



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

July 12, 2023

6 PM – 8 PM, **In PERSON Library Anderson Room B**  
and 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

Scott Snyder -Chair; Ryan Gail -Vice-Chair; Gaelen McAllister; Omar Alvarado; Carlee Wright; Geoffrey Tiffany; Roger Williams; Vacant; Vacant

Staff

Chris Neider, Staff Liaison; Kelly Kelly, Staff Support

**AGENDA**

1. Welcome and call to order
2. Approval of Agenda for July 12, 2023
3. Typical CTPAB Year
4. Approval of Minutes from June 14, 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. 2<sup>nd</sup> Review and discussion of sub-committee recommended changes
7. Cultural Tourism Fund June 2023 Report is not available at this time.
8. Facility Operating Grant Reports – Elsinore Theatre 4th Qtr
9. Event Grant Reports – Elsinore Theatre Monthly Movie Fun, Salem Art Association's Art Fair 2022, Salem Multicultural Institute's World Beat Festival 2023, and Willamette Heritage Center's Window and Gutter Restoration Project
10. Capital Improvement Reports – None

11. Americans for the Arts AEP6 Study and Organization Surveys Party –November 7, 2023 at the Salem Art Association Annex
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: August meeting is cancelled the next meeting will be September 13, 2023**

This meeting is being conducted in person with remote attendance available to the public. 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)

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.

**MINUTES**  
**CULTURAL AND TOURISM PROMOTION ADVISORY BOARD**  
**Wednesday, June 14, 2023**  
**Live and Remote (Hybrid) Meeting,**  
**In Library Anderson Room B, and via ZOOM**  
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

**MEMBERS PRESENT**

Felipe Gonzales-Chair  
 Laura Tesler-Vice Chair (6:09 PM)  
 Scott Snyder  
 Gaelen McAllister  
 Ryan Gail  
 Carlee Wright  
 Omar Alvarado  
 Geoffrey Tiffany  
 Roger Williams

**STAFF PRESENT**

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

**MEMBERS ABSENT**

Omar Alvarado  
 Geoffrey Tiffany  
 Roger Williams

**GUESTS**

Live Meeting held in Library Anderson Room B. Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube Live.

**GUESTS**

Yvonne Putze - Deepwood Museum & Gardens  
 John Olbrantz – Hallie Ford Museum  
 Michelle Cordova – Willamette Heritage Center  
 Valerie Harris – Salem Multicultural Institute  
 Karen Freeman – Lord & Schryver Conservatory  
 Kate Van Ummersen – Salem Library Foundation

**1. WELCOME AND CALL TO ORDER**

Chris Neider began the meeting at approximately 6:05 p.m. with a quorum of 5 members present. Laura Tesler arrived and made it 6 at 6:09 PM.

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

Members Present: Felipe Gonzales, Laura Tesler (6:09 PM), Scott Snyder, Ryan Gail, Gaelen McAllister, Carlee Wright  
 Staff Present: Chris Neider, Kelly Kelly,  
 Members Absent: Omar Alvarado, Geoffrey Tiffany, Roger Williams

**2. APPROVAL OF AGENDA FOR JUNE 14, 2023**

**Motion:** To approve the March 8th meeting minutes and the June 14, 2023, CTPAB meeting agenda.

**Motion by:** Felipe Gonzales  
**Seconded by:** Gaelen McAllister  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

### **3. TYPICAL CTPAB YEAR**

### **4. APPROVAL OF MINUTES FROM March 8, 2023**

Both the March 8<sup>th</sup> minutes, and the June 14 agenda were approved in the motion above.

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

**None.**

### **6. ITEMS REQUIRING ACTION**

1. Goodbye and vote of Appreciation for departing CTPAB members  
Chris thanked out-going CTPAB Chair, Felipe Gonzales, and Vice Chair, Laura Tesler, for their 3-year terms with the CTPAB Board, and excellent service as chair and vice chair.
2. Discussion on nominations for Chair and Vice-Chair replacements  
Carlee Wright nominated Scott Snyder for Chair. Gaelen McAllister 2<sup>nd</sup> the nomination. Laura Tesler nominated Gaelen McAllister, but Gaelen McAllister respectfully declined. Scott Snyder accepted the nomination.

**Motion:** To appoint Scott Snyder as next CTPAB Chair.

**Motion by:** Carlee Wright  
**Seconded by:** Gaelen McAllister  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

Laura Tesler nominated Carlee Wright as Vice Chair. Carlee Wright respectfully declined. Scott Snyder nominated Ryan Gail as Vice Chair. Felipe Gonzales seconded the nomination. Ryan Gail accepted the nomination.

**Motion:** To appoint Ryan Gail as next CTPAB Vice Chair.

<b>Motion by:</b>	<b>Scott Snyder</b>
<b>Seconded by:</b>	<b>Felipe Gonzales</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	5-0
Aye:	5
Nay:	1
Abstentions:	0

3. Review and discussion of Sub-committee recommended changes  
Ryan Gail and Carlee Wright reviewed with the board their points of concern discussed in sub-committee related to review of the Grant Process and Grant Applications. Budgets that did not match or balance are an on-going concern. Whether a poorly submitted budget should be addressed by the grant reviewers, or just considered cause for low scoring or considering a grant application incomplete was discussed. Gaelen suggested use of a check-list that lets applicants know any areas or pieces of the application considered inadequate or incorrectly completed or missing, if submitted with adequate time to make a change before the turn-in deadline. Laura noted only complete applications should be reviewed by the board for scoring. There are clearly more issues with poorly done budget sheets than other issues, on an on-going basis. Chris asked the board if they felt ready to approve the proposed changes to the Grant Application Process and Application.

