



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

January 9, 2024

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; Erin Zysett; Vacant

Staff

Chris Neider, Staff Liaison; Kelly Kelly, Staff Support

AGENDA

1. Welcome and call to order
2. Approval of Agenda for January 9, 2024
3. Typical CTPAB Year
4. Approval of Minutes from December 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. Declaration by CTPAB members for Conflict of Interest.
2. Review the first half of TOT Event Grant Applications:

Salem Art Association – Facility Grant and Art Fair Event Grant

B-17 Alliance – Honoring the American Spirit of our Veterans

Capital City Classic (Sasquatch Sports) – Capital City Classic 2024

Capital Pride – Pride in the Park and Block Party Events

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

Ceili of the Valley – Samhain Celtic New Years Festival

CreativiTee and Rofe designs – Have Fun Downtown

Englewood Forest Festival – Englewood Forest Festival

ENLACE – Hispanic Heritage Closing Celebration

Family Building Blocks – Riverfront Family Festival

Festival Chorale – Magnificat (Bach) and Requiem (Mozart)
Helping Hands – Quiltopia Oregon 2024
Hoopla – Hoopla Spring Indoor Event and Hoopla XXV events

7. Cultural Tourism Fund Report – December 2023
8. Facility Operating Grant Reports – 1st Qtr Reports – Salem Multicultural Institute
9. Event Grant Reports – Enlightened Theatrics – James and the Giant Peach, Helping Hands – Quiltopia, Willamette Art Center – Artisan’s Village
10. Capital Improvement Reports – None
11. Roundtable discussion and Appearance of Interested Citizens – Opportunity for those attending the meeting to address the Board and share **upcoming events**. (All)
12. Other Business & Parking Lot items for future discussions (All) - None
13. Adjournment

Next Meeting: will be February, 13th

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
Tuesday, December 12, 2023
Live and Remote (Hybrid) Meeting,
In Anderson Room B, and via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

MEMBERS PRESENT

Ryan Gail - Vice Chair
 Gaelen McAllister
 Carlee Wright
 Roger Williams
 Erin Zysett

STAFF PRESENT

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

MEMBERS ABSENT

Scott Snyder-Chair
 Geoffrey Tiffany
 Omar Alvarado

GUESTS

Live Meeting held in Library's Anderson B Room. 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
 Lisa Joyce - Willamette Art Center
 Michelle Cordova – Willamette Heritage Center
 Sally Litchfield - Elsinore Theatre
 Kathleen Fish - Salem Multicultural Institute
 Christine Whiteside – Willamette Master Chorus
 John Olbrantz - Hallie Ford Museum
 Alicia Bay - Gilbert House Children's Museum
 Marie Bradford Blevins – Salem Riverfront Carousel
 Jean Wheat Palm - Oregon State Fair Foundation
 Kim Grewe-Powell - Oregon State Fair 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.

Vice Chair, Ryan Gail opened and administered the meeting. Chris Neider took attendance.

Members Present: Ryan Gail, Gaelen McAllister, Carlee Wright, Roger Williams, Erin Zysett.

Members Absent: Scott Snyder, Geoffrey Tiffany, Omar Alvarado

Staff Present: Chris Neider, Kelly Kelly,

2. APPROVAL OF AGENDA FOR DECEMBER 12, 2023

Motion: To approve the December 12, 2023, CTPAB meeting agenda.

Motion by: Gaelen McAllister

Seconded by: Roger Williams

ACTION: APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 0

3. TYPICAL CTPAB YEAR

4. APPROVAL OF MINUTES FROM NOVEMBER 14, 2023

Motion: To approve the November 14th, 2023, CTPAB meeting minutes.

Motion by: Carlee Wright

Seconded by: Gaelen McAllister

ACTION: APPROVED

Vote: 4-0

Aye: 4

Nay: 0

Abstentions: 1

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

Erin Zysett, new CTPAB Board Member was welcomed to her first meeting.

6. ITEMS REQUIRING ACTION –

1. Review of TOT Grant Applications for Facility Operators:

Gilbert House Children’s Museum plus

(Little Gem Restoration & Halloween Re-Engineered)

Deepwood Museum & Gardens plus (Public Quarterly Event Series)

Elsinore Theatre plus (Street Front LED Signs & Monthly Movie Fun)

Hallie Ford Museum of Art

Salem Multicultural Institute plus (World Beat Festival)

Salem Riverfront Carousel plus (Santa at the Carousel)

Willamette Art Center plus (Artisan’s Village)

Willamette Heritage Center plus (HVAC Replacement & Magic at the Mill)

Oregon State Fair Foundation – Electronic Sign Board

Chris Neider asked Board Members to recuse themselves from any organizations they have close connections with.

