, if any

7.00

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

Quiltopia collaborated with several businesses to make this event a success. First, the Willamette Heritage Center partnered with us to provide venue spaces that perfectly displayed the show and the 'store like' setting for the "Re-stash Boutique". They also generously sponsored the event in support of the important services of Helping Hands Resources. Next, the Grand Hotel was not only a sponsor but a promoter of the event with their in-room Travel Salem events calendar, and again this year the Hotel allowed us to fill their lobby with our challenge quilts. This year we added the vintage show at Deepwood Estates, and a fabric artist tiny quilt display at Elsinore Gallery. Majestic Boutique Fabrics donated all fabric for the challenge kits. Finally, Quiltopia would not have had its success without the support of the 15 Valley quilt shops that donated to the Raffles, promoted the show, and participated in the "Shop Hop" events.

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?

Quiltopia is the perfect kind of event to bring revenue, and increase the overall economic impact of tourism in Salem for several reasons. To begin, admission to the show is reasonably priced at \$7. The average stay at our show is 2 hours, for this reason it leaves plenty of time for lunch, dinner or other activities. We know that 32% of attendees were from the 10-45 mile away range. IE: Dallas, Silverton, Woodburn, etc. Of this group we received many questions about places to dine and activities in Salem. In anticipation of this we put together a list of restaurants and tourist sites within 2 miles of the event. We also know that 9% of our guests were from the Portland/Vancouver area, and 4% came from the Eugene area in the 50-100-mile range. Roughly 2% of Quiltopia guests traveled from as far away as the Seattle Washington area, Maine and Wisconsin. In surveying these guests, we know that many came to visit family or friends in the area, that in itself adds value tourism. However, we do know of 2 hotel nights.

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?

Quilting is an artform that can be found throughout all cultures and across every country. It is a visual celebration as diverse as every community. Any activity that provides and opportunity to educate, bring joy, or inspires an individual; enhances the quality of one's life. Quiltopia is just that kind of event. It is all inclusive from beginners to expert. From someone who comes to learn about the history and techniques of quilting or someone who just comes to look at colors and patterns. This year's show featured many quilts highlighting techniques and styles from around the world.

15. How many attendees did your activity attract?

330

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

Ticket Sales

17. Estimated percentage of Salem residents and/or guests

52%

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

32%

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

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

16%

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

Zip code survey

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

Our second goal was to increase attendance/ticket sales to our guest speaker breakfast workshop. Last year we had 47 in attendance at the breakfast event. This year, at the last minute our guest speaker cancelled and the quilt shop owners stepped up to volunteer as a Q&A panel. The breakfast attendance was down, and drew 30 guests. Next year we will go back to a hands-on workshop in 2023 and the guest speaker has already committed to the event.

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

Our most successful marketing came from 2 sources. First, our expanded Quiltopia website and social media presence which lists all activities for the event and now includes a daily count-down which begins 11 months out. Quilters can sign up for our e-newsletter, order challenge quilt kits, raffles tickets, and keep up to date on changes or added activities. Our second most important promotional tool was our network of Willamette Valley quilt shops. These shops are located in cities up and down the valley which helped to promote Quiltopia events as well as bring guests from outlying communities.

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

We do not target any particular group, other than those who are interested in quilting/sewing which is an all-inclusive activity. The 15 quilt/fabric shops advertised and focused on their communities' particular needs and demographics.

24. Submitted by

Karin Putnam

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

[transient-occupancy-tax-grant-report-form-events-budget-sheet \(2\).xlsx](#)

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

putnamkarin54@gmail.com

2. Thank You!

Thank you for submitting your report.

Master TOT Events Calendar May 2022 - April 2023					
Event Date	Organization	Event Name	Time	Location	Contact:
Jan 3-April 22, 2023	Hallie Ford Museum of Art	Hidden Histories: Ancient Art From The Permanent Collections	Exhibits open Tues-Sat, Noon to 5 PM	Hallie Ford Museum of Art Willamette University	John Olbrantz, jolbrantz@willamette.edu
Sun., Jan 22, 2023	Elsinore Theatre	Steve-O: The Bucketlist Tour	7:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Jan 24 - Mar 25, 2023	Hallie Ford Museum of Art	Rita Robillard: Time and Place	Exhibits open Tues-Sat, Noon to 5 PM	Hallie Ford Museum of Art Willamette University	John Olbrantz, jolbrantz@willamette.edu
Mon, Jan 30, 2023	Elsinore Theatre	Bruce Cockburn - 50th Anniversary Show	8:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Sat., Feb 4, 2023	Elsinore Theatre	Brian Regan	8:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Weds., Feb 15, 2023	Elsinore Theatre	A Flock of Seagulls, w/ Strangelove: The Depech Mode Experience	7:30 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Sat-Sun, Feb 25 & 26th	Willamette Master Chorus	Winter Concert with the Severin Sisters	3:00 PM	Hudson Hall, Willamette University	Jessica Carpenter, jessica@willamettemasterchorus.org
Fri., Mar 3, 2023	Elsinore Theatre	David Phelps Gamechanger: The Live Tour	7:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Sat., Mar 11, 2023	Elsinore Theatre	Encore: A Concert for Arts & Culture		Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Thurs., Mar 30, 2023	Elsinore Theatre	Girl Named Tom	7:30 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Fri., Apr 7, 2023	Elsinore Theatre	Joanne Shaw Taylor	8:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com