**Motion:** To allow the cultural organizations involved in the grant process until next CTPAB Meeting (July 14) to review the proposed changes (included in this meeting packet).

<b>Motion by:</b>	<b>Gaelen McAllister</b>
<b>Seconded by:</b>	<b>Felipe Gonzales</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

## **7. CULTURAL TOURISM FUND MAY 2023 REPORT**

8. **Facility Operating Grant Reports** – AC Gilbert 3<sup>rd</sup> Quarter; Deepwood Museum & Gardens 3<sup>rd</sup> Qtr., Elsinore Theatre 3<sup>rd</sup> Qtr; Hallie Ford Museum of Art 2<sup>nd</sup> & 3<sup>rd</sup> Qtr, Salem Art Association 3<sup>rd</sup> Qtr; Salem Multicultural Institute 3<sup>rd</sup> Qtr., Salem Riverfront Carousel 3<sup>rd</sup> Qtr; Willamette Art Center 3<sup>rd</sup> Qtr., Willamette Heritage Center, 3<sup>rd</sup> Qtr.
9. **Event Reports** – Capitol Classic Basketball Tournament, Festival Chorale Oregon's Alzheimer's Stories, Salem Public Library Foundation Salem Reads

**10. Capital Improvement Reports – AC Gilbert’s Accessible Outdoor Play improvements**

**11. Final Due Date on the Americans for the Arts AEP6 Study and Organization Surveys – June 23<sup>rd</sup>, 2023**

Chris Neider asked organizations to turn in any completed AEP6 Surveys so they could be counted ahead of the 7/23 deadline. Chris noted we have somewhere in the low 700’s. Our goal was to turn in 800 surveys for Salem area events. Chris urged the Salem area cultural organizations to please complete their organizational survey if they haven’t already. A strong turn-out of the Salem Cultural Organizations will make the survey results for Salem more robust and accurate as a representative participating audience. Results will be distributed in October and a representative specializing in how to share your results and generate excitement will visit and share with Salem area business leaders and Salem area cultural organizations November 7<sup>th</sup>. Salem Art Association has agreed to host that meeting, in partnership with City of Salem.

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

**13. Other Business & Parking Lot Items for future discussions**

Scott Snyder noted he feels the Capital Improvement Grant amount should increase. The board was in favor of the amount increasing from \$10k to \$20k and Chris Neider noted the board has the authority to make that change. Up to 3 \$20k grants could be granted and meet the 10% percentage split required (up to \$70k of the \$700k TOT Budget towards CIP grants is allowed). Chris reminded all that CIP grants are “matching” grants, meaning an applicant needs to show work receipts for \$40k to be reimbursed for \$20k.

**Motion:** To increase the Capital Improvement or Project grant amount from \$10,000 to \$20,000 in the next TOT Grant cycle.

**Motion by:** Gaelen McAllister

**Seconded by:** Scott Snyder

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

**14. Adjournment –**

Chris Neider noted for the July 12 meeting, we will plan to meet in person (as well as virtually, via Zoom and on You Tube Live) in the Library Anderson Room B.

With no further business, the meeting was adjourned at approximately 6:58 PM.

Next Meeting: Next Meeting will be Wednesday, July 12, Library Anderson Room B, 585 Liberty St SE. The August meeting is traditionally canceled.

Tonight's meeting is being conducted in person, with remote attendance via Zoom as an option and possibility. 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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Respectfully Submitted,

Kelly Kelly, Board Staff Support

## CTPAB Sub-Committee 2023

Carlee Wright, Omar Alvarado, Ryan Gail, Alicia Bay

Two Meetings: May 4<sup>th</sup> & 18<sup>th</sup> 2023

### Recommended Changes:

#### General Changes

Create/add boxes for specific Social Media Links:

Facebook, Tik Tok, Instagram, YouTube

### Event/Project Grants:

## Event Grant Application Questions

1. Event or Project Title
2. Funding request, e.g. \$1,500
3. Grant Type select either Small Grant or Large Grant based on funding/dollar amount requested.  
(This question does not exist for non-501c applicants.)
4. Name of the 501c applicant
5. Tax ID
6. Contract Information First and Last Name, Contact Title, Address, Phone, Web Address, Facebook, Tik Tok, Instagram, YouTube Addresses, Email Address.
7. Select what type of application: Event or Project
8. If Event is selected answer, "Tell us about your organization, include a list of Board Member's titles/positions and their roles." Limit the # of characters for response.
- ~~9. Event question: "Provide a description of the event, including date(s), location(s), and any planning completed to date. Change to a box for the date and a box for location of event(s).~~
10. Event question: "Describe in detail marketing and promotion plans. For each marketing tactic, list the type of marketing you will use, the demographic/audience you will target, and the estimated audience size. Don't forget to include how you would recognize the City of Salem for its funding support. We encourage using Travel Salem's free marketing services. (click link to be taken to Travel Salem's "add an event" web page.)
- ~~11. Event question: "Who will benefit from this event?" - DELETED~~
12. Select which CTPAB Goals your Event or Project will impact:
  - a. Increasing the estimated economic impact of tourism in Salem
  - b. Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents
  - c. Increasing room nights/tax revenues
13. Describe how TOT funding will be used to meet the Cultural and Tourism Promotion Advisory Board's (CTPAB) goals marked above.
14. Event Measurable Outcome #1 is Anticipated attendance and the method used to measure it.
15. Provide an estimated breakdown of how many attendees would be Salem Resident versus Out-of-Town tourists and how many of the Out-of-Town tourists would be staying overnight.



16. Event Measurable Outcome #2 provide your second measurable outcome, goal/target, and the method to measure it.
17. ~~Past Performance question: Highlight your organization's qualifications for putting on this event or project.~~ Provide evidence of past events/projects that are related to the CTPAB Goals. What goals were measured? How did you measure success in meeting those goals? Were revenue goals met? Were anticipated sources of support secured? If past projects did not meet goals, please explain why?
18. ~~Identify or describe the specific use for the TOT grant funds. -DELETED~~
19. List any other financial support. Ticket sales, grants, sponsorships, etc. this should match your budget sheet.
20. List any in-kind donations included in the budget. In-kind donations are donations that are goods or services rather cash. This should match your budget sheet.
21. Provide a budget summary – Cash or Payment + In-kind (non-cash donation or free service) = Total Revenue or Total Expense. (Please include \$ and commas as needed, e.g. \$1,200)
22. ~~Indicate the status of other resources (Committed, Pending, and To Be Submitted – MM/YY) and the type of resource (e.g., Donations, Sponsorship, Grants, and In-kind)– DELETED~~
23. Upload a completed grant budget spreadsheet
24. Upload a copy of current IRS determination letter

## Project Grant Application Questions

1. Event or Project Title
2. Funding request, e.g. \$1,500
3. Grant Type select either Small Grant or Large Grant based on funding/dollar amount requested.  
(This question does not exist for non-501c applicants.)
4. Name of the 501c applicant
5. Tax ID
6. Contract Information First and Last Name, Contact Title, Address, Phone, Web Address, Facebook, Tik Tok, Instagram, YouTube Addresses, Email Address.
7. Select what type of application: Event or Project
8. If Project is selected then answer, "Tell us about your organization, include a list of Board Member's titles/positions and their roles." Limit the # of characters for response.
9. Project question: "Provide a description of the project, including its estimated timeline. "
10. Project question: "What is the project's primary goals and objectives?"
11. Project question: "Describe the need for the project."
12. ~~Project question: "Who will benefit from this project?"– DELETED~~
13. Select which CTPAB Goals your Event or Project will impact:
  - a. Increasing the estimated economic impact of tourism in Salem
  - b. Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents
  - c. Increasing room nights/tax revenues
14. Describe how TOT funding will be used to meet the Cultural and Tourism Promotion Advisory Board's (CTPAB) goals marked above.
15. Project Measurable Outcomes #1 and #2 answer the questions about what the projects primary goals or outcomes is and how will you measure each anticipated outcome.

16. ~~Past Performance question: Highlight your organization's qualifications for putting on this event or project. Provide evidence of past events/projects that are related to the CTPAB Goals. What goals were measured? How did you measure success in meeting those goals? Were revenue goals met? Were anticipated sources of support secured? If past projects did not meet goals, please explain why?~~
- ~~17. Identify or describe the specific use for the TOT grant funds. DELETED~~
18. List any other financial support. ~~Ticket sales, grants, sponsorships, etc. this should match your budget sheet.~~
19. List any in-kind donations included in the budget. In-kind donations are donations that are goods or services rather cash.
20. Provide a budget summary – Cash or Payment + In-kind (non-cash donation or free service) = Total Revenue or Total Expense. (Please include \$ and commas as needed, e.g. \$1,200)
- ~~21. Indicate the status of other resources (Committed, Pending, and To Be Submitted – MM/YY) and the type of resource (e.g., Donations, Sponsorship, Grants, and In-kind)- DELETED~~
22. Upload a completed grant budget spreadsheet
23. Upload a copy of current IRS determination letter

#### CIP Grants:

#### **Capital Asset/Improvement Grant Application Questions:**

1. Project Title
2. Funding request, e.g. \$1,500
3. Does the TOT grant request amount to 50% or less of the total cost of the project? Y/N
4. Name of the non-profit applicant
5. Tax ID
6. Contract Information First and Last Name, Contact Title, Address, Phone, Web Address, ~~Facebook, Tik Tok, Instagram, YouTube~~ Addresses, Email Address.
7. Select the Statement of eligibility under Salem City Charter.
  - a. Improvements to a Major Tourist Attraction or Cultural Heritage Facility
  - b. Contract for general tourism
- ~~8. General description (in one paragraph) of what is to be accomplished with TOT funds including the need for the project. Provide the following information about your project using 4-5 sentences per question: What is your project? Limit the # of characters for response.~~
- ~~9. Describe how this project preserves the structural integrity of the building and/or enhances operations and maintains the viability of the facility. What problem does your project intend to solve (i.e., structural integrity, enhancing operations, maintaining viability of the facility)?~~
- ~~10. How will the community benefit from the completion of this project? Limit the # of characters for response.~~
11. Select which CTPAB Goals your Event or Project will impact:
  - a. Increasing the estimated economic impact of tourism in Salem
  - b. Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents
  - c. Increasing room nights/tax revenues