Roger Williams recused himself from scoring the Elsinore Theatre, for whom he is a volunteer.

Carlee Wright recused herself from scoring the Elsinore Theatre, Hallie Ford Museum of Art, Salem Multicultural Institute, Salem on the Edge, Press Play, and the Willamette Art Center, organizations for whom she is involved as a volunteer or marketing advisor.

Organizations reviewed:

Gilbert House Children's Museum:

Alicia Bay, present to address questions.

Q: Revenues down. Why?

A: Covid effects, as well as smaller projects. Alicia noted, however, that expenses were covered.

Gilbert House CIP:

Q: How will they address diversity with this project?

A: It will be addressed, but later in the process.

Deepwood Museum & Gardens:

Yvonne Putze was there to address questions.

Q: Carlee Wright asked for clarification on hours and intercept details.

A: Yvonne noted the intercept shows the most accurate numbers and those numbers catch garden visitors.

Q: Gaelen McAllister asked about their match fund?

A: Yvonne noted there is a match fund in reserves, available if and when needed. It is there, but Deepwood tries not to use it.

Historic Elsinore Theatre:

Sally Litchfield was present to answer questions.

Q: Gaelen noted and appreciated the letters of support – nice to include.

Q: Gaelen asked about Historic requirements and limitations for Elsinore's CIP project.

A: Sally noted they are working with Kimberli Fitzgerald, and confirmed Historic status makes everything more complicated, but they are working with the City and working through the challenges. For the LED screens, they will work with the near-by

businesses and CANDO NA and get their buy-in.

Q: Gaelen - Do other Historical theatres have LED?

A: Yes. The Schnitzer has them.

Hallie Ford Museum: John Olbrantz was present to answer questions.

Q: Gaelen asked if their Museum audience is getting more diverse?

A: John noted exhibits and collections are amazingly diverse and programming is diverse, but they don't measure the audience demographics in a way that truly proves if the audience is diverse.

Q: Scott asked about the '24 budget being smaller than in '23.

A: John noted each year's budget is dictated by the scheduled projects. The budget is very stable but can fluctuate with high-priced exhibitions on given years. This coming year has more affordable exhibitions.

Oregon State Fair Foundation (CIP-Digital Reader Board):

Jean Wheat-Palm was present to answer questions.

Q: Gaelen asked to confirm the bid amount of the reader board is \$43,000.

A: Yes.

Comment: Scott noted they are doing a great job bringing tourists to Salem.

Salem Multicultural Institute: Kathleen Fish was present.

Q: Gaelen referenced significant budget increases in revenue.

A: Kathleen thinks revenue will be flat this year. SMI is working on collecting more entry fees from the World Beat event. Unsecured entrance and multiple entrances make that an ongoing challenge.

Q: Ryan asked for more details about revenue and ticketing issues historically.

A: Kathleen noted they have tried various ticketing agents, and opted to skip that expense. The lack of fencing and entry issues, along with too few volunteer/staff members has been a problem. Having teams from schools this year should help.

Salem Riverfront Carousel:

Marie Bradford Blevins was present.

Q: Gaelen asked, are there only 28 volunteers left on your SRC team?

A: Yes. Covid and volunteers aging-out have really hurt SRC's numbers. Marie noted they are struggling to replenish their volunteer numbers.

Q: Gaelen noted a good job was being done, despite the low number of helpers.

Comment: Marie noted SRC is the only free Santa event location.

Ryan thanked Marie/SRC for hosting the event and for actually responding to Santa Letters (Marie's elves (in English and Spanish).

Q: Scott asked if the '22 \$ was from Covid.

A: Yes. The last Covid \$ was in '22.

Willamette Art Center:

Lisa Joyce was present to respond.

Q: Gaelen had a budget question about Covid \$ effects.

A: Lisa noted that yes, the loss of Covid \$ and less marketing and lots of turnover within WAC in recent years has had an effect on the numbers.

Comment: Lisa noted she is very excited to strengthen programming with Schools and visiting artists.

