



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

February 8, 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 February 8, 2023
3. Typical CTPAB Year
4. Approval of Minutes from January 11, 2023
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. Gerry Frank Salem Rotary Amphitheater Strategic Plan (Kathleen Swam, 7 - 10 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:

Casa de la Cultura Tlanese – 2 events

Keizer-Salem Youth Basketball – Oregon State Basketball Tournament 2024

Festival Chorale Oregon – “Stabat Mater” by Antonin Dvorak

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

7. Cultural Tourism Fund January 2023 Report – Not Available in time
8. Facility Operating Grant Reports – Elsinore Theatre 2<sup>nd</sup> Qtr., Salem Art Association 1<sup>st</sup> & 2<sup>nd</sup> Qtr., Salem Riverfront Carousel 2<sup>nd</sup> Qtr., Willamette Art Center 2<sup>nd</sup> Qtr., Willamette Heritage Center 2<sup>nd</sup> Qtr.
9. Event Grant Reports – ENLACE-KERMEZ Cross Cultural Festival, Salem Riverfront Carousel – Santa at the Carousel, Willamette Heritage Center – Magic at the Mill
10. Capital Improvement Reports – None
11. Updates on the Americans for the Arts AEP6 Study – Next meeting February 27, 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: March 8, 2023, TOT Grant Application Scoring and Budget Approval**

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](mailto:cneider@cityofsalem.net)

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## 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, January 11, 2023**  
**Remote Meeting via ZOOM**  
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

**MEMBERS PRESENT**

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

**STAFF PRESENT**

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

**MEMBERS ABSENT****GUESTS**

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

**GUESTS**

Yvonne Putze - Deepwood Museum & Gardens  
 Beth Nevue - Ceili of the Valley  
 Ginny Wedel – Ceili of the Valley  
 Irene Bernards -Travel Salem  
 Angie Onyewuchi – Travel Salem  
 Kevin Stephens – SenateAires  
 Leslie Polson-Englewood Forest Festival  
 Lynn Takata – Englewood Forest Festival  
 Karin Putman – Helping Hands Resources  
 Zachery Cardoso – Capital Pride  
 Genoa Ingram – Oregon State Capital Foundation  
 Chris Roche – for Hoopla Association  
 Jaime – Capaces Leadership Foundation  
 Terry Scott – B-17 Alliance  
 Doug Dacar – Willamette Art Center  
 Courtney Trezise – OR Symphony Association  
 Jessica Peterson – Enlightened Theatrics

**1. WELCOME AND CALL TO ORDER**

Chris Neider began the meeting at approximately 6:03 p.m. with a quorum of 8 of 8 members present.

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

Members Present: Felipe Gonzales, Scott Snyder, Laura Tesler, Ryan Gail, Omar Alvarado, Carlee Wright, Gaelen McAllister, Geoffrey Tiffany  
Staff Present: Chris Neider, Kelly Kelly,  
Members Absent:

- 2. APPROVAL OF AGENDA FOR DECEMBER 14TH, 2022**
- 3. TYPICAL CTPAB YEAR**
- 4. APPROVAL OF MINUTES FROM DECEMBER 14, 2022**

Approval of today's agenda and the December 14, 2022 CTPAB meeting minutes.

**Motion:** To approve the December 14, 2022 CTPAB meeting minutes, and today's agenda.

<b>Motion by:</b>	<b>Felipe Gonzales</b>
<b>Seconded by:</b>	<b>Omar Alvarado</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	8-0
Aye:	8
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. Travel Salem Annual Report Presentation – Angie Onyewuchi
2. Public Acknowledgement of Potential Conflicts of Interest by CTPAB.  
Carlee Wright recused herself from Ceili of the Valley applications. Omar Alvarado recused himself from Capaces Leadership Foundation and Spanish Heritage Month Event applications.
3. Review of Event Applications for:  
B-17 Alliance Foundation – Unveiling Salem's Hidden Treasure  
Terry Scott was present to answer any questions from the board. \$8950 requested for Rack Cards to promote their WWII Museum and Education Center.

Capaces Leadership Institute – Salem Cultural Night Mercado Latino/Hispanic Heritage Month - \$10,000 Requested. Jaime was here to answer any questions. Gaelen asked how plans have advanced. Jaime noted they hope to have celebration some time in September. Laura noted Woodburn location. Jaime noted they cover entire Willamette Valley with a lot of programming in the Salem/Keizer area. Chris Neider noted the event needs to take place within City Limits. Jaime noted they often collaborate with Chemeketa. Riverfront Park is one location under consideration.

Capitol Pride – Pride in the Park and Pride March & Block Party - \$10,000 Requested for each event. Zachery Cardoso was present to answer questions. Gaelen asked how have plans developed. Zach noted Aug 26<sup>th</sup>, 10-6, has been reserved at Riverfront Park as well as a family friendly movie the night before. Scott asked if last year's event was the first time TOT sponsored the event. Yes. Zach noted the numbers last year were greater than expected, with over 6,000, perhaps closer to 7,000 in attendance. They went from 41 to 144 vendors involved.

Casa de la Cultura Tlanese – Dia de Muertos Celebration and Huapango Huasteco Contest in Salem - \$10,000 for each requested. No one from these organizations was present to represent. The Board requested they move to next meeting and be re-addressed.

Ceili of the Valley Society – Samhain Celtic New Year Festival - \$5,000 Requested. Beth Nevue was present to address any questions. Had over 500 attendees and met at the Spinning Room at WHC. Ginny Weddle was also present to answer questions.

Englewood Forest Festival – Englewood Forest Festival - \$3,600 Requested. Lynn Takata and Leslie Polson were present to answer questions. Laura asked how they could be doing so much with so little. Lynn noted they have a lot of great in-kind partners. Gaelen noted Kudos for job well done with little resources. They are setting the standard for other volunteer organizations for community festivals well put together.