12. Describe how TOT funding will be used to meet the Cultural and Tourism Promotion Advisory Board's (CTPAB) goals marked above.
- ~~13. Identify two measurable outcomes for your project related to the CTPAB funding goals. Provide a target for each outcome and the methodology to achieve each outcome. A list of potential measures is included in the application manual.~~
  - ~~a. Outcomes #1 and #2 answer the questions about what are the projects primary goals or outcomes and how will you measure each anticipated outcome. DELETED~~
14. **Past Performance question:** List two events and/or projects (which may include capital asset improvement projects) that have been completed by your organization within the past three years. If you have received TOT funding in the past, include at least one TOT—supported event or project below. Provide evidence of past events/projects that are related to the CTPAB Goals. What goals were measured? How did you measure success in meeting those goals? Were revenue goals met? Were anticipated sources of support secured? **If past projects did not meet goals, please explain why?**
- ~~15. If your expectations were not met in any of the above categories, explain why. This is included in the question above.~~
- ~~16. Identify the specific use for TOT funds. -DELETED~~
- ~~17. Describe how TOT funds will assist your organization to obtain other financial support for the project.~~ List any other financial support. Ticket sales, grants, sponsorships, etc. this should match your budget sheet.
18. ~~List and describe~~ any in-kind donations included in the project budget. In-kind donations are donations that are goods or services rather cash. **Does this match your budget sheet?**
19. Summarize planned maintenance requirements for the completed project, **include estimated costs.**
20. Provide a budget summary – Cash or Payment + In-kind (non-cash donation or free service) = Total Revenue or Total Expense. (Please include \$ and commas as needed, e.g., \$1,200)
- ~~21. Indicate the status of other resources (Committed, Pending, and To Be Submitted — MM/YY) and the type of resource (e.g., Donations, Sponsorship, Grants, and In-kind) - DELETED~~
22. If a capital project is proposed for a city-owned facility, provide written confirmation (attachment) from the city's contract administrator that the project is not a city responsibility.
23. If a capital project is proposed for a non-owner-occupied facility, provide a copy of the lease or rental agreement (attachment).
24. Upload a completed grant budget document
25. Upload cost estimates (on letterhead) from three qualified professionals/businesses, who are licensed, bonded and insured. If you are unable to supply estimates, explain why. Please combine the 3 cost estimates into one file and upload.
26. Upload a copy of current IRS determination letter

#### Facility Grants:

### **Facility Operating Grant Application Questions**

1. Facility name

2. Year established
3. Name of non-profit applicant
4. Tax ID
5. Contract Information First and Last Name, Contact Title, Address, Phone, Web Address, Facebook, Tik Tok, Instagram, YouTube Addresses, Email Address.
6. Identify if you are a new/first time facility operator applicant.
7. **Provide a list of your organization's Board Members.** Tell us about your organization, **include a list of Board Member's titles/positions and their roles.** **Limit the # of characters for response.**
8. Provide your organization's mission statement.
9. Provide the total square feet open to the public (ex. 1,200 sq feet)
10. Total number of hours open to the public annually (ex. 2,080 hours)
- ~~11. Describe your facility. -DELETED/Combined below~~
12. Describe your organization's **facility**, programs, services, activities and staffing. **Limit the # of characters for response.**
13. Choose the length of your organization's programs, services, activities and staffing.
  - a. 12 months of programs
  - b. Less than 12 months of programs
14. Annual attendance at facility or annual number of performances (ex. 34,504 visitors or 345 performances)
15. **Describe the role of staff in the success of your organization. Include the number of staff and the annual contribution of hours. – Make these boxes for the # of Staff and # of Volunteers, boxes for # of Staffing hours annually and # of Volunteer hours annually.**
16. Describe the role of volunteers in the success of your organization. Include the number of volunteers and the annual contribution of hours. **– Make these boxes for the # of Staff and # of Volunteers, boxes for # of Staffing hours annually and # of Volunteer hours annually.**
17. Select which CTPAB Goals your Event or Project will impact:
  - a. Increasing the estimated economic impact of tourism in Salem
  - b. Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents
  - c. Increasing room nights/tax revenues
18. Describe how TOT funding will be used to meet the Cultural and Tourism Promotion Advisory Board's (CTPAB) goals marked above.
19. Identify two measurable outcomes for your facility related to the CTPAB funding goals. Provide a target for each outcome and the methodology to achieve each outcome. (examples below)
20. Describe your organization's partnership with other organizations and businesses as it relates to increasing tourism in Salem.
21. Describe one to three accomplishments related to CTPAB funding goals made by your organization in the past year.
22. Provide a Budget Summary (Total Revenues and Total Expenditures) for last year, current year and upcoming if available.
23. Explain how your organization has developed diversified funding sources to support your facility's operation.
24. If, in the last two years, expenditures exceeded revenues, please explain the deficit. You may also provide additional information about new or on-going financial challenges.

