

## SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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#### **Board Members**

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

## City Staff

Chris Neider, Staff Liaison Kelly Kelly, Staff Support

Next Meeting: March 8th
TOT Grant Score & Budget Reviews
http://www.cityofsalem.net/CTPAB

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#### MEETING AGENDA

Tuesday, February 8, 2022 6:00 - 8:00 PM

## **City of Salem Planning Division YouTube Channel**

Link: https://www.youtube.com/channel/UCUsS60lpf8AGI1u24Yg248Q/Salem, OR

- 1. Call to Order
- 2. Roll Call
- 3. Approval of Today's Agenda and the Minutes from:
  - a. January 11, 2022, CTPAB meeting minutes
- 4. Public Testimony limited to three minutes per organization and pertaining to items on the agenda.
- 5. Items Requiring Action
  - a. Declaration of Potential Conflicts of Interest
  - b. Change request from Willamette Master Chorus for current event grants
  - C. Review of FY 2023 Event/Project Grant Applications for organizations (ENLACE, Hoopla, Odyssey Collective, Press Play Salem, SAA, Salem on the Edge, SMI, SPLF, SRC, Sasquatch Sports, WAC, and WHC)
- 6. Information Items
  - a. Cultural and Tourism Fund Reports January 2022
  - b. Cultural and Tourism Fund Revenue (Tax) Reports January 2022
  - c. Facility Operating Grant Reports A.C. Gilberts Children's Museum, Willamette Art Center, and Willamette Heritage Center
  - d. Event Grant Reports Salem Riverfront Carousel
  - e. Capital Improvement Reports None
  - f. Update AEP6 Study Americans for the Arts
- 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

Item 3.a.

## MINUTES

# CULTURAL AND TOURISM PROMOTION ADVISORY BOARD Tuesday, January 11, 2022 Remote Meeting via ZOOM

https://www.youtube.com/watch?v=PLiCD7P1gHw

#### MEMBERS PRESENT

Felipe Gonzales-Chair Laura Tesler Gaelen McAllister Ryan Gail Omar Alvarado Kelly Thomas - New Geoffrey Tiffany – New Vacant

## STAFF PRESENT

Chris Neider, CD Management Analyst II Kelly, CD Staff Assistant

#### **GUESTS**

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

Facility Operator and CIP TOT Grant Applications for the 22-23 Cycle were reviewed.

#### MEMBERS ABSENT

Geoffrey Tiffany

#### **GUESTS**

Sue Karnosh - WAC Cindy Nelson - WAC Sally Puhek Litchfield, Elsinore Theatre Michelle Cordova – Willamette Heritage Center Kathleen Fish. Salem Multicultural Institute Yvonne Putze - Deepwood Museum & Gardens Alicia Bay - Gilbert House Children's Museum Carlee Wright -Press Play Salem and CVS Bryan Gonzales – Festival Chorale Oregon Liz Yandall – Keizer-Salem Youth Basketball Irene Bernards, Travel Salem Angie Onyewucki – Travel Salem Aubrey Near – Enlightened Theatrics Vincenzo Meduri – Enlightened Theatrics Karin Putnam - Helping hands Resources Elizabeth Nevue – Ceili of the Valley Carlee Wright - Press Play Salem Zachery Cardoso - Capital Pride Genny Wedel - Ceili of the Valley Liz Yandall - Keizer-Salem Youth Basketball Assoc Marie Bradford Blevins - Salem Riverfront Carousel Leilanie Tucker – Englewood Forest Festival

## 1. CALL TO ORDER

Chris Neider began the meeting at approximately 6:04 p.m. with 7 of 8 members present.

## 2. ROLL CALL

Felipe Gonzalez, chair, read the roll call.

Members present: Felipe Gonzales, Gaelen McAllister, Scott Snyder, Ryan Gail, Omar

Alvarado, Kelly Thomas, Laura Tesler, Chris Neider, Kelly Kelly

Members Absent: Geoffrey Tiffany.

New Board Member, Kelly Thomas was introduced and welcomed to the CTPAB.

## 3. APPROVAL AGENDA AND MINUTES

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

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

Motion by: Felipe Gonzalez

Seconded by: Ryan Gail ACTION: APPROVED

 Vote:
 7-0

 Aye:
 7

 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.** 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.