Enlightened Theatrics - 2023 Winter Musical - \$10,000 Requested. Laura asked if attendance levels are returning post-Covid. Jessica Peterson was present to answer questions. Show attendance was successful and shows have been better attended than predicted.

Helping Hands Resources – Quiltopia 2023 - \$2,000 Requested. Gaelen noted it was a well written grant. Karin Putnam was present but unable to chime in with audio. Questions were able to be asked and Karin gets credit for being present. Scott noted the beautiful quilts displayed are a well-loved aspect of Salem's culture. Laura suggested they partner with new diverse organizations, i.e., Black Pioneers, to expand people's experience.

Hoopla – Hoopla XXIV - \$10,000 Requested.

Chris Roche was available to address questions. Scott asked was is planned to keep growth trend continuing? Chris noted the community based volunteering helps tremendously. It is a very family-friendly activity. Chris and Jason hope to continue the focus and growth of the girls & women aspects of the event. The wheelchair and disabilities division and clinics has room to grow. Laura added Kudos for facilitating the disabilities divisions and clinics. She noted the construction caused limits and hardships to getting food. Chris noted that aspect can improve next round.

Keizer-Salem Youth Basketball Association – Oregon State BB Tournament 2023  
Oregon Symphony Association in Salem – 23-24 Concert Season - \$7,500 Requested. No one from KSYBA was present. Board suggested they be bumped to next meeting for review. Gaelen noted they run with a large profit and wonders why they come looking for the TOT grant with such a surplus.

Oregon Symphony Association 23-24 Concert Series - \$10,000 Requested.  
Courtney Trezise was present to address questions. Courtney noted high schools and other partnership groups receive discounted tickets. Arts for All program lets anyone with Oregon Trail cards come on a \$5 ticket. Gaelen asked if attendance is bouncing back. Courtney says attendance is better than predicted but predictions were conservative. They are pleased with attendance overall but have room to grow.

**7. CULTURAL TOURISM FUND NOVEMBER 2022 REPORT**

**8. Facility Operating Grant Reports – Gilbert House Children's Museum 2<sup>nd</sup> Quarter**

**9. Event Grant Reports – Enlightened Theatrics – Seussical the Musical, Festival Chorale Oregon – “Saint Nicholas” 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, 1-2 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 397 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. Each Facility should try for 50 surveys collected at your events between now and the end of April.

- 12. Roundtable discussion and Appearance of Interested Citizens** - Opportunity for those attending the meeting to address the Board and share upcoming events. Yvonne Putze noted Deepwood Museum and Gardens will be having their Erythronium Festival and Native Plant Sale Friday and Saturday, March 17-18, 9 AM-3 PM. This is a free event for the community with educational programming, Native species ID trail hikes, and "ask an expert" resource table and more. Salem Health will have an event Feb 9<sup>th</sup> featuring Experts on Aging and How to Advocate for Older Adults. Ryan Gail shared the link in the chat.
- 13. Other Business & Parking Lot Items for future discussions (All)**  
Chris noted City Council returned to In-Person meetings. We are looking at possible locations in the event the Board is interested in returning to In-Person meetings. Kroc Center and Council Chambers were suggested as possible locations. Gaelen noted she still hopes to hear an update from Amphitheatre staff. Chris will follow up.
- 14. Adjournment -**  
With no further business, the meeting was adjourned at approximately 7:58 PM.

Next Meeting: Next Meeting will be Wednesday, February 8, 11, 2023, 6 pm, via Zoom and available on You Tube Live.

Next meeting Events Grants to review:  
Festival Chorale Oregon  
Oregon State Capital Foundation  
Salem Main Street Association  
Salem SenateAires  
Salem Public Library Foundation  
Willamette Master Chorus  
Theatre 33  
Odyssey  
Sasquatch Sports  
Enlace  
Press Play Salem  
Salem on the Edge  
Keizer-Salem Youth Basketball Association  
Cultura Tlanese

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Respectfully Submitted,

Kelly Kelly, Board Staff Support

Gerry Frank | Salem Rotary Amphitheater  
Riverfront City Park  
200 Water St NE.  
Salem, OR 97301  
[www.cityofsalem.net/rotaryamphitheater](http://www.cityofsalem.net/rotaryamphitheater)



Gerry Frank Salem Rotary  
**AMPHITHEATER**

Kathleen Swarm  
Amphitheater Manager  
503-930-4706  
[kswarm@cityofsalem.net](mailto:kswarm@cityofsalem.net)



# Gerry Frank | Salem Rotary Amphitheater

.....Strategic Plan and Pro Forma .....

DRAFT: Latest Update 2/1/2023

# City of Salem

## BIG DREAMS BIG SHOWS EVEN BIGGER IMPACT



**VISION:** The Gerry Frank | Salem Rotary Amphitheater will provide a common gathering space for residents and visitors by hosting world class artists, local talent, and community organizations in a contemporary outdoor performance space located in Salem's premier event park in the heart of downtown.