Q: Ryan asked how they are reaching out to schools now?

A: Lisa noted transportation and programming available is being presented to the schools. Lisa also hopes to reach out to retirement communities and increase family play Sunday programming.

Willamette Heritage Center:

Michelle Cordova was present.

Q: Gaelen noted for the CIP project, she was surprised to see 80% efficient furnaces considered.

A: Michelle noted there were limitations on what they can do with historical and also just such old and such a multiple of facilities to upgrade and maintain.

Gaelen noted PGE will send motivated experts in to walk a facility through what they could do for you with high efficiency options, incentives for heat pumps, etc. Gaelen will send details to Michelle.

Facility Operator Grants and Event or CIP grants for each Facility were reviewed. Salem Art Association's Facility and Event grant applications will be reviewed next meeting.

**7. CULTURAL TOURISM FUND –
None at this time**

**8. FACILITY OPERATING GRANT REPORTS –
1ST Quarter Reports – Hallie Ford Museum of Art,
Annual Report – Deepwood Museum and Gardens**

9. EVENT GRANT REPORTS –

Gilbert House Children's Museum – Halloween Re-Engineered & Marketing Accessible Play Area.

10. CAPITAL IMPROVEMENT REPORTS –

None.

11. ROUNDTABLE DISCUSSION AND APPREARANCE OF INTERESTED CITIZENS -

Opportunity for those attending the meeting to address the Board and share upcoming events.

Michelle Cordova, Willamette Heritage Center noted Magic at the Mill is about to start. Volunteers for the event are desperately needed. Admittance to the event is covered for volunteers. John Olbrantz shared about upcoming activity and events at Hallie Ford Museum of Art. Sally Litchfield shared about December events at The Elsinore. Kathleen Fish reported on Salem Multicultural and World Beat Gallery events and activities. Marie Bradford Blevins shared all December events have been sold out and well attended at Salem Riverfront Carousel. Christine Whiteside, Willamette Master Chorus reviewed their upcoming concerts. Yvonne Putze, Deepwood Museum and Gardens shared about their December events and activities.

Jean Wheat-Palm of Oregon State Fair Foundation, reported on their upcoming events. Lisa Joyce, Willamette Art Center shared about their upcoming busy season, and that classes will start up again in January. She noted the shared need for new volunteers across all the facilities, and the need for all the facility operators to connect and collaborate. Alicia Bay reported on some shared collaboration and partnership between Gilbert House and Riverfront Carousel. All agreed more of that would be desirable. Michelle Cordova loved the idea of a combined volunteer coordination event and more collaboration between the facilities. She proposed a day or event set aside for special needs patrons at each facility be something they work together to coordinate. Everyone noted their appreciation for being together in-person and the need for more in-person meetings and collaboration.

Travel Salem hosts once-a-month meetings the Facility Operators could join, for topics like this.

12. OTHER BUSINESS AND PARKING LOT ITEMS FOR FUTURE DISCUSSIONS-

None discussed.

13. ADJOURNMENT –

Reminder to all that CTPAB Monthly Meetings will now be 2nd Tuesday each month, unless canceled.

Next regular CTPAB Board meeting will be Tuesday, January 9th, 2024, Library Anderson Room B, 585 Liberty St SE, and via Zoom.

2024/2025 Event or Project Grant Applications will be reviewed at the January 9th, 2024 meeting:

B-17 Alliance – Honoring the American Spirit of our Veterans.
Capital City Classic (Sasquatch Sports) – Capital City Classic 2024
Capital Pride – Pride in the Park
Capital Pride – Block Party
Casa De La Cultura Tlanese – Huapango Huasteco Contest
Casa De La Cultura Tlanese – Dia De La Muertos
Ceili of the Valley – Samhain Celtic New Years Festival
CreativiTee – Have Fun Downtown
Englewood Forest Festival
Enlace – Hispanic Heritage Closing Celebration
Family Building Blocks – Riverfront Family Festival
Festival Chorale – Magnificat
Festival Chorale – Requiem
Helping Hands – Quiltopia
Hoopla – Hoopla XXV
Hoopla – Indoor Soccer
Salem Art Association – Facility Grant and Salem Art Fair & Festival Event Grant

Applicants are encouraged to attend, either in person or via Zoom to respond to any questions the Board may have in reviewing their Grant Applications.