25. Upload a completed Facility Grant Budget Spreadsheet (link to form is provided)
26. Upload a completed audit reporting worksheet (link to form is provided)
27. Upload a copy of current IRS determination letter
28. Upload a current strategic plan or business plan
29. Upload a copy of lease or rental agreement for non-owner-occupied facilities (excludes city-owned facilities)
30. Upload a single file containing Financial Statements for the most recently completed fiscal year

# 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**

Historic Elsinore Theatre

**2. Name and location of facility**

170 High St SE

**3. Reporting period**

4th quarter

**4. Total number of days open**

32

**5. Total hours of operation**

128

**6. Volunteer hours for period**

1824

**7. Total attendance at facility**

17166

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

Films / performances : 26

Events, Festivals, Experiences, Other Programs : 6

**9. Submitted by**

Sally Litchfield

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

Sally@ElsinoreTheatre.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**

The Elsinore Theatre

**2. Name of program or event**

Monthly Movie Fun

**3. Location of program or event**

The Elsinore -170 High Street SE, Salem, 97301

**4. Description of activity**

A free movie exclusively for adults with disabilities every third Tuesday of each month 7/19/2022 Pirates of the Caribbean 8/16/2022 The Goonies 9/20/2022 Encanto 10/1/2022 Hocus Pocus 11/15/2022 Grease 12/20/2022 Home Alone 1/17/2023 Back to the Future 2/21/2023 Greatest Showman 3/21/2023 Guardians of the Galaxy 4/18/2023 Beauty and the Beast 5/16/2023 Harry Potter & Sorcerer's Stone 6/20/2023 Toy Story

**5. Completion date(s)**

4th quarter

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

188

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

324

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

\$7,500.00

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

\$5,000.00

**10. Was the event free?**

Yes

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

0

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

We partnered with case managers of disabled adults in Marion and Polk county who passed along program information to their clients and families.

**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 project strictly focuses on quality of life aspect of CTPAB goals

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

This project is all about removing financial barriers so we could include & welcome our disabled adult community. These folks are some of the most marginalized in our community as they require the support of caregivers or companions for transportation and safety at home and in the community. Often times, crowded events are overwhelming and not enjoyable. Having an event exclusively for this community creates a safe, welcoming environment where they can be themselves and enjoy a gathering where they are out in the community and can see their friends.

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

1467

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

Tickets were scanned

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

75%

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

0%

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

0%

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

Estimate

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

Prior to starting the project, we took a guess that we would have 100 adults and 100 caregivers. At each film. This was truly a guesstimate based on 2900 adults that receive services near us. It took some time for the word to spread in the community. Our numbers mostly grew each month and our final showing of Toy Story was our best attended movie with 120 adults and 64 caregivers. Nearly 900 adults with disabilities joined us over the year and our average attendance was 122 people including caregivers and family.

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

Initial project announcement material was created and shared via email. Because this a free program for a specific group of people, we didn't advertise to the public to avoid non-qualified people attempting to come. The initial announcement of the program was communicated through our community partners who provide case management services that are paid through Medicaid. Each month we expanded our email list with new attendees. Our Development Director sent out an email 10 days before each movie with information and a link to reserve tickets. These emails prompted reservations in our ticketing system to spike quickly.

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

Developmentally and intellectually disabled adults

**24. Submitted by**

Sally Litchfield

**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 \(2\).pdf](#)  
[MMF Stats and attendance.pdf](#)

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

Sally@ElsinoreTheatre.com

## **2. Thank You!**

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Thank you for submitting your report.



		Scanner s not working (estimat ed 70% of reservati ons	Adults attended	Compa nions attende d	F & F atten ded	TTL attend ed	TTL Reserv ations
Date	Film						
TOTAL			896	536	35	1467	
7/19/2022	Pirates of the Caribbean		48	33	2	83	118
8/16/2022	The Goonies		37	34	3	74	117
9/20/2022	Encanto		62	41	1	104	154
10/18/2022	Hocus Pocus		72	54	5	131	234
11/15/2022	Grease	x	50	33	2	85	137
12/20/2022	Home Alone		83	61	9	153	234
1/17/2023	Back to the Future	x	66	33	1	100	155
2/21/2023	Greatest Showman		70	33	1	104	162
3/21/2023	Guardians of the Galaxy		77	44	2	123	170
4/18/2023	Beauty and the Beast		103	43	2	148	205
5/16/2023	Harry Potter & Sorcerer's Stone		108	63	4	175	221
6/20/2023	Toy Story		120	64	3	187	234
TOTAL			896	536	35	1467	2141
AVERAGE			75	45	3	122	

Attendance % of reservations

0.685

# 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 Art Association

**2. Name of program or event**

Salem Art Fair & Festival

**3. Location of program or event**

Bush's Pasture Park, 600 Mission St. SE, Salem, OR 97302

**4. Description of activity**

The Salem Art Fair & Festival is one of the largest art fairs in Oregon and the Pacific Northwest. Nearly 200 artists and dozens of musical performers filled Bush's Pasture Park for the weekend of July 15-17, 2022.