*Over the next five years, the Gerry Frank | Salem Rotary Amphitheater will become fully integrated into Salem's diverse music and arts culture. Events hosted at the amphitheater will present quality entertainment and will attract residents and visitors to Salem's vibrant downtown.*



# City of Salem

## THE PLAN

The Gerry Frank | Salem Rotary Amphitheater will:

- Serve as a community gathering space
- Host world class performances
- Be a venue for local artists and community organizations
- Become an integral part of Salem's vibrant downtown culture
- Attract visitors and residents to Salem businesses and City parks
- Establish a national reputation for excellence
- Create community pride and loyalty toward the venue, the parks, and downtown
- Present opportunities for everyone to experience music, art, entertainment, and culture
- Support local businesses and have a positive economic impact regionwide



# Gerry Frank | Salem Rotary Amphitheater



## YEAR ONE: SETTING THE FOUNDATION



In the summer of 2022 the Gerry Frank | Salem Rotary Amphitheater welcomed its first guests to gather and celebrate at a wide variety of events. From private wedding receptions, yoga in the park, comedy shows, and cultural events to music festivals, movies in the park, IRONMAN, and major ticketed concerts, thousands of attendees experienced the wonder and awe of this new and iconic venue.

### 2022 PERFORMANCE SEASON QUICK STATISTICS

Venue for 30 Different Events, including:

(5) Entire Facility Rentals | (12) Hourly rentals | (10) City Hosted Events | (3) Community Events  
(2) Multiple Facility Rentals | (1) Multiple Day Rental

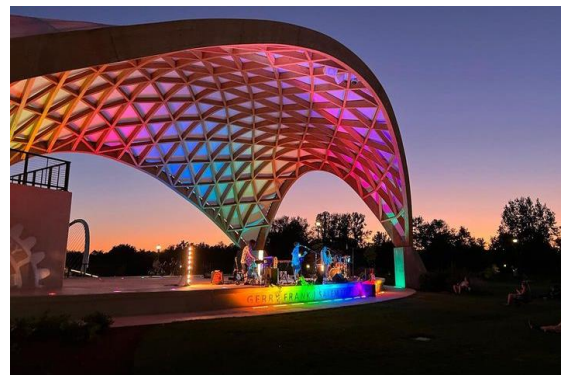


# Gerry Frank | Salem Rotary Amphitheater



## 5 YEAR STRATEGIC PLAN: LOOKING AHEAD

We have plans for the future. We will be adding new, single day concerts produced and organized by professional promoters. We will continue to present a mix of local, regional, and national artists as well as provide a balance of paid and free admission events. The number of events will increase over time as we are able to insert hourly and weekday rentals between the popular weekend show times.



### 2027 PERFORMANCE SEASON GOALS

Venue for 50 Events

(30) Entire Facility Rentals | (15) Hourly rentals | (5) City Hosted Events  
(10) Multiple Facility Rentals | (5) Multiple Day Rentals



# Revenue Projections

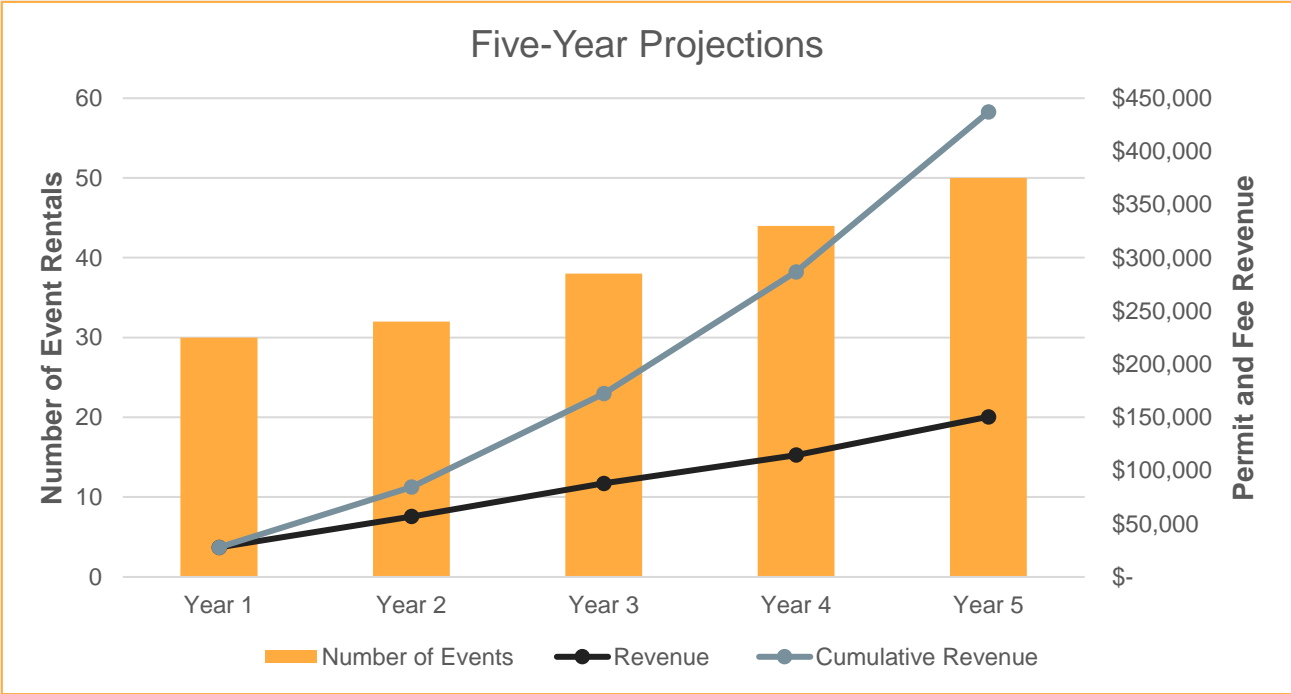
## Five-Year Projection: Continued Growth

Factors used in estimating future revenue:

- Entire Facility**  
Facility Use Fee + Riverfront Permit Processing Fee + Sound Permit Fee
- Hourly Rental**  
(4) Hours of Hourly + Riverfront Permit Processing Fee + Sound Permit Fee
- Vendor Plaza**  
Special Use Area Fee + (5) Short Term Concessionaire Permit Fees
- Multi-Day Add On**  
(1) Additional Facility Use Fee + (1) Day Load-In + (1) Day Load-Out
- Multi-Venue Add On**  
(1) South Meadow/Riverfront Amphitheater Facility Use Fee
- Alcohol Sales - Profit from Alcohol Sales**
- Services - (2) Irrigation Locate Fee**

