

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting or event, are available upon request. Sign language and interpreters for languages other than English are also available on request. To request such an accommodation or interpretation, contact Chris Neider at 503.540.2361 or cneider@cityofsalem.net at least **2 business days** before the meeting; TTD/TTY telephone (503) 588-6439, is also available 24/7.

Board Members

Felipe Gonzales, Chair
Laura Tesler, Vice-Chair
Gaelen McAllister
Ryan Gail
Omar Alvarado
Scott Snyder
Thomas Kelly - **NEW**
Geoffrey Tiffany - **NEW**
Vacant

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: Feb. 8th
TOT Event Grant Reviews
<http://www.cityofsalem.net/CTPAB>

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 also fully complies with Title VI of the Civil Rights Act of 1964, and related statutes and regulations, in all programs and activities.

MEETING AGENDA

Tuesday, January 11, 2022

6:00 - 8:00 PM

City of Salem Planning Division YouTube Channel

Link: <https://www.youtube.com/channel/UCUsS60lpf8AGl1u24Yg248Q/>

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. December 14, 2021 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
 - a. Approve/direct city staff to submit request to City Council from the CTPAB asking the City Manager to contract with the Americans for the Arts and Oregon Art Commission for participating in the sixth national Arts & Economic impact study.
 - b. Presentation of Travel Salem's FY 2021 Annual Report
 - c. Review of FY 2023 Salem Riverfront Carousel's TOT Facility Grant Applications
 - d. Review of FY 2023 Event/Project Grant Applications for organizations A. C. Gilberts to Keizer-Salem Basketball Association (13 of 25 applications)
6. Information Items
 - a. Cultural and Tourism Fund Reports – December 2021
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – December 2021
 - c. Facility Operating Grant Reports – None
 - d. Event Grant Reports – Gilbert House – Re-Opening & Halloween Re-Engineered, Helping Hands – Quiltopia, Willamette Art Center – Artisan Village 2021,
 - e. Capital Improvement Reports – Willamette Heritage Center – HVAC Repairs
 - f. Annual Reports – [Travel Salem FY 2021](#) & [State of the Industry Report](#)
7. Appearance of Interested Citizens
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, December 14, 2021
Remote Meeting via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

<p>MEMBERS PRESENT Felipe Gonzales-Chair Laura Tesler Gaelen McAllister Ryan Gail Omar Alvarado Vacant Vacant</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II Kelly, CD Staff Assistant</p>	<p>MEMBERS ABSENT Scott Snyder</p>
<p>GUESTS Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.</p> <p>Facility Operator and CIP TOT Grant Applications for the 22-23 Cycle were reviewed.</p>	<p>GUESTS Sally Puhek Litchfield, Elsinore Theatre Michelle Cordova – Willamette Heritage Center Ross Sutherland, Bush House Museum Kathleen Fish, Salem Multicultural Institute Yvonne Putze - Deepwood Museum & Gardens John Olbrantz – Hallie Ford Museum of Art Matthew Boulay – Salem Art Association Kelly Harms – Salem Art Association Alicia Bay – Gilbert House Children’s Museum Carlee Wright –Press Play Salem and CVS Bryan Gonzales – Festival Chorale Oregon Brandy McIntosh – Willamette Art Center Jason Unruh – Hoopla Liz Yandall – Keizer-Salem Youth Basketball Lloyd Fobi – Salem-Keizer Youth Basketball Kate Van Ummersen - SPLF Liora Sponko – Oregon Arts Commission/Oregon Cultural Trust</p>

1. CALL TO ORDER

Chris Neider began the meeting at approximately 6:04 p.m. with 5 of 6 members present.

2. ROLL CALL

Felipe Gonzalez, chair, read the roll call.

Members present: Laura Tesler, Ryan Gail, Felipe Gonzales, Gaelen McAllister, Omar Alvarado, Chris Neider, Kelly Kelly

Members Absent: Scott Snyder

*Scott Snyder, although absent, provided comments and questions from his review of the Facility and CIP Grant Applications for the 22-23 Cycle.

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the September 14, 2021 CTPAB meeting minutes and today's agenda.

Motion: To approve the September 14, 2021 CTPAB meeting minutes and today's agenda.

Motion by: Felipe Gonzalez

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 0

4. **PUBLIC TESTIMONY** – limited to three minutes per organization and pertaining to items on the agenda.

None.

