



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

September 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 September 12, 2023
3. Typical CTPAB Year
4. Approval of Minutes from July 12, 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. Public Announcement of 2023 TOT Grant Orientation schedule
7. Cultural Tourism Fund June 2023 DRAFT Report.
8. Facility Operating Grant Reports – Willamette Heritage Center Annual Report
9. Event Grant Reports – Odyssey Collective-OASIS: Live Music and Art
10. Capital Improvement Reports – Willamette Heritage Center – Asphalt Replacement
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: will be the October Orientations (Tuesday 10th and Thursday 12th)

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

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

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, and source of income, as provided by Salem Revised Code 97. The City of Salem also fully complies with Title VI of the Civil Rights Act of 1964, Americans with Disabilities Act of 1990, and related statutes and regulations, in all programs and activities.

A “Typical” Year for the CTPAB

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

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

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

November – TOT Grant Applications Due

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

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

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

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

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

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

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

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Wednesday, July 12, 2023
Live and Remote (Hybrid) Meeting,
In Library Anderson Room B, and via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

MEMBERS PRESENT
Scott Snyder-Chair
Ryan Gail - Vice Chair
Gaelen McAllister
Omar Alvarado
Roger Williams

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

MEMBERS ABSENT
Carlee Wright
Geoffrey Tiffany

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
Christine Whiteside – Willamette Master Chorus
Sue Karnosh, Willamette Art Center
Bryan Gonzalez – Festival Chorale
Irene Bernards – Travel Salem
Matthew Boulay – Salem Art Association
Sally Litchfield - Elsinore Theatre
Neftaly Sumoza – Casa Tlanese

1. WELCOME AND CALL TO ORDER

Chris Neider began the meeting at approximately 6:05 p.m. with a quorum of 5 members present.

Chair, Scott Snyder opened and administered the meeting. Chris Neider took attendance.

Members Present: Scott Snyder, Ryan Gail, Roger Williams, Gaelen McAllister, Omar Alvarado.

Members Absent: Carlee Wright, Geoffrey Tiffany

Staff Present: Chris Neider, Kelly Kelly,

2. APPROVAL OF AGENDA FOR JUNE 14, 2023

Motion: To approve the June 14th meeting minutes, with the correction to note Roger Williams and Omar Alvarado were present, and to approve the July 12, 2023 CTPAB

Meeting agenda.

Motion by: Gaelen McAllister
Seconded by: Ryan Gail
ACTION: APPROVED
Vote: 5-0
Aye: 5
Nay: 0
Abstentions: 0

3. TYPICAL CTPAB YEAR

4. APPROVAL OF MINUTES FROM JUNE 14, 2023

Both the June 14th minutes, as amended, and the July 12th 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. 2nd Review and discussion of sub-committee recommended changes-
Chair Scott Snyder praised the sub-committee for their work to propose changes to Grant Applications or Manual.
Bryan Gonzales, Festival Chorale, had comments about Q's 10, 17, 19-20-21. Bryan's concern was to keep the application questions streamlined and useful.
Sally Litchfield, Elsinore, asked if a visual example of a good/balanced budget could be included?
Chris Neider noted a sample of a well done budget will be reviewed and shared at the Orientations.
Matthew Boulay, Salem Art Association, thanked the subcommittee for their work streamlining the applications and reports on-going. Matthew would still like to see multi-year funding for grants be re-considered. Wants policy reviewed to consider multi-year funding processes.
Gaelen McAllister would support looking into the requested processes, at least for Facility Operators. Ryan Gail asked who would need to be involved at the City level.
Chris Neider noted Policy C-1 changes would require City Council approval to change.
Scott Snyder noted a sub-committee to evaluate, specifically funding for Facility Operators, since they stay pretty constant, would be reasonable to look into. Ryan Gail noted he would be willing to look into the requested changes further.

Matthew Boulay would participate on the sub-committee. 3 Board and 2 grant recipients should form the committee. Sally Litchfield would also serve.

Motion: To establish a sub-committee to look into Policy C-1 review, to allow possible

multi-year funding for Facility Operator grants.

Motion by: Gaelen McAllister
Seconded by: Roger Williams
ACTION: APPROVED
Vote: 5-0
Aye: 5
Nay: 0
Abstentions: 0

Chris Neider noted staff could take the sub-committee’s input and wishes to City Council.

Motion: To approve sub-committees proposed changes to the grant applications as presented.