\*Annual 8% market index increase on Facility Use, Riverfront Processing, Special Use Area, Short Term Concessionaire, Load-in and Load-out Fees

## Graph





# Economic Impact

Events at the Gerry Frank | Salem Rotary Amphitheater have a **direct positive economic benefit to Salem**

The example methodology below shows a paid event with 3,000 attendees can have a total direct economic impact of between **\$500,000 and \$600,000**

Event Economic Impact Calculator			
<p><b>How to Use This Worksheet:</b></p> <p>This calculator is designed to give event organizers and community stakeholders a general idea of the <b>direct</b> economic impact of your event. It is strongly recommended that users collect all the necessary data inputs before beginning to use the calculator. Data for the calculator will require on-site or post-event surveying. It is worth stressing that the quality of outputs will only be as good as the quality of the inputs. In other words, if event organizers underestimate or exaggerate inputs, the results will represent either an underestimation or exaggeration of the overall economic impact.</p> <p>Data is entered into the highlighted cells only.</p>			
Number of Tickets Sold:	3000	Average Daily Spend on Food and Beverage:	\$ 90.00
Price per Ticket:	\$ 30.00	Total Food and Beverage Spending:	\$ 270,000.00
Direct Ticket Spending:	\$ 90,000.00	Total Outside Food and Beverage:	\$ 40,500.00
Number of Attendees:	3000	Average Daily Spending on Other:	\$ 50.00
Percent from outside community:	15%	Total Other Spending:	\$ 150,000.00
Total Outside Attendees:	450	Total Outside Other Spending:	\$ 22,500.00
Average Number of Days Attended:	1	Ticket Sales, Outside:	\$ 13,500.00
Average Number of Nights in Market:	1		
Percent of Attendees Staying at Commercial Lodging:	10%		
Average Nightly Lodging Cost:	\$ 150.00		
Total Lodging Nights:	300		
Direct Lodging Spend:	\$ 45,000.00		
		<b>Total Direct Economic Impact:</b>	\$ 555,000.00
		<b>Total Outside Economic Impact:</b>	\$ 121,500.00
		<b>Total Direct Economic Impact, Less Tickets:</b>	\$ 465,000.00
		<b>Total Direct Outside Economic Impact, Less Tickets:</b>	\$ 108,000.00

Calculator Created by The New Mexico Tourism Department





## Areas of Development

### PARTNERSHIP

#### Building Community Relationships



Knowing that the integration and support of community businesses and organizations plays a major role in the future of the Gerry Frank | Salem Rotary Amphitheater, Key partnerships are vital. Developing strong relationships with the proven leaders within our community and event industry will provide insight, perspective, knowledge, support and a network of invested stakeholders.

Examples of our valued partners: Travel Salem, Salem Conventions Center, Salem Main Street Association, Salem Art Association, Rivercity Rock Star Academy, Salem Multicultural Institute, and various local venues

#### THE VISION

Co-Produced Events | After-Party Gatherings | Coordinated Efforts | Local Vendors  
Relevant Events Reflective of Community

### MARKETING

#### Print and Digital Assets



Creating awareness around the Gerry Frank | Salem Rotary Amphitheater and its activities will be essential to its success. Having a strong brand and easily available information is a high priority. It is critically important that potential attendees, renters, vendors, and event organizers find the venue and its events attractive and enticing.

Print and digital assets should reflect the quality of the experience to be enjoyed in the space. It will take an ongoing effort on the part of venue management to keep information and messaging accurate, relevant, and accessible.

#### THE VISION

High Quality Website | Easy-To-Find Calendar of Events | Curated Social Media  
Carefully Chosen Outlets of Distribution

### DONATIONS

#### Sponsorship Investments



Establishing a dedicated fund and building a donor base to support the Gerry Frank | Salem Rotary Amphitheater and City-organized events is a high priority. Salem has a large network of generous individuals and organizations who are excited and interested in supporting community events and the new venue.

Creating easily available streams for accepting these generous donations will help support a robust and thriving performance season.

#### THE VISION

Create Annual Sponsorship Opportunities Packet  
Donations Accepted for Individual Events or General Fund | Information on Website

# Areas of Development

## VENDING

### Food and Beverage



Food, beverage, and alcohol sales at the Gerry Frank | Salem Rotary Amphitheater present many opportunities to further integrate the amphitheater and Riverfront Park with local businesses.

We will be exploring ways to boost vendor interest, increase vendor revenue, attract more customers, and provide additional revenue for the City.

### THE VISION

Develop Revenue Stream for Maximum Benefit | Serve as Platform for Local Business  
Showcase Local Goods and Services

## OPERATIONS

### On-site Logistics and Staffing



The process for on-site operation and maintenance as well as event staffing will continue to be built around customer service, efficiency, and longevity. An in-depth understanding of available resources, capacity, and workflow will allow for a thoughtful integration with other City-owned and operated property.

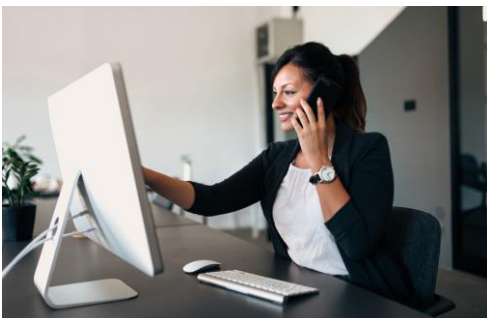
A strategic approach to projects and investments will lend to exponential improvements in the years to come.