5. ITEMS REQUIRING ACTION

- a. Willamette Heritage Center - Change in Scope for TOT Grant Award – To change Event
- b. Grant approved for Caboose Grand Opening project specifically to ramp and platform building, to make Caboose ADA accessible to all patrons.

Motion: To accept the Change-in-Scope to the Caboose Project, as presented for the Willamette Heritage Center's TOT Grant Award.

Motion by: Felipe Gonzalez

Seconded by: Gaelen McAllister

ACTION: APPROVED

Vote: 5-0

Aye: 5

Nay: 0
Abstentions: 0

c. Review of FY22-23 TOT 9 Facility and 2 CIP Grant Applications –

*Scott Snyder, although absent, provided comments and questions from his review of the Facility and CIP Grant Applications for the 22-23 Cycle.

No Motion taken: Board reviewed the 8 Facility Operator Grant and 2 CIP Grant Applications. Salem Riverfront Carousel Facility asked to be reviewed at the next meeting, due to a date conflict.

6. INFORMATION ITEMS

- a. Cultural and Tourism Fund Reports – November 2021
- b. Cultural and Tourism Fund Revenue (Tax) Reports – November 2021
- c. Facility Operating Grant Reports – Bush House Museum, Deepwood Estates & Gardens, Elsinore Theatre, Gilbert House Children’s Museum, Hallie Ford Museum of Art, Salem Riverfront Carousel, Salem Multicultural Institute, Willamette Art Center, and Willamette Heritage Center.
- d. Event Grant Reports – Ceili of the Valley, Enlace Cross Cultural, and Hoopla
- e. Capital Improvement Reports – None
- f. Annual Reports – None
- g. Oregon Cultural Trust and Marion County Development Corporation – Arts and Culture Survey

Liora Sponko, liora.sponko@biz.oregon.gov; 971-345-1647, of Oregon Arts Commission came to share the proposal for CTPAB and the cultural organizations for the Salem area to be involved in a 1-year project of surveying and gathering tourism-related data, receiving the corresponding report about the data, and making it available to all Salem area cultural organizations once gathered. There was good interest among the cultural organizations present and the board to move forward with next steps. Chris Neider and Gaelen McAllister will meet with Liora Sponko later this week and return to the board next meeting with next steps. Yvonne Putze from Deepwood, Matthew Boulay from SAA, Michelle Cordova from WHC and Gaelen McAllister, CTPAB Board, noted their willingness to be on a sub-committee to organize next steps once known and approved by board and Council.

7. APPEARANCE OF INTERESTED CITIZENS

(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)

Thank you to the guests who came in support of their grant proposals, cultural and tourism promotion and cultural diversity and quality of life events happening in Salem. The Board appreciates their interest and input in the grant awarding process and in cultural and tourism promotion in Salem. Many of the guests present tonight introduced themselves and their upcoming events.

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

9. ADJOURNMENT

The next regular meeting will be Tuesday, January 11, 2022, 6-8 PM, via Zoom and YouTube Live. Contact Chris Neider ahead of the meeting to confirm your desire to participate and receive the meeting Zoom link. Chris Neider noted we will review the '22-'23 TOT Event Grant Applications. Those organizations who have applied are encouraged to be present to respond to any questions the Board may have about their Event Grant Applications. With no further business, Chris Neider adjourned the meeting at approximately 8:05 PM.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Cultural and Tourism Fund
Fund Status Report - For the Period Ending December 31, 2021
Item 6.a.

	FY 2021-22		FY 2020-21		FY 20-21	
	Budget	Actual Thru	Budget	Actual Thru	FY 20-21	%
	FY 2021-22	31-Dec	FY 2020-21	31-Dec	to FY 21-22	Difference
Resources						
Beginning fund balance	1,395,440	1,836,848	399,320	382,474	1,454,374	380.25%
Tax collections	3,132,120	2,017,119	3,180,370	1,249,692	767,427	61.41%
Other agencies	5,400	468	5,400	393	75	19.08%
Interest earnings	2,500	3,190	2,500	4,561	(1,371)	-30.06%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	8,200	12,000	7,400	800	10.81%
US Treasury ARPA	1,637,570					
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	6,185,030	3,865,825	3,599,590	1,644,520	2,221,305	135.07%
Expenditures by Division						
Conference Center Marketing	313,210	125,000	309,090	-	125,000	
Tourism Promotion - Travel Salem	783,030	426,756	795,090	276,592	150,164	54.29%
City Programs/Parks/CIP	1,570,920	747,084	1,582,240	741,170	5,914	0.80%
Administration	314,650	156,092	275,140	134,848	21,244	15.75%
Major Tourist Attractions and Cultural Facilities	469,810	173,198	573,530	150,200	22,998	15.31%
Contingency	120,000	13,143	64,500	8,517	4,626	54.31%
Total Expenditures	3,571,620	1,641,273	3,599,590	1,311,327	329,946	25.16%
Total Resources Less Expenditures	2,613,410	2,224,552	-	333,193	1,891,359	567.65%