Motion by: Ryan Gail
Seconded by: Roger Williams
ACTION: APPROVED
Vote: 5-0
Aye: 5
Nay: 0
Abstentions: 0

- 7. **CULTURAL TOURISM FUND MAY 2023 REPORT - None**
- 8. **Facility Operating Grant Reports –Elsinore Theatre 4th Qtr**
- 9. **Event 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 –**

Thank you to Matthew Bouley and Salem Art Association, who have agreed to host a visit from Randy Cohen, VP of Americans for the Arts, a representative specializing in how to share your AEP6 Survey results and generate excitement. Randy will visit and share with Salem area business leaders and Salem area cultural organizations November 7th.

- 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

14. Adjournment –

Chris Neider noted the August, 2023 meeting will be cancelled.

Scott Snyder requested consideration from the group to move CTPAB meetings back to the 2nd Tuesday each month, beginning with the September meeting. All present seemed favorable.

Motion: To move CTPAB meetings back to 2nd Tuesdays, beginning with the September 12, 2023 meeting.

Motion by:	Scott Snyder
Seconded by:	Ryan Gail
<u>ACTION:</u>	APPROVED
Vote:	5-0
Aye:	5
Nay:	0
Abstentions:	0

With no further business, the meeting was adjourned at approximately 6:50 PM.

Next Meeting: Next Meeting will be **Tuesday, September 12**, Library Anderson Room B, 585 Liberty St SE. (The August meeting is traditionally cancelled.)

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 .

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Respectfully Submitted,

Kelly Kelly, Board Staff Support



FOR IMMEDIATE RELEASE

Monday, September 18, 2023

CONTACT:

Chris Neider, Program Manager III
City of Salem, Community Development
503) 540-2361 | cneider@cityofsalem.net

Grants Available for Salem Events and Cultural and Historic Attractions

Attendance at one of two pre-application meetings is required to apply.

Salem, Ore. — The City of Salem is accepting grant proposals from organizations that want to host historic, cultural, and tourism-related events in Salem.

Grant awards of up to \$10,000 are available for large events hosted by nonprofit 501(c) organizations listed with the Internal Revenue Service. Smaller events hosted by non-501(c) organization are eligible for up to \$2,000 grants. **All events must take place within Salem city limits, be open to the public, and occur between July 1, 2024, and June 30, 2025.**

The grants are funded by the Transient Occupancy Tax, also known as a hotel tax. They provide marketing and promotion support for various historic and cultural facilities and events in Salem.

Attendance at one of these pre-application meetings is a requirement to apply: Tuesday, October 10, 2023, 6:00 - 8:00 p.m.

Via Zoom Meeting, organizations must submit email request for the link to cneider@cityofsalem.net or kskelly@cityofsalem.net.

Thursday, October 12, 2023, 2:00 – 4:00 p.m.

Via Zoom Meeting, organizations must submit email request for the link to cneider@cityofsalem.net or kskelly@cityofsalem.net.

Applications will be available beginning October 12, 2023 online at [Grants for Promotion of Culture and Tourism | Salem, Oregon \(cityofsalem.net\)](https://www.cityofsalem.net/grants). **Applications will be due November 13, 2023.**

For more information about Transient Occupancy Tax grants, please contact the City of Salem at (503)-540-2361. Si necesita ayuda para comprender esta información, por favor llame (503) 588-6207 x 1 Irma Dowd.



COMUNICACION INMEDIATA

Lunes, 18 de septiembre, 2023

Contacto:

Chris Neider, Administrador del Programa III

Ciudad de Salem, Desarrollo Comunitario

(503) 540-2361 cneider@cityofsalem.net

Si necesita ayuda para comprender esta información, por favor llame (503) 588-6207 x 1 Irma Dowd.

Salem Cultural, Atracciones Históricas y Subvenciones para Eventos Disponibles

Salem, Ore. — La ciudad de Salem está aceptando propuestas de subvención de organizaciones que quieren brindar eventos históricos, culturales, y turísticos-eventos relacionados en Salem.

Los premios de becas de hasta \$2,000 están disponibles para eventos pequeños y hasta \$10,000 para grandes eventos organizados por organizaciones sin fines de lucro 501(c) que figuran en el Servicio de Impuestos Internos. **Todos los eventos deben tener lugar dentro de los límites de la ciudad de Salem, estar abiertos al público y ocurrir entre el 1 de julio de 2024 y el 30 de junio de 2025.**

Las subvenciones están financiadas por el Impuesto de Ocupación Transitoria, también conocido como impuesto hotelero. Las subvenciones proporcionan apoyo de comercialización y promoción para diversas instalaciones y eventos históricos y culturales en Salem.