### THE VISION

Great Customer Service | Efficient Processes | Forward Thinking Projects

## ADMINISTRATION

### Reservations, Permitting and Accounting



Much of the day-to-day work for the venue and its programming is done from the office. Hours of preparation, coordination, and communication are conducted during the months leading up to an event.

Because the amphitheater is a City-owned facility, the permitting, accounting, and contracting must meet rigorous standards and follow complex protocols. The daily administration tasks require interaction and coordination among multiple departments with varied processes. Streamlining our processes will be an ongoing effort.

### THE VISION

Efficient Processes | Coordination Between Departments | Clear Communication

# Areas of Development

## PROGRAMMING

### City Organized Events



One of the most exciting opportunities provided by the Gerry Frank | Salem Rotary Amphitheater is for the City of Salem to make a positive impact on our community. We will do this through careful planning and with organized offerings that:

- Provide visitors with access to art and entertainment
- Foster community pride
- Act as a platform for local talent
- Showcase local businesses

Ultimately, the Gerry Frank | Salem Rotary Amphitheater presents an unprecedented means for City of Salem to enhance the quality of life and boost economic growth for our community.

### THE VISION

Engaging and Enriching Experiences | Community Collaboration  
Revenue and Economic Impact

## Areas of Consideration

## VENUE MANAGEMENT

Moving forward, we acknowledge there are multiple options for managing performance venues. Generally, these involve varying degrees of contracted service providers and differing levels of City control over the facility, vendors, schedules, and other activities in Riverfront Park. No matter how the chosen structure may evolve over time, achieving success at the Gerry Frank | Salem Rotary Amphitheater will require time and a steady investment of City resources to operate and maintain this incredible public facility. It should also be expected that general oversight and coordination of the venue by the City will always be needed. The most ideal arrangement is to continue to have the City of Salem dedicate staff to focus on the management and development of the facility.





# UNIQUE VENUE – UNIQUE OPPORTUNITIES



The Gerry Frank | Salem Rotary Amphitheater has proven to be an invaluable asset to our community. With stunning architecture and seamless integration into Riverfront Park, it is undeniable that the City of Salem has been enhanced by its presents. It is a unique venue with unique considerations that will need to be considered when developing programming, processes and projections. Knowing that the goals, vision and overall objectives of the project are community focused, the City of Salem is in a unique position to provide experiences and offerings that reflect the desired goals and balance the venue specific considerations. The professional staff of the City of Salem have been managing the facility since it was first transferred to our care by the Rotary Club of Salem in late 2021. To date, over the past year under City leadership this new venue has hosted a wide range of events, created excitement, and generated income. Looking ahead, City staff have established close working relationships with event organizers, local talent, and national promoters. The 2023 performance season is booked with a wide range of events and a healthy balance of artists.

## VISION FOR THE FUTURE



The Gerry Frank | Salem Rotary Amphitheater will provide a common gathering space for residents and visitors by hosting world class artists, local talent, and community organizations in a contemporary outdoor performance space located in Salem's premier event park in the heart of downtown.

# CTAB Completion Report-Facility-Quarterly

## 1. (untitled)

---

### CTPAB Quarterly Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

**1. Organization name**

The Elsinore Theatre

**2. Name and location of facility**

170 High St SE

**3. Reporting period**

2nd quarter

**4. Total number of days open**

30

**5. Total hours of operation**

120

**6. Volunteer hours for period**

1678

**7. Total attendance at facility**

18167

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

Films / performances : 18167

**9. Submitted by**

Sally Litchfield

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

Sally@ElsinoreTheatre.com

## 2. Thank You!

---

Thank you for submitting your report.

# CTAB Completion Report-Facility-Quarterly

## 1. (untitled)

---

### CTPAB Quarterly Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

**1. Organization name**

Salem Art Association

**2. Name and location of facility**

Bush Barn Art Center & Annex, and Bush House Museum -- 600 Mission St. SE, Salem

**3. Reporting period**

1st quarter

**4. Total number of days open**

54

**5. Total hours of operation**

242

**6. Volunteer hours for period**

3186

**7. Total attendance at facility**

20573

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

Museum tours / gallery visits : 3014

Films / performances : 0

Student attendance : 0

Children's Entertainment : 0

Classes, Workshops, Camps : 25

Events, Festivals, Experiences, Other Programs : 17559

Off site activities / events : 0

Rentals : 0

**9. Submitted by**

Kelly Harms

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

kelly@salemart.org

## 2. Thank You!

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Thank you for submitting your report.

# CTAB Completion Report-Facility-Quarterly

## 1. (untitled)

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### CTPAB Quarterly Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

#### 1. Organization name

Salem Art Association

#### 2. Name and location of facility

Bush Barn Art Center & Annex, and Bush House Museum -- 600 Mission St. SE, Salem

#### 3. Reporting period

2nd quarter

#### 4. Total number of days open

64

#### 5. Total hours of operation

342

#### 6. Volunteer hours for period

337

#### 7. Total attendance at facility

3304

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

Museum tours / gallery visits : 2572

Films / performances : 0

Student attendance : 0

Children's Entertainment : 0

Classes, Workshops, Camps : 0

Events, Festivals, Experiences, Other Programs : 732

Off site activities / events : 0

Rentals : 0

#### 9. Submitted by

Kelly Harms

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

kelly@salemart.org

## 2. Thank You!

---

Thank you for submitting your report.