With no further business, the meeting was adjourned at approximately 7:09 PM.

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

Cultural and Tourism Fund

Fund Status Report - For the Period Ending December 31, 2023

Item 7.a.

DRAFT	FY 2023-24		FY 2022-23		FY 22-23 to FY 23-24	% Difference
	Budget	Actual Thru	Budget	Actual Thru		
	FY 2023-24	31-Dec	FY 2022-23	31-Dec		
Resources						
Beginning fund balance	3,881,480	4,448,476	2,047,540	4,027,727	420,749	10.45%
Tax collections	5,470,140	2,178,830	4,191,730	2,151,090	27,740	1.29%
Other agencies	5,400	776	5,400	815	(39)	-4.75%
Interest earnings	16,800	41,639	7,000	23,409	18,230	77.88%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	6,000	12,000	6,500	(500)	-7.69%
US Treasury ARPA	-	-	-	-	-	0.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	9,385,820	6,675,722	6,263,670	6,209,541	466,181	7.51%
Expenditures by Division						
Conference Center Marketing	477,020	198,750	419,170	174,654	24,096	13.80%
Tourism Promotion - Travel Salem	1,192,540	466,063	1,047,930	461,296	4,767	1.03%
City Programs/Parks/CIP	2,037,030	1,199,307	1,912,390	883,011	316,296	35.82%
Administration	364,300	214,309	495,380	243,098	(28,789)	-11.84%
Major Tourist Attractions and Cultural Facilities	785,520	312,418	557,750	238,455	73,963	31.02%
Contingency	240,280	21,222	231,540	6,552	14,670	223.90%
Total Expenditures	5,096,690	2,412,069	4,664,160	2,007,066	405,003	20.18%
Total Resources Less Expenditures	4,289,130	4,263,653	1,599,510	4,202,475	61,178	1.46%

Item 7.b.

Transient Occupancy Tax - Actual Tax Revenue														Annual
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,117	238,457	323,419	287,170	186,529	165,617	145,527	242,655	239,423	308,353	743,853	3,095,121	3,180,370
2021-22	-	442,382	452,411	500,380	329,491	292,454	293,911	192,287	297,030	341,728	419,502	765,084	4,326,660	3,582,120
2022-23	-	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
2023-24	-	572,372	475,634	426,730	393,630	310,464	252,499	258,434	319,851	360,554	365,633	960,785	4,696,585	5,470,140
% Chg		8.94%	-5.05%	-7.88%	8.71%	3.69%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.59%	
														-14.14%

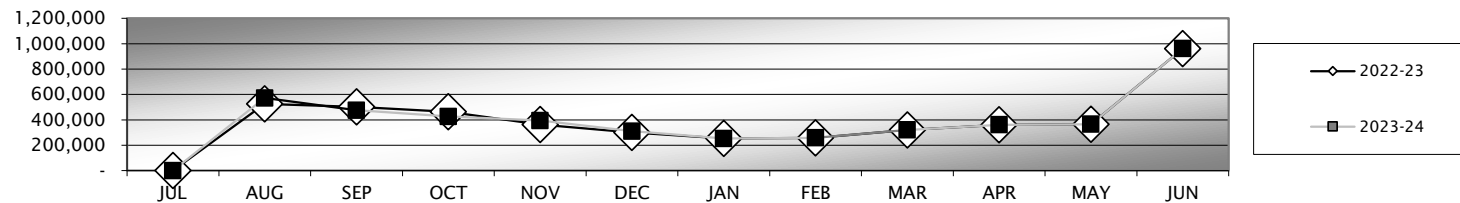


Chart and graph demonstrate actual revenue for FY 2019-2020, FY 2020-2021 and FY 2021-2022 compared to FY 2022-2023.

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

YTD December FY 2022-23	2,151,090
YTD December FY 2023-24	2,178,830
Variance FY 22-23 to FY 23-24	1.29%

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 Multicultural Institute

2. Name and location of facility

World Beat Gallery, 390 Liberty Street, SE, Salem 97301

3. Reporting period

1st quarter

4. Total number of days open

30

5. Total hours of operation

240

6. Volunteer hours for period

150

7. Total attendance at facility

500

8. List the attendance and each type of activity

Museum tours / gallery visits : 435

Classes, Workshops, Camps : 65

9. Submitted by

Kathleen Fish

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

kathleen@salemmulticultural.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Enlightened Theatrics

2. Name of program or event

Winter Musical: James and the Giant Peach

3. Location of program or event

Salem's Historic Grand Theater

4. Description of activity

8 performances of the musical featuring a cast of 18 actors and 21 creative team members

5. Completion date(s)

4th quarter

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

2400

7. Estimated volunteer hours to administer program or event

150

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$28,000.00

10. Was the event free?

No

11. Amount of admission ticket, if any

18.75

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

local businesses had posters up in their establishments in addition to sharing about the show on their social media pages. Local organizations also attending the production.