La asistencia a una de las reuniones previas a la solicitud se es un requisito para solicitar:

Martes, 10 de octubre, 2023, 6:00 - 8:00 p.m.

A través de la reunión por Zoom, las organizaciones deben enviar una solicitud por correo electrónico para el enlace a cneider@cityofsalem.net o kskelly@cityofsalem.net.

Jueves, 12 de octubre, 2023, 2:00 – 4:00 p.m.

A través de la reunión por Zoom, las organizaciones deben enviar una solicitud por correo electrónico para el enlace a cneider@cityofsalem.net o kskelly@cityofsalem.net.

Las solicitudes estarán disponibles a partir del 12 de octubre, 2023 tanto en línea en [Grants for Promotion of Culture and Tourism | Salem, Oregon \(cityofsalem.net\)](https://www.cityofsalem.net/Grants-for-Promotion-of-Culture-and-Tourism) o poniéndose en contacto con la Ciudad de Salem al (503) 540-2361. **Las solicitudes vencen el 13 de noviembre, 2023.**

Para obtener más información sobre las subvenciones de Impuesto de Ocupación Transitorio, póngase en contacto con la Ciudad de Salem al (503)-540-2361.

**Cultural and Tourism Fund
Fund Status Report - For the Period Ending June 30, 2023**

Item 7.a.

DRAFT	FY 2022-23		FY 2021-22		FY 21-22 to FY 22-23	% Difference
	Budget FY 2022-23	Actual Thru 30-Jun	Budget FY 2021-22	Actual Thru 30-Jun		
Resources						
Beginning fund balance	2,047,540	4,027,727	1,395,440	1,836,848	2,190,879	119.27%
Tax collections	4,191,730	4,668,844	3,582,120	4,326,660	342,184	7.91%
Other agencies	5,400	6,956	5,400	10,695	(3,739)	-34.96%
Interest earnings	7,000	79,108	2,500	11,749	67,359	573.32%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	18,000	12,000	14,200	3,800	26.76%
US Treasury ARPA	-	-	1,637,570	1,637,570	(1,637,570)	-100.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	6,263,670	8,800,635	6,635,030	7,837,722	962,913	12.29%
Expenditures by Division						
Conference Center Marketing	419,170	466,594	313,210	432,834	33,760	7.80%
Tourism Promotion - Travel Salem	1,047,930	1,166,088	783,030	1,079,967	86,121	7.97%
City Programs/Parks/CIP	1,912,390	1,843,923	1,570,920	1,546,165	297,758	19.26%
Administration	495,380	294,490	314,650	293,714	776	0.26%
Major Tourist Attractions and Cultural Facilities	557,750	545,000	469,810	418,213	126,787	30.32%
Contingency	231,540	36,065	570,000	39,103	(3,038)	-7.77%
Total Expenditures	4,664,160	4,352,160	4,021,620	3,809,996	542,164	14.23%
Total Resources Less Expenditures	1,599,510	4,448,475	2,613,410	4,027,726	420,749	10.45%

Item 7.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,117	238,457	323,419	287,170	186,529	165,617	145,527	242,655	239,423	308,353	743,853	3,095,121	3,180,370
2021-22	-	442,382	452,411	500,380	329,491	292,454	293,911	192,287	297,030	341,728	419,502	765,084	4,326,660	3,582,120
2022-23	-	525,418	500,915	463,249	362,096	299,411	252,499	258,434	319,851	360,554	365,633	960,785	4,668,844	4,191,730
% Chg		18.77%	10.72%	-7.42%	9.90%	2.38%	-14.09%	34.40%	7.68%	5.51%	-12.84%	25.58%	7.91%	11.38%

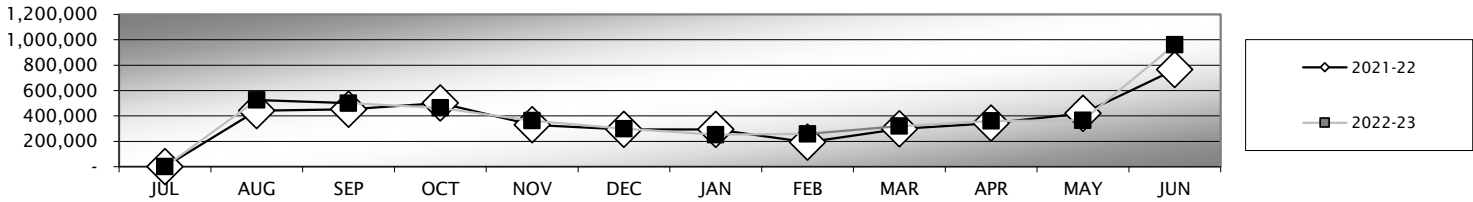


Chart and graph demonstrate actual revenue for FY 2019-2020, FY 2020-2021 and FY 2021-2022 compared to FY 2022-2023.