# CTAB Completion Report-Facility-Quarterly

## 1. (untitled)

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### CTPAB Quarterly Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

**1. Organization name**

Salem's Riverfront Carousel

**2. Name and location of facility**

SRC 101 Front St. NE

**3. Reporting period**

2nd quarter

**4. Total number of days open**

90

**5. Total hours of operation**

696

**6. Volunteer hours for period**

350

**7. Total attendance at facility**

33788

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

Children's Entertainment : 30331

Events, Festivals, Experiences, Other Programs : 2372

Rentals : 1085

**9. Submitted by**

Marie Bradford Blevins

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

marieb@salemcarousel.org

## 2. Thank You!

---

Thank you for submitting your report.



# CTAB Completion Report-Facility-Quarterly

## 1. (untitled)

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### CTPAB Quarterly Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

**1. Organization name**

Friends of the Visual Arts dba Willamette Art Center

**2. Name and location of facility**

c/o Oregon State Fairgrounds, 2330 17th St NE, Salem OR 97301

**3. Reporting period**

2nd quarter

**4. Total number of days open**

73

**5. Total hours of operation**

680

**6. Volunteer hours for period**

665

**7. Total attendance at facility**

2121

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

Student attendance : 153

Events, Festivals, Experiences, Other Programs : 751

**9. Submitted by**

Sue Karnosh, Program Admin

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

programadmin@willametteartcenter.com

## 2. Thank You!

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Thank you for submitting your report.

# CTAB Completion Report-Facility-Quarterly

## 1. (untitled)

---

### CTPAB Quarterly Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

**1. Organization name**

Willamette Heritage Center

**2. Name and location of facility**

1313 Mill St. SE, Salem OR 97301

**3. Reporting period**

2nd quarter

**4. Total number of days open**

62

**5. Total hours of operation**

372

**6. Volunteer hours for period**

2136

**7. Total attendance at facility**

21014

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

Museum tours / gallery visits : 812

Classes, Workshops, Camps : 298

Events, Festivals, Experiences, Other Programs : 10509

Rentals : 9395

**9. Submitted by**

Michelle Cordova

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

michellec@willametteheritage.org

## 2. Thank You!

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Thank you for submitting your report.

# CTAB Completion Report-Event

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

**1. Organization name**

ENLACE Cross-Cultural Community Development Project

**2. Name of program or event**

Event - KERMEZ Cross Cultural Festival

**3. Location of program or event**

East Salem Community Center 1850 45th Ave NE, Salem, OR 97305

**4. Description of activity**

Event it was to celebrate the community positive impact that Latinos as minority group did during the 2021 year and to recognizing leaders and organizations who partnering with ENLACE project through the "Guelaguetza" Latino Partnership program to promote community development unity, diversity, and cultural identity through cross-cultural projects, programs, and events.

**5. Completion date(s)**

3rd quarter

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

5

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

500

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

\$2,000.00

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

\$3,000.00

**10. Was the event free?**

Yes

**11. Amount of admission ticket, if any**

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

We had the participation and supports of strong connected group of businesses owners such as Don Froiland, la cabaña, 50 small bossiness from Salem flea market (La pulguita). The purpose of the KERMES Cross-cultural event (Mercado Latino), it was to encourage small business learn about the traditions that can help them to promote their business but at the same time how to get connected with resources, leaders collaborate, work and collaborate together to help to support the community grow. The great experience that we had, is that several of our small business owners they were disconnected with the KERMEZ tradition due to being long time migrant residents in Salem or they are second or third generation, so they lost the idea or the tradition concept. This event helped to refresh the main principles of the tradition and they were very interested on how to continue the work of connect a tradition with business promotion and supporting community development.

**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?**

This is a event that we want to make it as a tradition in Salem, this event is an incubator project to develop the skills, create a strong connection, build trust and create interest in the community and getting the right tools to expand the idea of a future proposal of bring important cross-cultural international artist to our events following a process of the community work and longtime procedure that we ate doing in trying to connect from groundwork our local small business, neighbors, leaders and organizations to they support the idea that we have been implemented for many years. In positive consequences having another way of creating events with strong cross-cultural connection. CTPAB is helping to develop the potential in our organization to learning process, concepts and procedures to increase the tourism not just to this event, the idea is that the people can visits all our anual connected projects and events in Salem during the whole year.

**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 more amazing results that leaders know more about our businesses in our neighborhood, they showed a lot of interest on support projects and events in those places. Don Fryland has been increased of number of costumers at their site, The flea Market it increased the number of costumers, now they encrase the number of anglo community in a 20%, that create more revenue on our site neighborhood. Having this event and the past events supported by CTPAB help us in the long-time process to understand the challenges of our neighborhood (Northgate) and how we have been created a strong collaboration with neighbors and leaders. It is no just present a great event on the day of the event to create community development, it is more about getting connected with a reality of our challenges and work together to develop the necessary skills and tools to accomplish goals

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

250

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

estímate

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

80%

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

1%

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

2%

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

estimated

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

We have the participation of the Actual Mayor Chris Hoy, State representative for our area Teresa Alonso, The Radio Poder Radio Station and more important personalities. This means that we increase te interest of leaders look up to support with their need and challenges. Some videos promotion was crated from a Ukranian couple who are trying to grow as video producers in Salem, two home business maker art and craft are in the process to learn in how to stablish a forma business in Salem (They were part of the Kermes).