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 show had a 42% increase in new patrons who had attended a show with us for the first time. This increases visibility for more family friendly activities in the downtown Salem area.

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

The arts is an all encompassing inclusive space. It's purpose is to provide space for people to dream and be inspired. This production, specifically the story of James and the Giant Peach showed people the joys of bringing families together.

15. How many attendees did your activity attract?

1321

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

Ticket sales

17. Estimated percentage of Salem residents and/or guests

70%

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

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)

SURVEY of attendees

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

Outcome 1: Ticket Sales: We were shy our goal of 1,400 attendees, but only by 79 tickets! I believe this is a big win as a lot of marketing efforts went into promoting this, especially encouraging our actors to share with their networks, utilizing grassroots efforts.

Outcome 2: Collaboration. We saw a 40% increase in people who collaborated and attended our show. In addition, we had visitors from Utah, Idaho and Georgia who came to support due to their relative or friend being in the production. The trajectory of visibility has increased every year we have done a winter musical.

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

Grassroots marketing was extremely helpful. We also had a Commercial produced from the Students of CTEC which was promoted on television. however, the majority of patrons (66%) attended the theater through knowing an actor in the production.

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

We offered an ASL interpreted production.

24. Submitted by

Jessica Peterson

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

[Programs_reciept.pdf](#)

[Payroll_James_\(Final\).pdf](#)

[CINJOE_Rental.png](#)

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

Jessica@enlightenedtheatrics.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Helping Hands Resources

2. Name of program or event

Quiltopia 2023

3. Location of program or event

Willamette Heritage Center

4. Description of activity

All events for Quiltopia 2023 , "Sew Happy Together" , took place successfully as scheduled nearly doubling all past numbers. Beginning with a Spring Garden tour and quilt preview partner event at the Lord & Schryver Conservatory, in Salem. Next, the quilt challenge in which guest purchase kits and design a small quilt with the theme, "In Pat's Garden", honoring Pat Adams, a long term committee member who recently past away. These quilts were displayed in the lobby of the Grand hotel. Next followed the shop hop, a visit to sponsoring quilt shops; passports from these visits were returned for raffle drawings. The main event took place at Willamette Heritage Center with 200 quilts on display. Community quilt clubs and vendors displayed in the same space., as well as free workshops. A breakfast was held Saturday morning featuring Erica Jackson of Kitchen Table Quilts .Downstairs the "Re-stash Boutique" offered visitors a place to shop for supplies for new projects. e

5. Completion date(s)

4th quarter

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

400

7. Estimated volunteer hours to administer program or event

600

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$12,033.00

10. Was the event free?

No

11. Amount of admission ticket, if any

7.00

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

Quiltopia collaborated with several businesses to make this event a success. First, the Willamette Heritage Center partnered with us to provide venue spaces that perfectly displayed the show and the "store" for the "Re-Stash Boutique". They also generously sponsored the event in support of important services provided by Helping Hands Resources. Next, the Grand Hotel was not only a sponsor but a promoter of the event with their in-room Travel Salem events calendar, and again this year the hotel allowed us to display the 18 challenge quilts in their lobby. Good Vibes quilt shop donated all the fabric for the quilt kits. This year we also added a garden tour and quilt preview in partnership with Lord & Schryver Conservatory. Finally, Quiltopia would not have had its success without the support of the 12 valley quilts shops that donated to raffles, promoted the show and participated in the "shop Hop" events.

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

Quiltopia is the perfect kind of event to bring revenue, and increase overall economic impact of tourism in Salem for several reasons. To begin, admission to the show is reasonably priced at \$7.00. The average stay at our show is 2 to 3 hours; leaving plenty of time for lunch, dinner, or other local activities. This year we know that 24% of guests were from the (less than 50 miles) IE: Dallas, Albany, Silverton etc. Of this group our team answered many questions about where to dine and other activities in the area. We also know this year that 30% came from more than 50 miles away (16% last year) of those 18% were Portland or Washington state guests, 8% were from Eugene and beyond south. While 4% came from more than 100 miles away. We surveyed that some of came to stay with friends and family but, others stayed in hotels and RV parks; often saying they were planning to stay several days and visit other sights.