Item 6.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	165,617	145,527	242,655	239,423	308,353	743,853	3,862,548	3,132,120
% Chg		106.61%	89.72%	54.72%	14.74%	56.79%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	24.79%	
														23.32%

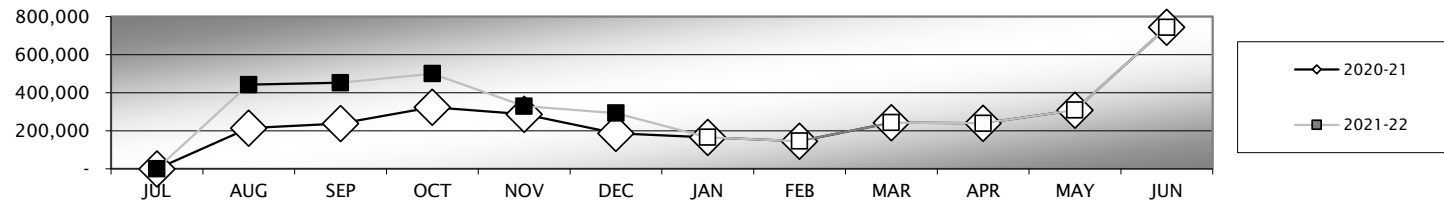


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021 compared to FY 2021-2022.

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 2020-21	1,249,692
YTD December FY 2021-22	2,017,119
Variance FY 20-21 to FY 21-22	61.41%

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

Gilbert House Children's Museum

2. Name of program or event

Reopening Project

3. Location of program or event

Gilbert House Children's Museum

4. Description of activity

GHCM was closed to the public for thirteen months. The process of reopening the museum to the public in a pandemic required new signage, marketing, cleaning and PPE.

5. Completion date(s)

1st quarter

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

51

7. Estimated volunteer hours to administer program or event

40

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?

No

11. Amount of admission ticket, if any

10

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

Local businesses provided cash sponsorships for the summer activities, including reopening efforts. Individuals donated time as volunteers to work on cleaning, yard upkeep, and painting projects to keep the museum looking fresh, clean and welcoming for visitors. Businesses also donated PPE for staff to use to clean and provide protection while welcoming the public to the museum.

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?

GHCM provides a place for families that are visiting from out of town to visit with their children. Our reciprocal admissions programs allow families to enter for free or a reduced fee with their memberships at their local museums. GHCM has done a concentrated campaign in the Portland region to promote the children's museum.

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 residents of Salem have a children's museum to visit with their children and grandchildren. These visits provide life-long memories and learning opportunities for people in our community. The location of the museum thanks to the partnership with the City of Salem makes the museum visible and accessible to families. Families continue to express gratitude to GHCM for being open and provide a safe, healthy environment for them to enjoy.

Attendance reported is based on the first quarter of the FY 2021-22.

15. How many attendees did your activity attract?

11061

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

Ticket Sales

17. Estimated percentage of Salem residents and/or guests

47%

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)

20%

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

Ticket Sales

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

The other measurable outcome was to have PPE and other equipment for a safe reopening. The Gilbert House team followed strict State guidelines for welcoming the public back to the museum in April 2021. This included a timed admission system to control for capacity limits, increased cleaning protocols and PPE. The team continued the process into the first quarter of the FY 2021-22 with the timed admission process, cleaning breaks without visitors, and PPE provided. The efforts continued into the first quarter of the fiscal year. Working with a marketing consultant, GHCM created new signage to direct traffic flow and new brochures. The team also continued to rely on volunteers to help with increased cleaning as well as contract with a professional carpet cleaner.

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

GHCM utilized the free marketing provided by Travel Salem, provided press releases to major newspapers in the area, our e-newsletter, website and social media. The e-newsletter and social media have a reach of over 10,000 people. GHCM boosted the social media posts for the Portland markets. The most effective resource for marketing and promotion is our social media. We can measure this based on the timing of online ticket sales.

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

GHCM utilized Facebook posts in Spanish to reach households that primarily speak Spanish.

