

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Board Members

Scott Snyder, Chair
Rita Siong, Vice-Chair
Johnathan Baker
Gaelen McAllister
Elaine Navarro
Laura Tesler
Ryan Gail
Omar Alvarado
Felipe Gonzales

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: March 9th
TOT Grant Application Scores
<http://www.cityofsalem.net/CTPAB>

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MEETING AGENDA

Tuesday, February 9, 2021

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 12, 2021 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
 - a. Review of CTPAB Guidelines for Scoring Grant Applications (including conflict of interest declarations)
 - b. 2nd Half of the Event Grant Applications (Rivers of Life, Salem Public Library Foundation, Salem Multicultural Institute, Willamette Art Center, Willamette Master Chorus, ENLACE, Deepwood Estates, Helping Hands, ODYSSEY, Press Play Salem, Sasquatch Sports, and Ceili of the Valley Society)
6. Information Items
 - a. Cultural and Tourism Fund Reports – January 2021
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – January 2021
 - c. Facility Operating Grant Reports – Bush House Museum, Deepwood Estates Museum & Gardens, Elsinore Theatre, Gilbert House Children's Museum, Riverfront Carousel, Salem Art Association, Salem Multicultural, Willamette Art Center, Willamette Heritage Center
 - d. Event Grant Reports – SRC – Santa at the Carousel 2020
 - e. Capital Improvement Reports – None
 - f. Annual Reports – None
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, January 12, 2021
Remote Meeting via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

MEMBERS PRESENT

Scott Snyder, Chair
 Jonathan Baker
 Gaelen McAllister
 Laura Tesler
 Ryan Gail
 Felipe Gonzales

STAFF PRESENT

Chris Neider, CD Management Analyst II
 Kathy Knock, CD/IT Tech Specialist
 Kelly Kelly, CD Staff Assistant

MEMBERS ABSENT

Rita Siong, Vice Chair
 Elaine Navarro
 Omar Alvarado

GUESTS

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

Input, questions and updates ahead of the meeting were invited by Chris Neider.

GUESTS

Angie Onyewuchi, Travel Salem
 Irene Bernards, Travel Salem
 Kara Kuh, ravel Salem
 Matthew Boulay, Salem Art Association
 Denise Magee, Salem Art Association
 Alicia Bay, AC Gilbert Children's Museum
 Kathleen Fish, Salem Multicultural Institute
 Marie Bradford Blevins, Salem Riverfront Carousel
 Michelle Cordova, Willamette Heritage Center
 Sally Puhek Litchfield, Elsinore Theatre
 Denise Magee, Salem Art Association
 Ross Sutherland, Bush House Museum
 Carlee Wright, Press Play, Ceili of the Valley
 Mark Green, Make Music Salem
 Yvonne Putze, Deepwood Museum
 Joanna Fields, Capital Futbol Club
 Genoa Ingram, Oregon State Capital Foundation
 Courtney Trezise, Oregon Symphony Assoc.
 Leilani Tucker, Englewood Forest Festival
 Roger Williams, WAC
 Jason Unruh, CherryFest NW, Hoopla

1. CALL TO ORDER

Chair, Scott Snyder, began the meeting at approximately 6:04 p.m. with 7 of 9 members present.

2. ROLL CALL

Members present: Scott Snyder, Jonathan Baker, Gaelen McAllister, Laura Tesler, Ryan Gail, Felipe Gonzales, and Chris Neider, Kelly Kelly and Kathy Knock.

Members absent: Rita Siong, Elaine Navarro, Omar Alvarado

Chair Scott Snyder opened the meeting and welcomed everyone to the virtual meeting, both those attending via Zoom and those tuning in via YouTube to watch.

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the December 8, 2020 CTPAB meeting minutes.

Motion: To approve today's agenda and the December 8, 2020 CTPAB meeting minutes.

Motion by: Laura Tesler

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 6-0

Aye: 6

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. Travel Salem's Annual Report – Angie Onyewuchi presented the Travel Salem annual report powerpoint presentation.

- b. Tourism Market Insights from Travel Salem for 2021

Surveys shows public trend towards COVID optimism and improvement is trending up.

Folks are dreaming of adventure and travel when things improve. 61% of travelers have a high degree of hope of travel, which is a positive sign for the year ahead.

Motion: To approve today's Travel Salem annual report as presented.

Motion by: Gaelen McAllister

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

c. Review of CTPAB Guidelines for Scoring Grant Applications (including conflict of interest declarations)

Laura Tesler recused herself from grading SAA event applications. Omar Alvarado recused himself from grading the Odyssey event grant application.

d. Event Grant Applications review (Capital Futbol, Hoopla, Englewood Forest Festival, AC Gilbert House Children's Museum, Make Music Day, Oregon Symphony Association in Salem, Oregon State Capitol Foundation, Rivers of Life, Salem Art Association, Salem Riverfront Carousel)

Capital Futbol – Q - Laura Tesler asked about Food Stands, economic gain benefit options and additional sponsors. A – Travel Salem works with Capital Futbol. Pioneer Trust is a primary sponsor. More sponsors will be secured as events become scheduled. Families come to town for the sporting events and spend money at local restaurants, shops, sometimes lodging, etc.

Budget question. Q - Expenses exceed Revenues. A – There are still unknowns with scheduling and events and therefore there are more sponsors yet to secure. Events will be May, June, July, Aug of '21 and '22, and there is overlap with the TOT funding cycle. This years' funding cycle is 7/1/21 through 6/30/22.