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

Social media, Local Radio, in person invitation

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

This event it was to

**24. Submitted by**

Amador Aguilar

**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.**

enlace3c@gmail.com

**2. Thank You!**

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**Thank you for submitting your report.**

# CTAB Completion Report-Event

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

**1. Organization name**

Salem's Riverfront Carousel

**2. Name of program or event**

Santa at the Carousel

**3. Location of program or event**

101 Front St. NE

**4. Description of activity**

Santa arrived to the Carousel aboard the P&W Railroad to kick off all of our holiday events. Visits w/Santa, Santa's PJ Party, Santa Breakfast

**5. Completion date(s)**

2nd quarter

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

100

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

58

**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**

35.00

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

We could not kick off this event without the assistance of Portland & Western Railways to deliver Santa to the Carousel. P&W also provided train safety and goodie bags to our guests as they waited for the train to arrive. We had great support from The Salem Real Estate Group who provided sponsorship of our holiday banner for the train and our Princess Tea Parties. Sweetly Baked assisted with sponsorship and provided coffee and baked goodies while guests waited on the arrival of Santa and LAMAR donated partial in-kind for advertising our 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?**

Our Santa events draws customers from near and far. Of those that attended our ticketed event, 16.35% traveled 50 plus miles or more and more than likely they ate lunch in our downtown area. Lot of inquires for kid friendly dining. Our Santa holiday events have a following for those families who have made our holiday events a family tradition. We promoted our events early through our social media accounts and through social media sights in Portland.

**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?**

Our holiday event, Santa at the Carousel has become a family tradition and a family friendly destination for the Salem community and surrounding areas. This event was available to those of diverse backgrounds, ages and abilities. We are open on Christmas day to offer our gift of free rides to our community.

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

2372

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

Ticket sales/RSVP

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

83.65%

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

16.35%

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

16.35%

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

RSVP check ins/survey

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

One of our measurable outcomes document in our application was to have an increase in out of town visitors, who traveled 50 miles or more to attend our holiday event. The goal was a 15% increase and we achieved a 16.35% increase. Our second goal was a 5%increase in ridership in November and December 2022 vs 2021 ridership. We had a 50.4%

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

Our social media accounts, website and LAMAR Advertising.

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

Yes. Some of our holiday advertising was in Spanish along with our Santa Letters. We did offer a free hands on holiday food craft to offset those families who couldn't afford to attend a RSVP event. We were open Christmas day to offer free rides to our community.

**24. Submitted by**

Marie Bradford Blevins

**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\\_\(4\).xlsx](#)

[SKM\\_C250i23013113220.pdf](#)

[SKM\\_C250i23013113221.pdf](#)

[SKM\\_C250i23013113230.pdf](#)

[SKM\\_C250i23013113231.pdf](#)

[SKM\\_C250i23013113240.pdf](#)

[SKM\\_C250i23013113280.pdf](#)

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

marieb@salemcarousel.org

## **2. Thank You!**

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**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**

Willamette Heritage Center

**2. Name of program or event**

Magic at the Mill is a festive family-friendly winter holiday event in which history comes to life with children's activities, heritage tours, and blacksmith and textile arts demonstrations. Live music and dance performances, thousands of twinkling lights, and holiday cheer brighten the winter nights at the WHC during this long-time cherished seasonal festival. The event provides stunning sights, a holiday market for shopping, children's crafts, and visits with Santa Claus.

**3. Location of program or event**

1313 Mill St. SE, Salem OR - Willamette Heritage Center

**4. Description of activity**

Annual, family friendly holiday and lights festival

**5. Completion date(s)**

2nd quarter

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

895

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

556

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

\$7,500.00

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

\$24,750.00

**10. Was the event free?**

No

**11. Amount of admission ticket, if any**

12

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

We had several local businesses partner with us as sponsors - Boone Ridge Retirement Community, Salem Electric, Danner & Soli, MAPS Credit Union Foundation, and Infinity Micro. We also had five local vendors set up booths to sell their items to our visitors and our in-house retail partners also participated. Several non-profits, individuals, and other music and performance groups participated as our entertainment for the event.

**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?**

With additional funds available to us through this grant, we were able to market the program throughout the area. We were invited by radio station KMUZ to do an on-air interview about Magic that featured our Education Director Josh Henderson.

We also had a shout-out on the Good Day Oregon TV show the second day of Magic to draw crowds from all over the state.

We enjoyed hosting patrons from all over the state as well as visitors from out of town. Utilizing the estimate of average expenditures for overnight tourists from the Economic Impact Report by Dean Runyan Associates for the Oregon Tourism Commission, visitors in Marion County spend from \$85 for a stay in a private home to \$367 per day for a hotel/motel stay (p.10). Conservatively estimating that those counted event attendees cited above (even those from out of state) stayed just one night, they spent between \$3,485 and \$15,047 on lodging alone.

**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?**

Magic at the Mill allows families, friends, and individuals of all generations to interact with one another while experiencing and enjoying a blend of local history and holiday festivities. With few Mid-Willamette Valley holiday events located in Salem itself, Magic is a key resource for local residents looking for a holiday-themed event that is both affordable and fun for all ages. This year, we had a donor purchase 45 tickets to distribute to families and participants of "Salem for Refugees". These attendees were able to enjoy this event free of charge and see a holiday festival right here in Salem.

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

2400

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

ticket sales plus volunteers

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

70%

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

25%

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

5%

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

estimate and ticket sale zip codes

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

Outcome #2 : Foster an atmosphere of inclusion and diversity at the 2022 Magic at the Mill event by providing exhibits and educational aspects will focus on the history of cultural traditions during this time of year.

Goal/Target #2 : A minimum of 50% of the marketing to reach underrepresented groups in our community.

Result: As part of the kid's activities this year, we piggy-backed onto our changing exhibit: Salem's Chinatown(s) and had a Chinese New Year lantern project for the kids to do during Magic. We had historical information on different holidays related to this time of year such as Kwanza and Hanukkah.

For marketing, we put a radio ad on a local Spanish-speaking radio station as well.

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

We utilized billboard promotions and radio ads this year. This has been very helpful. However, I believe our most efficient and effective use of marketing dollars are spent on postcards sent out to our constituents, social media posts, and posters around town. We also use the City's Liberty St. pole banners which is always a great reminder for someone who has seen then promotion in other places.