**Motion:** To 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.

Motion by: Felipe Gonzalez

Seconded by: Ryan Gail ACTION: APPROVED

Vote: 7-0
Aye: 7
Nay: 0
Abstentions: 0

**b.** Presentation of Travel Salem's FY 2021 Annual Report

**Motion:** To accept the Travel Salem Report as presented.

Motion by: Felipe Gonzalez Seconded by: Gaelen McAllister

ACTION: APPROVED

Vote: 7-0
Aye: 7
Nay: 0
Abstentions: 0

- **c.** Review of FY 2023 Salem Riverfront Carousel's TOT Facility Grant Application.
- **d.** Review of FY 2023 Event/Project Grant Applications for organizations AC Gilberts to Keizer-Salem Youth Basketball Association (13 or 25 Event/Project 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

## 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, February 8, 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 2<sup>nd</sup> half of the '22-'23 TOT Event or Project Grant Applications. Those organizations who have applied are encouraged to be present to respond to any questions the Board may

have about their Event or Project Grant Applications. With no further business, Felipe Gonzalez adjourned the meeting at approximately 8:04 PM.

Respectfully Submitted,

Kelly Kelly, Board Staff Support



2021-2022

**Board of Directors** 

February 2, 2022

President

Scott Reichlin, MD

Vice President George Bachik

**Secretary**Judy Quenzel

Treasurer

Stephanie Thompson

**Board of Directors** 

Aimee Amend Larsen Emil Graziani Abby Kahl, Chorus President Ralph Lindsay Dr. Wallace Long

**STAFF** 

Toni Peterson

Dr. Paul Klemme Artistic Director & Conductor

Jessica Carpenter Administrator

Sue Coleman Accountant

Will Hawkins Graphic Designer To the Cultural and Tourism Promotion Advisory Board,

The Willamette Master Chorus would like to request the board consider allowing the use of grant funding that was awarded for our November 2021 and December 2021 concerts to be utilized for the February 2022 and April/May 2022 concerts. Willamette Master Chorus was awarded \$7,500.00 per concert, \$15,000.00 total.

The chorus has been providing virtual concerts for the past 18 months free of charge, which did not qualify for the use of the tourism grant funds. However, we are excited to announce the chorus will be returning to live performances in February 2022. The first in-person live concert is being offered again at no cost to attendees and with reduced capacity to allow for social distancing and safety measures. The concert will still be available virtually for those who can not attend in person as we transition to live events and determine the comfort level of our audience members and work with Willamette University on venue requirements.

Both the winter and spring concerts will be held in Salem, at Willamette University, in Hudson Hall.

Please let us know if you have any questions or need any further information to consider this request.

Sincerely,

Judy Quenzel

Judy Quenzel

WMC Board Secretary & Grant Committee Chair

## Cultural and Tourism Fund Fund Status Report - For the Period Ending January 31, 2022

Item 6.a.

	FY 20	21-22	FY 2	020-21		
	Budget	Actual Thru	Budget	Actual Thru	FY 20-21	%
	FY 2021-22	31-Jan	FY 2020-21	31-Jan	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	2,311,029	3,180,370	1,415,309	895,720	63.29%
Other agencies	5,400	1,846	5,400	1,738	108	6.21%
Interest earnings	2,500	4,061	2,500	5,112	(1,051)	-20.56%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	9,200	12,000	8,400	800	9.52%
US Treasury ARPA	1,637,570					
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers			-		-	0.00%
Total Resources	6,185,030	4,162,984	3,599,590	1,813,033	2,349,951	129.61%
Expenditures by Division						
Conference Center Marketing	313,210	175,000	309,090	-	175,000	
Tourism Promotion - Travel Salem	783,030	498,468	795,090	331,188	167,280	50.51%
City Programs/Parks/CIP	1,570,920	873,780	1,582,240	862,397	11,383	1.32%
Administration	314,650	178,361	275,140	160,866	17,495	10.88%
Major Tourist Attractions and Cultural Facilities	469,810	209,382	573,530	152,200	57,182	37.57%
Contingency	120,000	13,223	64,500	12,441	782	6.29%
Total Expenditures	3,571,620	1,948,214	3,599,590	1,519,092	429,122	28.25%
Total Resources Less Expenditures	2,613,410	2,214,770	-	293,941	1,920,829	653.47%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue											Annua			
	JUL	AUG	SEP	ОСТ	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	145,527	242,655	239,423	308,353	743,853	3,990,841	3,132,120
% Chg		106.61%	89.72%	54.72%	14.74%	56.79%	77.46%	0.00%	0.00%	0.00%	0.00%	0.00%	28.94%	
	800,000 600,000 400,000 200,000					•		<b>•</b>	•	<b>\( \)</b>		<b>→</b> 2020- <b>—</b> 2021-;		27.42%