**5. Completion date(s)**

1st quarter

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

2900

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

2900

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

\$7,500.00

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

\$306,686.00

**10. Was the event free?**

No

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

10

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

Over 25 local businesses and organizations were sponsors of the event, and provided both monetary and volunteer support. . Nine different area non-profits and organizations took part in the Kids' Court, providing free activities for children – in the past, there was a fee for children to participate in these activities. Eight different cultural groups provided programming and performances in the Cultural Community area and stage. Local business and organizations had food and beverage booths for the event. The Children's Educational Theatre group had performances each day. We also used mainly local businesses as suppliers for many different aspects of the event, from local recycling groups to printing, etc... We worked with the neighborhood associations surrounding Bush's Pasture Park to ensure that the new footprint of the event respected the neighbors regarding traffic and sound.

**13. How did this event contribute to the CTPAB's goal of increasing room nights/revenue and increasing the overall economic impact of tourism in Salem?**

The Salem Art Fair & Festival draws in artists/exhibitors from around the Pacific Northwest and the West Coast, with some exhibitors coming in from other parts of the country. Most of these people stay in area hotels and motels, and also visit area restaurants, etc... Because of the Art Fair's outstanding reputation with art collectors and art lovers – in part because of the caliber of artists we draw in – many people come to the event each year from outside the local area to purchase works from their favorite artists, especially those artists who are from outside Oregon. We advertised in both Bend and Eugene to draw in more outside visitors. One thing to note about the 2022 event – it coincided with the Track and Field World Championships, and it was our first year back after a two -year hiatus caused by the pandemic.

**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 2022 fair was the 73rd annual event, so the Salem Art Fair & Festival is a summertime fixture for many Salem residents. The mix of art, music, dancing, and local foods, wines, and beers all in one place – and in such a beautiful setting – makes the Art Fair a cultural and tourist attraction for Salem. The art and music reflected a diversity of perspectives and cultures. The 2022 event theme was "This IS Kalapuyan Land" to acknowledge the Indigenous heritage of the Park.

We have worked to keep admission prices as low as possible to make it affordable for area families: adults were just \$10 per day, with teens \$5, and kids 12 and under free. In addition, people with Oregon Trail cards (those receiving SNAP benefits) and resource families (formerly called foster families) could get in for free, and people attending on Sunday afternoon also got in for free. We advertised on Spanish language radio to help attract more Latinx families.

The 2022 Art Fair was the first one after a two-year absence due to the pandemic, and in many ways just having a successful event was a huge accomplishment. It helped expose more people to the work the Salem Art Association is doing around diversity, inclusivity, and anti-racism. As that work has deepened and matured over the past year, we've incorporated those principles into the artist, musician, and vendor selection processes for the 2023 event. And more importantly, this work is being embedded in all aspects of our organization, not just the Salem Art Fair & Festival.

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

17199

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

Ticket sales

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

60%

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

33%

**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)**

Past surveys and estimates

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

Outcome #1: 33,000 in ticket sales. As noted above, our ticket sales were less than we had anticipated at the time of our application. There are likely several reasons for this, including: lingering effects of the pandemic which was still having high case load numbers last summer; the World Track & Field Championships in Eugene, which limited the availability of hotel/motels in the Salem area which may have impacted out-of-area attendees; the Hoopla 3-on-3 tournament held on the same weekend; and having a modest advertising and marketing budget that used less expensive channels, but which may not have reached our usual audiences. We also increased the ticket prices slightly, but we continue to hear complaints from people who remember with the Art Fair was a free event many, many years ago, so that may have also been a factor.

Outcome #2: Collaborate with community partners to increase economic impact by engaging with 75 local businesses, sponsors, vendors, and cultural nonprofit organizations. Overall, we partnered with 58+ sponsors, businesses, vendors, and cultural nonprofit organizations for the 2022 event. While less than we'd hoped for there were a few reasons for this. For years, many cultural nonprofit organizations used Art Fair as a fundraiser by charging for kids activities. When we decided to have all kids activities be free, several decided to not participate. Because of the difficult economic climate caused by the pandemic, many long-time sponsors cut back on their levels of sponsorship or were unable to sponsor the event in 2022.

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

We used a multi-pronged approach to our marketing for the 2022 event, with most of our budget going towards radio advertising and online advertising with local news organizations. We did some print advertising in local arts publications, the Statesman Journal, The Source in Bend, and Eugene Weekly. We also did billboard advertising in Salem, and some social media marketing. We had information in the Hoopla registration packets. No single resource stood out as being more effective than the others, and we selected many of these to appeal to smaller, more niche target markets. We did hear many people who complained we didn't have the Liberty Street banner in 2022, noting that was how they knew when Art Fair was each year – needless to say, it's on the marketing list for 2023! Talking with other cultural organizations about their marketing efforts, we will be devoting a larger portion of the budget to social media marketing in 2023, along with more streaming advertising through a major internet provider. We created a dedicated website for the Salem Art Fair & Festival ([www.SalemArtFair.org](http://www.SalemArtFair.org)) in 2022 to have a year-round online presence.