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

Yes, with the radio ad on a local Spanish station. In addition, by inviting and have the admission tickets paid for the 45 attendees that came from the "Salem for Refugees" group, they would likely not have otherwise been able to attend.

**24. Submitted by**

Michelle Cordova

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

[WHC Event Grant Expenditures 2022 Magic at the Mill.pdf](#)

[WHC Magic2022 Receipt Summary.pdf](#)

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

michellec@willametteheritage.org

**2. Thank You!**

---

**Thank you for submitting your report.**

Thurs., Feb 2, 2023	Salem Art Association	Lecture with Willie Richardson	5:30 PM	Bush Barn Art Center 600 Mission St SE	Laura Stein; Laura@saalemart.org
Sat., Feb 4, 2023	Elsinore Theatre	Brian Regan	8:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Thurs., Feb 9, 2023	Salem Art Association	Ikebana Exhibit (Camas Gallery)	3-6 PM		Laura Stein; Laura@saalemart.org
Thurs., Feb 9, 2023	Salem Art Association	Buffalo Soldiers: Fighting on Two Fronts	7:00 PM	Willamette University Campus Theatre	Zachary Stocks; zachary@oregonblackpioneers.org
Sat., Feb 11, 2023	Salem Art Association	Opening for Jeremy Okai Davis paintings	3-6 PM	Bush Barn Art Center 600 Mission St SE	Laura Stein; Laura@saalemart.org
Weds., Feb 15, 2023	Elsinore Theatre	A Flock of Seagulls, w/ Strangelove: The Depeche Mode Experience	7:30 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Mon., Feb 20, 2023	Gilbert House Children's Museum	Legacy of Play	10 AM-2 PM	Gilbert House Children's Museum	
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
Sun., Feb 26th, 2023	Elsinore Theatre	World Ballet Series: Cinderella	6:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Mon. Feb 27, 2023	Salem Art Association	Jeremy Okai Davis lecture	6:00 PM	Bush Barn Art Center 600 Mission St SE	Laura Stein; Laura@saalemart.org
Fri., Mar 3, 2023	Elsinore Theatre	David Phelps Gamechanger: The Live Tour	7:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Fri., Mar 10, 2023	Salem Art Association	Kathryn Cellerini Moore opening	5:30-7:30 PM	Bush Barn Art Center 600 Mission St SE	Laura Stein; Laura@saalemart.org
Sat., Mar 11, 2023	Salem Art Association	Young Artist Showcase (elementary) opening	10 AM-Noon	Bush Barn Art Center 600 Mission St SE	Laura Stein; Laura@saalemart.org
Sat., Mar 11, 2023	Elsinore Theatre	Encore: A Concert for Arts & Culture	7:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Sat., Mar 11, 2023	Salem Art Association	Encore! Event at The Elsinore	7:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Sun., Mar 12, 2023	Elsinore Theatre	Amy Grant	7:30 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Fri-Sat., Mar 17-18, 2023	Deepwood Museum & Gardens	Eythronium Festival and Native Plant Sale	9 AM-3 PM	1116 Mission St SE	<a href="mailto:yvonne@deepwoodmuseum.org">yvonne@deepwoodmuseum.org</a>
Mar 24-Apr 3, 2023	Gerry Frank Amphitheatre	The Great Raindrop Scavenger Hunt, Stacy teller	throughout the day	Gerry Frank Amphitheatre/Riverfront Park	Kathleen Swarm; kswarm@cityofsalem.net
Sun., Mar 26, 2023	Gerry Frank Amphitheatre	Run for the Rare, Haley's Heroes Foundation	10:00 AM	Gerry Frank Amphitheatre/Riverfront Park	Kathleen Swarm; kswarm@cityofsalem.net
Thurs., Mar 30, 2023	Elsinore Theatre	World Ballet Series: Cinderella	6:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Sat., Apr 1, 2023	Salem Art Association	Young Artist Showcase (middle/high school)	10 AM - Noon	Bush Barn Art Center 600 Mission St SE	Laura Stein; Laura@saalemart.org
Fri., Apr 7, 2023	Elsinore Theatre	Joanne Shaw Taylor	8:00 PM	Elsinore Theatre	Elizabeth Vasquez; Elizabeth@ElsinoreTheatre.com
Sun, Apr 16, 2023	Festival Chorale Oregon	Alzheimer's Stories - Concert	4:00 PM	Elsinore Theatre	Bryan Gonzales, bcgonzales@juno.com
Sat., Apr 22, 2023	Gerry Frank Amphitheatre	Earth Day Yoga	10:00 AM	Gerry Frank Amphitheatre/Riverfront Park	Kathleen Swarm; kswarm@cityofsalem.net
Sat., Apr 22, 2023	Gerry Frank Amphitheatre	Earth Day Celebration	2:00 PM	Gerry Frank Amphitheatre/Riverfront Park	Kathleen Swarm; kswarm@cityofsalem.net
Fri, May 6, 2023	Gerry Frank Amphitheatre	Walk to Defeat ALS	Noon	Gerry Frank Amphitheatre/Riverfront Park	Kathleen Swarm; kswarm@cityofsalem.net
Sat., May 13, 2023	Gerry Frank Amphitheatre	Walk in the Park, Salem Parks Foundation	10:00 AM	Gerry Frank Amphitheatre/Riverfront Park	Kathleen Swarm; kswarm@cityofsalem.net
Sat., May 20, 2023	Gerry Frank Amphitheatre	Run to Remember	9:00 AM	Gerry Frank Amphitheatre/Riverfront Park	Kathleen Swarm; kswarm@cityofsalem.net