## 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 January FY 2020-21	1,415,309
YTD January FY 2021-22	2,311,029
Variance FY 20-21 to FY 21-22	63.29%

## **CTAB Completion Report-Facility**

## 1. (untitled)

# CTPAB 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

Gilbert House Childrens Museum

2. Name and location of facility

Gilbert House Children's Museum

3. Reporting period

2nd quarter

4. Total number of days open

63

5. Total hours of operation

441

6. Volunteer hours for period

641

7. Total attendance at facility

9527

8. List the attendance and each type of activity

Museum tours / gallery visits: 9407 Classes, Workshops, Camps: 120

9. Operating expenses funded by TOT for the period

\$7.385.00

- 10. Special project expenses funded by TOT for the period (i.e., one-time events, brochures, unanticipated repairs)
- 11. Total income from other sources

\$177,867.00

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

Gilbert House Children's Museum hosted two events in the second quarter. The first was Halloween Re-Engineered, an event funded in part with TOT funding. We welcomed many guests from outside the Salem-Keizer region for a fun, innovative trick-or-treating event. (The funding for the event was received in the third quarter and will reported as income in that quarter.)

The second was Noon Year's Eve, an annual event in which our team releases 1,000 balloons at noon to welcome the new year. We limited capacity by preselling tickets for the event. In addition to the balloon drop, GHCM had a hot chocolate bar and additional crafts for families. Forty percent of the attendees were from outside the Salem-Keizer region, with five percent being from states other than Oregon.

13. 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.

A benchmark used by Gilbert House Children's Museum is measuring the number of guests from out of town. Our goal is to have at least 20% of our visitors are from cities other than Salem-Keizer. We do marketing outreach to these regions through paid ads with PDX Parent and targeted social media posts. The zip codes are collected at the point of sale for all transactions. GHCM exceeded our benchmark with 48% of our visitors being from out of town. Sixteen percent of our visitors reside in a state other than Oregon.

#### 14. Submitted by

Alicia Bay

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

executivedirector@acgilbert.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-Facility**

## 1. (untitled)

# CTPAB Completion Report TOT Funds Supporting Salem Tourism

**Facility Operating Grant** 

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

1. Organization name

Friends of the Visual Arts dba Willamette Art Center

2. Name and location of facility

Oregon State Fair, 2330 17th St NE, Salem OR 97301

3. Reporting period

2nd quarter

4. Total number of days open

72

5. Total hours of operation

658

6. Volunteer hours for period

584

7. Total attendance at facility

3018

8. List the attendance and each type of activity

Student attendance: 118

Events, Festivals, Experiences, Other Programs: 872

9. Operating expenses funded by TOT for the period

\$7,422.50

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

\$0.00

11. Total income from other sources

\$69,162.00

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

The Willamette Art Center provided a variety of Fall classes and workshops which filled immediately and attracted many new students. The highlight this quarter was our most successful Empty Bowls sale to date. A large fairgrounds venue enabled us to display over 1,500 bowls, including pieces by the Salem Capitol Carvers and Wood Turners. Attendance was 872 with 113 volunteers supporting the sale. We were proud to donate \$27,000 to the Marion Polk Food Share to help alleviate hunger in our community.

13. 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.

Facility attendance increased from 2301 in 2020 to 3018 in 2021, an increase of 31.1604%. Data was collected by daily sign-in sheets, volunteer sheets, and by hand tally. The increase was due to we were able to hold our classes, workshops, as well as holding Empty Bowls.

## 14. Submitted by

Sue Karnosh

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

programadmin@willametteartcenter.com

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

2nd Qtr Supporting photos.pdf

## 2. Thank You!

Thank you for submitting your report.