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

We did advertising with Radio Poder, a local Spanish language radio station. We didn't have the staffing or resources to do other Spanish language advertising in 2022. As noted in prior questions, we did advertise on our website and in social media posts about free admission for Oregon Trail/SNAP beneficiaries, and we worked specifically with organizations supporting resource families to get them discount codes for free admission.

**24. Submitted by**

Kelly Harms

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

[Salem Blue program invoice 2022.pdf](#)  
[TOT Events Grant Report - photos.pdf](#)

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

[kelly@salemart.org](mailto:kelly@salemart.org)

**2. Thank You!**

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**Thank you for submitting your report.**



# Photos from the 73<sup>rd</sup> Annual Salem Art Fair & Festival (2022) in Bush's Pasture Park



# 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 Multicultural Institute

**2. Name of program or event**

2023 World Beat Festival

**3. Location of program or event**

Riverfront Park

**4. Description of activity**

The World Beat Festival is a 2-day multicultural festival designed to build community through showcasing the many cultures that call Salem and Oregon home. This year's event featured 71 vendors and exhibitors and 77 performances representing 70 cultures.

**5. Completion date(s)**

4th quarter

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

1900

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

7500

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

\$10,000.00

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

\$117,160.00

**10. Was the event free?**

No

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

10



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

Local businesses support World Beat in a variety of ways: as sponsors, vendors or volunteers. Out of 37 sponsors this year, 35 were local or regional. Pioneer Trust Bank not only sponsors, but allows us to use their parking lot to help us accommodate the many vendors, exhibitors and performers who participate in the festival.

This year's focus country was the Philippines. Members of the Filipino community in Salem and in Portland were instrumental in planning the festival this year. Representatives from the Filipino-American National Historical Society - Oregon Chapter, the Philippine-American Chamber of Commerce of Oregon, the Consulate of the Philippines in San Francisco, the Philippines Department of Travel and Tourism, and Salem's own Greater Salem Area Filipino-American Association started meeting in October 2022.

New this year was our collaboration with Salem for Refugees to honor World Refugee Day. This took place during Friday Night at the Beat and featured information about their work, comments from people who came to the US as refugees and performances. Salem for Refugees also had a booth at the festival and was given ad space and a write up to help build awareness about the work that they do with our newest neighbors.

Other local groups and businesses that assisted with World Beat include: Salem-Kawagoe Sister Cities, Ceili of the Valley, La Familia Cider (in-kind donation); Overhead Door Company of Salem, West Salem Ace Hardware. Ola Elkaneh, of Flourish African Food and Spices is not only a board member, but had a food booth and gave a presentation during the festival. Casa de la Cultura Tlanese and Enlace Cross Cultural Community Development had educational booths and performed at the event. Paola Sumoza, founder of Casa de la Cultura, actively participated in festival planning.

### **PLEASE NOTE:**

The time frame for us to get this completed after an event the size of the festival, and with a staff as small as ours is impractical. The financial numbers are a guess, as we have not had the time to get our bookkeeper in to enter receipts and bills that came up over the past two weeks. We have not had adequate time to do more in-depth evaluation of surveys and passports, and have not yet received photographs from 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?**

World Beat attracts performers, vendors, exhibitors and guests from all over the Pacific Northwest and beyond. This not only contributes to Salem's economy, but gives visitors the opportunity to see that Salem is becoming a more diverse community with an increasingly vibrant cultural life. 20% of this year's vendors came from more than 50 miles away; 20% of performing groups came more than 50 miles away. One came from Bhutan, one is newly arrived from Nigeria; others came from California and Washington.

This year's focus country was the Philippines; the Philippines Departments of Tourism and Industry, as well as the Consul General travelled to Salem from San Francisco to participate in the festival. Numerous friends and family members of participants also travelled to Salem from California, Canada, and Washington to support their efforts.

Visitors to the festival came from California, British Columbia, Ontario (Canada), Idaho, Washington, Texas and Delaware. One of our volunteers lives in New Zealand, but visits family in Oregon every summer and volunteers while he is in town.

The World Beat Dragon Boat Races drew teams from Gig Harbor, Bellevue, Portland and Manzanita came to Salem for the races. The Tacoma Dragon Boat Association brought the boats to town the day before the races and stayed in a hotel until Sunday.

## **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 festival provides a positive economic impact, supports tourism and tourism-related businesses and employment, brings thousands of people downtown, provides education, promotes harmony and community safety, promotes community diversity, creates community vitality, gives a way of celebrating community, and helps create a more successful Salem. Guests, vendors and performers report that they are glad to have the opportunity to meet and interact with people from all over the world.

We have also been more proactive in hiring minority-owned businesses to take care of critical festival operations such as security (Turtle Island Protection Services) and bathrooms (Angel's Company, LLC).

On a more micro level, the festival provides a platform that enables people to reach audiences that they may not otherwise have contact with. This is just one example of how we work towards our organizational vision that Salem be recognized as a peaceful community committed to cultural exchange and enrichment.