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

Quilting is an art form that came be found throughout history, in all cultures and across every country. It is a visual celebration as diverse as every community. Any activity that provides an opportunity educate, bring joy, or inspires an individual to create in someway, enhances the quality of one's life. Quiltopia is just that kind of event. There is something for everyone to gain from this experience. It is all inclusive from beginners to experts; For those who wish to learn about history, or style and techniques; or the casual viewer there for color and entertainment. This year's event drew a large group of expert quilters, displaying their amazing complicated museum worthy pieces that inspired us all.

15. How many attendees did your activity attract?

560

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

ticket sales

17. Estimated percentage of Salem residents and/or guests

46%

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

24%

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

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

30%

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

zip code survey at ticket sale

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

Our second goal was to increase attendance/ticket sales to our guest speaker breakfast workshop. Last year we had 30 in attendance at the event. This year 40 guests attended; an increase of 25%. Erica Jackson of Kitchen Table Quilts gave a talk on quilting for beginners featuring variations of one of her 65 easy to use patterns.

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

Our most successful marketing came from two sources. First, the expanded Quiltopia Oregon website with lists all the activities for the event, and begins the week after the last event ends. Quilters or interested parties may sign up for our e-newsletter, that arrives monthly; order quilt challenge kits, raffle tickets and keep up to date on changes or added activities. Besides the website, there was a huge Facebook and Insta-gram presence. In the last two months Facebook posts reminded people of quilt challenge dates, and upcoming shop hop visits. The second most important tool was our network of Willamette Valley sponsoring quilt shops. These shops helped promote Quiltopia activities as well as bring guests from outlying areas.

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

We do not target any particular group, other than those who are interested in quilting or sewing which is an all inclusive activity. The 12 quilt/fabric shops advertise, cater, and focus on their communities specific particular needs and demographics.

24. Submitted by

Karin Putnam

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

[Invoice Helping Hands Paid.pdf](#)

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

putnamkarin54@gmail.com

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Friends of the Visual Arts dba Willamette Art Center

2. Name of program or event

Artisans' Village

3. Location of program or event

Oregon State Fair 2023

4. Description of activity

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

5. Completion date(s)

1st quarter

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

71

7. Estimated volunteer hours to administer program or event

1270

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$8,000.00

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?

Artisans' Village featured a variety of artists from the Pacific Northwest. The event included artist demonstrations with several artists offering ongoing demonstrations of their craft and small projects that were completed on site. A stage featuring local Oregon musical talent provided entertainment.

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

Artisans' Village is an important part of the Oregon State Fair, providing an opportunity for 28,450 visitors to enjoy and purchase different types of artworks in one place. People from all over the state and out of state travel to Salem for this annual event. There were eight Artisans' Village vendors from out-of-area and nine local vendors. Information and exposure to artists and cultural opportunities generates public interest in future return visits to the Salem area. Six musical groups from out of town and three local groups.

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

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

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

15. How many attendees did your activity attract?

28450

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

count at Raku & AV

17. Estimated percentage of Salem residents and/or guests

70%

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

25%

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

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

5%

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

Estimate

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

The Willamette Art Center volunteers used hand-held clickers as well as head counts to determine that an estimated 28,450 people visited the Raku booth and the Artisans' Village.

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

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

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

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

24. Submitted by

Kevin Herzberg, AV Coordinator

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

[Receipt_Musicians.pdf](#)

[Receipts_bisque_Figurines.pdf](#)

[Receipts_Misc.pdf](#)

[OR State Fair & Expo AV Invoice 10-24-23.pdf](#)

[Photo Page for 2023 Event Grant f1.pdf](#)

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

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

programadmin@willametteartcenter.com

2. Thank You!

Thank you for submitting your report.

Artisans' Village 2023



**Margrethe & Greg
working on pieces**

**Raku cups just
out of the fire!**



**Colorful scarves in the
AV Village**



**Painting Pots, pulling Raku pieces,
Rollie throwing pots & working in the
Raku booth**