This revised hotel tax revenue chart - which is a fiscal year to fiscal year comparison rather than a "running year" comparison - reconciles to the City's general ledger. Tax receipts are recorded on a cash basis throughout the fiscal year and modified in June to record revenues earned in June and received in July. As the result, general ledger reports reflect no cash receipts in July of each fiscal year and two months of cash receipts in June.

YTD June FY 2021-22	4,326,660
YTD June FY 2022-23	4,668,844
Variance FY 21-22 to FY 22-23	7.91%

CTAB Completion Report-Facility-Annual

1. (untitled)

CTPAB Annual Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Willamette Heritage Center

2. Name and location of facility

1313 Mill St. SE, Salem OR 97301

Reporting period - Annual

3. Total number of days open

258

4. Total hours of operation

1548

5. Volunteer hours for period

8724

6. Total attendance at facility

64860

7. List the attendance and each type of activity

Museum tours / gallery visits : 12380
Student attendance : 1876
Children's Entertainment : 294
Classes, Workshops, Camps : 386
Events, Festivals, Experiences, Other Programs : 19077
Off site activities / events : 35
Rentals : 30812

8. Operating expenses funded by TOT for the period

\$45,780.00

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

\$7,500.00

10. Total income from other sources

\$1,239,746.00

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

Willamette Heritage Center offered our annual "Magic at the Mill" event again this year from December 19-23. Unfortunately, two days had to be cancelled due to icy weather conditions. However, during the first three days of the event, we hosted about 15,000 guests. The majority of guests that attended were from the Salem area, but a large portion of these guests brought out-of-town visitors with them. We also hosted visitors from cities as far away as Eugene and Portland for the event. As always, the program was a huge hit with Santa, performers, vendors, children's activities, and more!

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

Outcome: Expand and provide accessible educational programming for all abilities.

Goal/Target: Provide at least one class for individuals with diverse needs and abilities.

Method used: Track the number of attendees at a specialized educational program offered.

Our original goal was to offer these specialized classes each quarter. We were able to offer two specialized programs/classes. The first one was, with the support of a generous donor, individuals and families from "Salem for Refugees" were able to attend Magic at the Mill this year.

The second program we offered was during Spring Break, we provided one full day as a "low sensory day" for individuals with special needs and their caregivers and families. We had a great response to that program and plan to offer it again.

13. Submitted by

Michelle Cordova

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

michellec@willametteheritage.org

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

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-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

ODYSSEY COLLECTIVE

2. Name of program or event

OASIS: Live Music and Art

3. Location of program or event

Xicha Brewing North Salem

4. Description of activity

Oasis is the vibe for your summer. With the best DJ's playing hottest reggaeton, best of 90's and 2000's remixes and everything in between. Local and refreshing beers and cocktails. Handmade food and snacks. For and by a community that grows in its love of culture and fun. Oasis has the energy to fulfill your summer. Brought to you by DJ Sticky Soundwavves and partners. Every end of the month this summer at Xicha Brewing North salem. Come by and be apart of the new summer culture.

5. Completion date(s)

4th quarter

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

90

7. Estimated volunteer hours to administer program or event

99

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$1,800.00

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?

Had over 15 community partners which each contributed to the event with their product or service. These included videographers, dj's, painters, designers, balloon decorators, promoters, and rental companies. Local businesses also participated in social media and traditional marketing with posters at their windows. Non-profits primarily contributed with in-kind donation of printed materials, volunteers, and social media marketing.

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 contributed to economic impact by supporting various local businesses in Salem, in particular in the Northeast part of Salem which is often underserved. Local musicians and artists were the main priority for the event to support this underrepresented market. The partnership with Xicha brewing helped support one of the only latino-owned breweries in salem with amazing food and drinks that had lines going out the door. They made over \$6000 in bar sales, with over 300 people attending during the 6 hours of the event. Decorations, gift certificates, art, were purchased from local businesses in Salem.

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

Over 90% of the collaborators and businesses were from people of color which reflects the actual diversity that is in Salem. The focus of the music, art and businesses was primarily latino and urban style which is often underrepresented in mainstream music and art. Music and Art also contribute to the well-being and culture of community by stimulating creativity, recreation, family time, and entertainment for all our community to enjoy. Salem residents love to participate in music and art events and this was an opportunity for many folks to highlight a new way to enjoy their quality of life through music and art.