24. Submitted by

Alicia Bay

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

[Reopening Project Budget.pdf](#)
[Reopening Receipts.pdf](#)

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

executivedirector@acgilbert.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Gilbert House Children's Museum

2. Name of program or event

Halloween Re-Engineered

3. Location of program or event

Gilbert House Children's Museum

4. Description of activity

Trick or treating with gizmos and innovative candy delivery systems for children.

5. Completion date(s)

2nd quarter

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

186

7. Estimated volunteer hours to administer program or event

256

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$5,110.00

10. Was the event free?

No

11. Amount of admission ticket, if any

5.00

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

This event invites local community members to be creative for children by building unique candy delivery systems. Ace Hardware made a dragon that shot candy 10 feet to children. Karm Safety had a pulley for kids to get their treats. The Willamette Chemistry Club was a crowd pleaser with fire demonstrations and provided slime for all participants to make. Our board members made catapults and trebuchets for launching candy. Volunteers helped staff the gizmos and provide a welcoming and fun event for children.

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?

Twenty-eight percent of the participants traveled from outside the Salem-Keizer area to participate in this event. They likely ate lunch at a local restaurant or attended other Halloween themed events while in town. Attending the event or being aware of GHCM has increased the number of visitors from outside our immediate area this fall. Marketing on social media for the event was boosted in Portland markets to attract families to Salem for the day.

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?

GHCM has hosted Halloween Re-Engineered for two years. It is becoming a favorite event for families in our community. Children build memories with their families by participating in a fun event designed just for them. The event was Covid friendly and all safety precautions were followed. Parents appreciated having an outdoor event with limited capacity for their young children to enjoy.

15. How many attendees did your activity attract?

600

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

Ticket Sales

17. Estimated percentage of Salem residents and/or guests

72%

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

27%

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

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

1%

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

Ticket Sales

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

Children saw and experienced simple machines in their "Trick or Treating" experiences. This included levers, ramps and pulleys. The gizmos provided children with an engaging and fun Halloween experience and taught them about simple machines. Informal survey questions at the end of the route informed our team of the favorite gizmos and some of the things the children learned at the event.

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

GHCM utilized the free marketing provided by Travel Salem, provided press releases to major newspapers in the area, our e-newsletter, website and social media. The e-newsletter and social media have a reach of over 10,000 people. GHCM boosted the social media posts for the Portland markets. The most effective resource for marketing and promotion is our social media. We can measure this based on the timing of online ticket sales.

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

GHCM utilized Facebook posts in Spanish to reach households that primarily speak Spanish.

24. Submitted by

Alicia Bay

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

[Halloween Re-Engineered Expense Report.pdf](#)

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

executivedirector@acgilbert.org

2. Thank You!



HALLOWEEN RE-ENGINEERED



Sponsored by



FUNDED IN PART WITH TRANSIENT OCCUPANCY TAX FUNDS

Guardian Life - Kit Walling

MSC Engineers

Smile After Smile

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 2021

3. Location of program or event

Willamette Heritage Center

4. Description of activity

Although Quiltopia 2020 was cancelled, Quiltopia 2021 combined the past years preparation, more time quilting at home and anticipation all helped to make this years event a huge success. All Quiltopia went off as planned, Beginning with the Quilt Challenge, in which guests purchased kits and designed small quilts with the theme, "Home is Grand". These quilts were beautifully displayed in the lobby of the Grand Hotel. Next, the "Shop Hop" ran from Oct 14 -Nov 1st - encouraging quilters to visit all 15 shops in the valley that sponsored the show. The shop Passport could be brought to the show for door prizes! The main show itself on Nov 5-6th took place at the Willamette Heritage Center with generous sponsorship and support. The 125 quilts were displayed upstairs with ample space and directional flow for masked guests to view and/or purchases quilts. Artist vendors and quilt guilds were on-site. This year, the artist hands-on workshop with catered breakfast also took place in this venue. Downstairs the 'Restash Boutique' store was stocked with donated fabrics and notions for quilters to purchase. This area was a success well beyond our wildest dreams! The original goal was \$6,000 in sales that became \$15,000! These funds will aid us in the purchase of tents, backpacks, sleeping bags, etc.