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

23000

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

Tickets, gate counts, tickets given away

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

70%

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

26.5%

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

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

3.5%

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

Ticket sales, passport survey, number of vendors, performers and dragon boat teams from out of the area.s

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

Goal: Visitors who attend World Beat gain an increased understanding and awareness of world cultures.

Outcome: >85% of guests report that their understanding/awareness of world cultures increased after attending the World Beat Festival.

Result: 89% of guests reported that their understanding/awareness of world cultures increased after attending World Beat.

Method: Surveys and passports.

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

Every year, word of mouth tops the list of how people hear about the festival. This is followed by prior attendee. Of course, people have to hear about the festival somewhere. To that end, social media was the most effective resource for marketing and promotion.

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

We bought advertising on KWIP, La Campeona. We work with our cultural partners to spread the word about the event.

**24. Submitted by**

Kathleen Fish

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

[2023 World Beat Poster for web.jpg](#)

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

kathleen@salemmulticultural.org

**2. Thank You!**

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Thank you for submitting your report.



JUNE 24-25, 2023

SALEM, OREGON

## 2023 WORLD BEAT FESTIVAL

# Mabuhay Pilipinas!



**\$10 PER DAY**  
**\$15 3-DAY PASS**

Free for kids 14 & younger  
and SNAP card holders

**FRIDAY NIGHT AT THE BEAT**

5 to 11 pm June 23 | Amphitheater Only

Get advance tickets at  
[WorldBeatFestival.org](https://WorldBeatFestival.org)



DANCE



MUSIC



FOOD



DRAGON BOAT RACES



FIRE SHOW

## 2023 GLOBAL SPONSORS



DR. BUD  
PIERCE



BARRIOS NEWNAM  
FAMILY TRUST



BUY TICKETS

# 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**

Willamette Heritage Center

**2. Name of program or event**

Thomas Kay Woolen Mill Building Windows & Gutter Restoration Project

**3. Location of program or event**

Willamette Heritage Center, 1313 Mill St. SE, Salem

**4. Description of activity**

Restoration and evaluation of gutters and windows on the Thomas Kay Woolen Mill building.

**5. Completion date(s)**

4th quarter

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

119

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

3

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

\$7,500.00

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

\$1,648.00

**10. Was the event free?**

Yes

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

0

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

David Holton, local Architect - provided in-kind services for us at the beginning of the project to determine the best way to proceed.

United Rentals - where we rented a boom lift to do the work on the gutters and windows.

Lowe's, Salem Paint, and Miller Paint (all local businesses) - purchased supplies for the project.



**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?**

Increasing economic impact of tourism in Salem: Surveys show WHC attracts out-of-town heritage tourists, and those visitors have a positive economic impact in Salem. The appearance of a well-maintained infrastructure of our primary building, the Thomas Kay Woolen Mill, instills an air of confidence and professionalism about WHC. It is difficult to put a value on a good reputation, but we do know dilapidation raises a question of trust in the organization. Restoring the windows and gutter of the Mill Building will enhance our general appearance and assure tourists and area visitors that the facility receives professional care and handling. It engenders public trust, which in turn increases the ownership and involvement of community members.

Increasing room nights/tax revenues: The WHC is a significant history site in Salem and a key heritage tourism destination for the Willamette Valley. Out of state visitors often end up at the WHC. According to the Travel Scope Survey by the Travel Industry Association of America, those tourists who specifically travel to visit heritage sites spend more (\$623 vs. \$457) and stay longer (5.2 nights versus 3.4 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?**

The WHC - and Thomas Kay Woolen Mill - enhance the quality of life for Salem residents and embraces a culture of inclusiveness and diversity in the exhibits we share with the community in the Mill. Through the stories told about the history of the economic impact the Mill had on the lives of Salem residents that came before us, we are embracing the diversity those individuals shared. The entire Mill building is accessible to visitors of all abilities (with an elevator and accessible pathways) and the hands-on exhibits share the story of the Mill and the lives of community members who worked there. TOT funding will support building a strong community-centered museum that preserves our community's heritage and the diversity we are so proud to have developed over the decades.

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

0

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

NA - this was a project, not an event

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

0%

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

0%

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

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

0%

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

NA - this was a project, not an event.

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

Goal/Target #1 : All 120 windows and the south-facing gutter in the Mill will all be assessed, inventoried, and documented.

Outcome #1 : Windows and the south facing wood gutters in the Thomas Kay Woolen Mill will be assessed for damage, dry rot, and repair needs.

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

NA - this was a project, not an event.

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

NA - this was a project, not an event.

**24. Submitted by**

Michelle Cordova

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

[photo\\_1.2.jpg](#)

[WHC TOT Project Grant Receipt Summary.xlsx](#)

25. 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.



# CTPAB Parking Lot

1. Discussion for increasing CIP awards. Current funding level is tied to 50% matching of actual costs up to \$10,000 award amount. The maximum level of CIP funding is 10% of the overall annual TOT Grant Funding. See Council Policy C-1 funding allocation (60/30/10 split) – **March 2023 CTPAB meeting addition** **Approved at the June 14, 2023, meeting increase to \$20,000 CIP award subject to max 10% of Council Policy C-1 requirement.**