15. How many attendees did your activity attract?

250

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

count at bar, surveys and estimate

17. Estimated percentage of Salem residents and/or guests

92%

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

9%

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)

survey and estimate of people invited by partners

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

Attendees - Attendees - our Attendees goal was to have 210 salem residents, 90 out of town tourists, and 50 overnight stays. While we did exceed our goal 210 of Salem Residents, we reached a about a 30% of our out of town goal, and 10% of our overnight stays. While these are still viable numbers we are proud of, a factor that contributed to this was the cancellation of a portland DJ we were going to book. This affected the demographic we were anticipating from Portland. More targeted marketing towards outer willamette valley will also help and will be implemented in the future to increase this out of town demographic.

Community partners - the goal for community partners was 15 and this was measured in their collaboration method as well as marketing. Each partner had a role when their service/product was contracted that they would also help market the event to their audiences. We reach our goal with 15 partners whom we purchased services from, products for raffle, art and music, designs, marketing assistance, in-kind donations, radio support, rentals and raffle prizes.

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

Personally i would say social media was the most successful tool for marketing and promotion, since most of our audiences are on instagram and some on facebook. We customized ads for our demographics based on previous events and analytics to our general area. Aside from these ads rotating non stop, we were able to pay for social media marketing from local influencers and well-known folks, this also helped drive more engagement and awareness of the event.

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

Yes the main target was latino audiences. Due to the underrepresentation in most spaces in Salem for music and art, we wanted to focus on highlighting our culture of music, art, food and drink. All our partners also shared our value of creating this space for our BIPOC community and which is why they supported beyond what they were paid for. Our community had been asking for more spaces like this.

24. Submitted by

Elizabeth Heredia

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

[oasisjune.JPEG](#)

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

odysseyco503@gmail.com

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Asset

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Capital Asset or Improvement 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. Location of project

Willamette Heritage Center, 1313 Mill St. SE, Salem OR 97301

3. Description of project

Asphalt repair and replacement

4. Date completed

1st quarter

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

5

6. Estimated volunteer hours to administer program or event

0

7. Amount of funds provided by TOT

\$4,800.00

8. Amount of funds provided by other sources

\$4,800.00

9. How many local businesses or organizations assisted with this project?

1

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

Willamette Valley Sealcoating was the contractor who provided the services. Saw cut and removed 1,366 sq feet of damaged asphalt and removed the debris; prepped the base and added crushed rock as needed; paved back up to 3 inches asphaltic concrete.

11. How does this completed project increase opportunities for tourists in Salem?

The WHC is a nationally designated historic resource with significant value to our local community. Currently our site serves the Salem community and out-of-town visitors as a museum with five and a half acres dedicated to providing these services. First impressions are crucial for visitors to the Willamette Heritage Center (WHC) since tourists and guests will always be more attracted to good-looking sidewalks and parking lots. In addition to the historic buildings on our site, these are the first things people notice when entering our property. Therefore, maintenance of the appearance of these areas help visitors feel comfortable on our property.

12. How does this completed project preserve the structural integrity of the building?

n/a

13. How does this completed project enhance operations and contribute to the viability of the facility as a major tourist attraction or cultural facility?

The WHC attracts out-of-town heritage tourists, and those visitors have a positive economic impact in Salem. The appearance of a well-maintained infrastructure instills an air of confidence and professionalism in 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. Replacing broken and unsafe walkways 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.

14. Describe any planned maintenance requirements for the completed project, including estimated cost.

No maintenance will be required other than to determine when the walkways need to be replaced again in the future. It is likely these walkways will remain as they are for at least 10 years.

15. Report on two measurable outcomes (the same measurable outcomes described in the grant application)For each outcome, include the outcome description, the goal and the method used to track.

Outcome #1 : Prep work will be completed prior to sidewalks being replaced.

Goal/Target #1 : The broken and unsafe walkways will be removed prior to the walkways being replace.

Method used #1 : Visual inspection of location and areas recommended to replace.

Outcome #2 : All recommended walkways will be replaced with new asphalt walkways.

Goal/Target #2 : The walkways will be repaired by the end of the project to provide a safer, more accessible site for all visitors to the WHC.

Method used #2 : Visual inspection of location and areas recommended to replace.

16. Submitted by

Michelle Cordova

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

[Invoice Willamette Valley Sealcoating.pdf](#)

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

michellec@willametteheritage.org

2. Thank You!

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.**