5. Completion date(s)

4th quarter

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

300

7. Estimated volunteer hours to administer program or event

480

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$5,313.00

10. Was the event free?

No

11. Amount of admission ticket, if any

7

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 partners with us to provide venue spaces that perfectly matched the show and "re-stash" boutique. They also generously sponsored the event to support HHR in the best possible way. Next, the Grand Hotel were not only a sponsor but a promoter of the event with their in-room Travel Salem events calendar. They also graciously allowed us to fill their lobby with our challenge quilts. Third, we could not have had the success we had without the support of the 15 quilt shops throughout the valley. These shops donated to the raffles, promoted the show, and participated in the "Shop-Hop" - We Thank them ALL!

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

Quiltopia is the perfect kind of event to bring revenue and increase the overall economic impact of tourism in Salem for several reasons. First, admission to the show is reasonably priced (\$7 - Less than a movie). The average length of stay at the show is 1-2 hours, for this reason it leaves plenty of time for lunch, dinner or other activities. We know that 45% of the attendees was from the 10-45 miles away (IE: Dallas, Albany, Silverton, Corvallis, McMinnville, Etc). Of this group of people we received many questions regarding places to dine and activities in Salem. In anticipation of this we prepared a list of restaurants and tourist sites within 2 miles of the event. Next year we hope to cross-promote with some of these venues. We also know that 10% of guests were Portland area, and 5% came up from the Eugene area which is in and around 50 to 100 miles away. Roughly 5% of guests travelled more than 100 miles away from such places as Rhode Island, Alaska, New York and Texas! In surveying these guests, we know that many of them came to visit family and/or friends in the area, that in itself adds value to tourism. However, we know that at least 6 hotel nights were stayed.

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 can be found throughout all cultures and across every country. It is a visual celebration which is as diverse as every community. Any activity that provides an opportunity to educate, bring joy, or inspires an individual; enhances the quality of ones life. Quiltopia is just that kind of event. It is all inclusive from beginner to expert. From someone who comes to learn about the history or techniques of quilting, or someone who just comes to look at colors and patterns.

15. How many attendees did your activity attract?

498

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

Ticket Sales

17. Estimated percentage of Salem residents and/or guests

35%

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

45%

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

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

20%

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

Zip code survey

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

Our second goal was to increase ticket sales for the guest artist event from 25 to 50 tickets. 2 years ago we sold 25 tickets to the evening speaker. This year the artist presented a hands on workshop with catered breakfast. This breakfast format was well received with 47 tickets purchased, and an additional 4 gifted tickets. Total participation 51 guests.

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

Our most successful marketing came from two sources. First, our Quiltopia website which lists all activities for the event and now includes a daily count down which begins 6 months out. Quilters can sign up for our e-newsletter, order quilt challenge kits, raffle tickets and keep quilters updated on changes or added activities. Our second most important promotional tool was our network of Willamette Valley quilt shops. These shops are located in cities up and down the Valley which helped to promote Quiltopia events as well as bring guests to Salem from outlying communities.

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

We did not target any particular group other than those interested in quilting and/or sewing. The 15 quilting/fabric shops advertised and focused on their own particular population needs.

24. Submitted by

Karin Putnam

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

[TOT Grant Budget Template Sheet.xlsx - Special Event.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 Fairgrounds, 2330 17th St NE, Salem OR 97301

4. Description of activity

The Artisan Village is a tent village comprised of the Willamette Art Center Raku glazing and firing tents, and Artisan art vendors.

5. Completion date(s)

1st quarter

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

347

7. Estimated volunteer hours to administer program or event

967

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$7,500.00

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?

The Oregon State fair provided \$7,500.00 to Artisan Village to help defray the total cost of producing the event. Ten artists provided live demonstrations throughout the Artisan Village to entertain and inform the customers.

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?

Artisan village is an important part of the Oregon State Fair, providing an opportunity for visitors to see several different types of artwork in one place. People from all over the state travel to Salem for this annual event. The Willamette art Center provides an opportunity for family members to create their own Raku piece of pottery.

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 Artisan Village not only introduces Salem residents to a ceramics process that was developed in Japan and allows participants of all ages to create a work of art, but it also builds community through the rich conversations and communal atmosphere of the glazing process. Artisan Village volunteers and printed materials at the art center tent introduce Salem-area residents to the Willamette Art Center community activities, such as the Empty Bowls Marion Polk Food Share fundraiser, and center offerings such as classes, workshops and studio passes.

15. How many attendees did your activity attract?

10000

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

at AV event estimated

17. Estimated percentage of Salem residents and/or guests

70%

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

30%

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

10%

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

estimate

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

Willamette Art Center volunteers used hand held clickers to determine that an estimated 10,000 people visited our booth.