# emptybowls























## **CTAB Completion Report-Facility**

## 1. (untitled)

# CTPAB Completion Report TOT Funds Supporting Salem Tourism

**Facility Operating Grant** 

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

1. Organization name

Willamette Heritage Center

2. Name and location of facility

1313 Mill St. SE, Salem OR 97301

3. Reporting period

2nd quarter

4. Total number of days open

64

5. Total hours of operation

384

6. Volunteer hours for period

1913

7. Total attendance at facility

13697

8. List the attendance and each type of activity

Museum tours / gallery visits: 407 Classes, Workshops, Camps: 75

Events, Festivals, Experiences, Other Programs: 8405

Rentals: 4810

9. Operating expenses funded by TOT for the period

\$7.610.00

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

\$0.00

11. Total income from other sources

\$347,691.00

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

WHC once again offered our annual event, Magic at the Mill, in person this year. We were very excited, once again, to provide this family-friendly tradition to Salem residents and their out-of-town holiday visitors. We followed strict COVID protocols and guidelines, tickets were primarily purchased online, and we filled our site with lights, entertainers, food, music, and Santa the week before Christmas. As always, this event was a huge success (even with the questionable weather our guests endured) as we hosted 2700 visitors over the five night period. Two nights we partnered with a local medical clinic to offer a COVID vaccine clinic. Because of this, we will receive funding from OHA as a "community vaccine partner" to cover expenses for this event. That allowed us to put more money than typical into marketing and outreach to bring more interest to the event than in the past. The numbers were not as high as usual since we limited the number of attendees to maintain social distancing and keep the bulk of the activities outside, thereby minimizing exposure to COVID.

13. 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: Offer one educational program/month for groups with varying abilities. Method used to track: We provided 900 attendees an opportunity to attend our FREE drive-through Trick-or-Treat event on Sunday, Oct. 31. This event was particularly exciting this year as we added an educational component we hadn't offered last year. As the guests drove through our site to gather candy from our community partners (19 "candy crew" partners this year), they saw yard signs on "the history of harvesting and harvesting facts in the Mid-Willamette Valley". We heard from a number of visitors about their enthusiasm to "learn something new" and how much they enjoyed that aspect of the event. As this was a drive-through FREE event, the educational experience was open to those with limited mobility and limited monetary resources.

## 14. Submitted by

Michelle Cordova

15. 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

Salem's Riverfront Carousel

2. Name of program or event

Santa at the Carousel

3. Location of program or event

101 Front St. NE

4. Description of activity

Santa at the Carousel COVID-19 Style! Families made reservations to meet with Santa in a COVID safe environment and send Santa a letter.

5. Completion date(s)

2nd quarter

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

225

7. Estimated volunteer hours to administer program or event

0

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$5.875.00

10. Was the event free?

No

11. Amount of admission ticket, if any

15

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

The two business who donated their time were behind the scene who assisted us with the prep work for the event. HERC Rentals donated their lift to us to hang holiday lights, clean windows and the building, Electric Motors worked on the motors in our elves for our Elves photo both and tune up the Carousel motor for the holidays.

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

Our Santa events not only brings families from Salem and the surrounding areas but from across the Pacific Northwest. 35% of our customers come from 5 - 45 minutes away and 8% travel 50 miles or more to enjoy our holiday events. Our guests ask for places to dine and shop and inquire about other holiday activities happening in Salem. The majority of the guests who travel here from other states, came to visits family and or friends.

## 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?

Salem's Riverfront Carousel has created a family friendly destination for the Salem community and surrounding areas. Our venue and event is available to those of diverse backgrounds, ages and abilities. We provide a safe and healthy environment for all to enjoy.

15. How many attendees did your activity attract?

1638

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

Tkt sales/RSVP

17. Estimated percentage of Salem residents and/or guests

57%

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

35%

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

8%

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

RSVP check ins

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

To increase RSVP for Santa event over last years - 2020 RSVP bookings 298 with 1575 total guests/ 2021 RSVP 318 bookings with 1631 total guests an 6.29% increase in bookings and a 3.43% increase in total guests.

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

The most effective resources for the Carousel is our website, our social media accounts and utilizing the free service of Travel Salem.

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

Our holiday event information was in English and Spanish along with our Santa letters.

24. Submitted by

Marie Bradford Blevins

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

Copy of TOT Grant Budget Template Sheet (002).xlsx SKM C250i22013111590.pdf

SKM C250i22013111390.pdf

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

marieb@salemcarousel.org

#### 2. Thank You!

