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

Marketing and promotion was only done on our website, Instagram and Facebook pages as we not sure there was going to be an Oregon State Fair due to COVID-19. We also were included in the advertising by the Oregon State Fair which increased our outreach.

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

Several vendors were fluent in a language other than English. The Willamette Art Center had two volunteers who 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.

[AV Receipts Set 1 2021.pdf](#)

[AV Receipts Set 2 2021.pdf](#)

[AV Staff & Contract Wages 2021 1 of 2.pdf](#)

[AV Staff & Contract Wages 2021 2 of 2.pdf](#)

[WAC TOT Financials 1st Qtr & AV 20211224.pdf](#)

[TOT Events Grant Supporting photos f1.pdf](#)

[TOT Grant Budget Template Sheet 2021 f1.xlsx](#)

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

programadmin@willametteartcenter.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

1313 Mill St. SE, Salem OR 97301

3. Description of project

Repairs, maintenance, and replacement of various HVAC systems on site.

4. Date completed

2nd quarter

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

16

6. Estimated volunteer hours to administer program or event

0

7. Amount of funds provided by TOT

\$6,641.90

8. Amount of funds provided by other sources

\$6,641.90

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

2

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

CJ Hansen provided the labor and materials for the six visits they needed to complete the work. Johnstone Supply provided the filters that were needed for the HVAC systems.

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

We know from our surveys that WHC attracts heritage tourists and that those visitors have a positive economic impact on Salem tourist facilities. The appearance of a well-maintained infrastructure both inside and out instills an air of confidence and professionalism about the organization of the WHC. It is difficult to put a value on a good reputation. Dilapidation raises a lack of trust in the organization. Upgrading possibly dangerous facilities will enhance our general appearance and assure tourists and area visitors that the facility - and by extension our collection - receives professional care and handling. It engenders public trust, which in turn increases the ownership and involvement of community members.

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

WHC connects generations by persevering and interpreting Mid-Willamette Valley history. Among our collections are artifacts from pre-statehood settlers (1834-1859), the change and expansion of the City of Salem and the surrounding region, and the history of the local textile industry. These collections are valuable to the understanding and interpretation of the earliest immigration of settlers to the Pacific Northwest, their encounter with the Kalapuya Indians, chaining of the valley lands and subsequent growth of industry, agriculture, and transportation in the region. Although unique to the Willamette Valley, the artifacts and the history they interpret also mirrors the expansion and growth of the United States as a whole. As one teacher commented to our staff "I've been teaching the Industrial Revolution for years, this mill (Thomas Kay Woolen Mill) explains it visually. The students can see it." The HVAC system upgrades and replacements will support the WHC's Collections Management Policy and industry standards.

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 is a community treasure that enhances the quality of life for Salem residents and is one of the more significant history sites in Salem, and as such is a key heritage tourism destination for the Willamette Valley. Out of state visitors traveling through the area often check online for museums and heritage sites to visit which is where they find WHC. The improvements paid for by this grant contributes to creating a safe, attractive environment and enhances WHC's ability to attract tourists and enrich the lives of Salem residents. Our children, their families, friends and neighbors can all share and understand their own collective history. TOT funding continues to build a strong a community-centered museum that preserves our heritage while attracting visitors to our site and to Salem.

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

Filter replacement on all HVAC units on site are a part of the facility maintenance schedule. The filters range in cost from \$4 - \$10 each. Annually, that will come to approximately \$400 for the filters.

In addition, now that the HVAC systems are up to date and running well, the WHC has created a service agreement with CJ Hansen to maintain the HVAC systems throughout our site. This preventative maintenance agreement will cost the WHC \$3,120/year (yearly maintenance on all equipment for a total of 2 times a year x \$1,560.00 = \$ 3,120.00)

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: Diversified funding for the capital project.

Goal/Target: Utilize more than one additional funding source.

Result: CJ Hansen has provided these services at a discounted rate as we now have an annual agreement with them to maintain our systems throughout the site. This will save us money in the long run.

Outcome #2: Amount of time from project implementation to completion.

Goal/Target: HVAC systems will be repaired or replaced by the end of 1/2022.

Result: This project was completed by mid-December, ahead of the projected timeframe proposed in the original grant application.

16. Submitted by

Michelle Cordova

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

[TOT Receipt Summary Willamette Heritage Center.pdf](#)

[WHC Invoices CJHansen Johnstone HVAC work.pdf](#)

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

michellec@willametteheritage.org

2. Thank You!

Thank you for submitting your report.