Q-Ryan asked about diversity and inclusivity. A – Joanna noted players from across the world come as guests and bring an amazing multi-cultural experience to Salem and to the kids and families involved. Joanna also noted there is a huge Latino population highly involved and materials are printed in English and Spanish. Q-Gaelen, 489 people per game? A. – Joanna, Yes.

Englewood Forest Festival – Leilani Tucker present. Event will be August 14th, 2021. Gaelen noted their nice job moving forward with expansion plans while still keeping it a neighborhood focused event. Q-Ryan – about hotel nights. A - Leilani noted there are no hard numbers and entry into park is very open. Intelligence is gathered by visiting only and the event is pretty locally focused. Q - Scott noted \$3000 for a one-day event is a lot. A – Leilani noted money goes to entertainment, audio equipment for the performances and marketing. Q - Scott encouraged the Festival to charge local artists making sales to pay something. A – Leilani noted there is a booth fee.

Festival Chorale – Was not listed as among those being reviewed tonight. Brian Gonzales was not present to respond. Add to next meeting for review.

AC Gilbert Children's Museum – Halloween Re-Engineered – Re-Opening.

Board noted great and creative use of technology and clever way to switch gears for social distant candy event. Reopening is tentatively planned for Fall, best guess.

Q-Ryan – Diversity and Inclusion and generating overnight hotel stays?

A-Alicia doesn't think overnight stays are their big focus. Increased quality of life is definitely the key. Alicia did note the turn-out was terrific and folks that come are encouraged to stay, eat, shop, etc, while in town for their visit.

Q-Scott – Regarding Re-Opening event, is this the best use of TOT revenue for “Re-Opening” vs. some other event? A – Alicia and the team thought this was the best and most reliable way to ensure funding for the re-opening with so many unknowns for planning events.

CherryFest NW – Jason Unruh – Jason noted all three boxes should be checked. The event will be moved to State Fairgrounds in 2022. Cornhole, rodeo, secondary basketball event, and carnival events will all be included. Jason wants to involve any partner interested with their event or items to sell for this 3 day event – like a 3-day fair. The events will incorporate both indoor and outdoor spaces.

Hoopla – Jason Unruh – 22nd annual event.

Make Music Day – Mark Green – TOT sponsored event will be June 21 of 2022. Make Music Day is always held June 21st. Q-Laura asked what is it? A –Mark - It is historically held the 1st day of summer as an event involving music, outdoors, free, open to all, welcoming, celebration of music. Q-Gaelen asked about school involvement. A-Mark – we try, but it is tough since it falls outside of the school year. There will be some sort of event June 21, 2021, but this grant is for June 21, 2022. Q- Scott asked what will happen to a \$10,000 surplus of profit? A - Mark, invest in marketing, equipment, pay people in related businesses of sound, stage equipment, etc. Use it to the best to continue the organization into the future.

Oregon State Capitol Foundation – Genoa Ingram – Cherry Blossom Day at the Capitol – Q – Gaelen/Ryan – Are there plans to seek more sponsors beyond the Capitol Foundation?

A – Foundation is about enhancing the Capital grounds, exhibits, preservation and opening the grounds and building to the public, share and teach the history, etc. There are a number of in-kind contributions and businesses that contribute and promote, which enhances the organization and the community. Business and sponsor involvement is always welcomed but the event will go forward with or without the additional business and sponsor involvement.

Q-Scott, what makes up the \$7000 towards planning, marketing and promoting? A – Genoa, radio ads, cost for entertainment such as Japanese Tea Dancers, cost to keep Capitol building open on weekends, equipment such as tent rentals, refreshments, etc.

Oregon Symphony Assoc – Salem Concert Series & Salem Young People's Concert - Courtney Trezise – Q- Are concerts held at Willamette Smith's Auditorium? A – Yes

Q-Gaelen – do you work for diversity and outreach for concert participation and audience?

A – Yes. Title 1 schools are contacted and any help with free tickets, help with transportation costs of bussing, etc. are provided when possible.

Q- Does this event generate overnight stays? A – it is a school day event that enhances quality of life more than contributing to overnight stays.

Q- Audience diversity? A – This is an ongoing challenge. Inviting and featuring artists of diverse populations and ethnicities is one way they tackle the issue.

Willamette Sternwheeler and Rivers of Life? Jerry Herrmann was not present to engage. Q-Revenues vs Expenses. What will \$10000 profit be used for? Q- Cost per individual might be high? Q-Logistical questions about senior centers vs general public. Concern that TOT money is main source. Travel of more than 50 miles qualifies as out-of-town/over-night guest.

Salem Art Fair – Denise Magee – Tentatively planned for July, 2021. Discussion of moving the event to September is in play. What would be involved to get TOT approval to move the event? Chris noted moving from July to September within the same budget cycle is allowed with Board notification. Q – Scott – what is the \$100,000 of year-round program expense? A – the organization is a year-round program that exists to put on an annual festival, in addition to everything else they do, operating as a tourist destination year-round.

Riverfront Carousel – Marie Bradford Blevins – Santa at the Carousel – So many lessons learned this year to accommodate Covid requirements. Zoom calls and reservations were both a huge hit. Santa played the mandolin, which was a huge hit. Kids loved singing with Santa. Many aspects of COVID Santa will be incorporated into the Santa experience moving forward. Both private reservation slots and the regular “line-up” to see Santa will be incorporated this December. Board forwarded their Kudos for the creativity and flexibility to pivot and make an altered experience happen in 2020. Q – Gaelen, budget: Expenses exceed Revenue? A – lessons learned include better photo booth equipment, charges for Zoom Calls can be increased, etc.

Willamette Heritage Center – Willamette Rail Day – Michelle Cordova – Rail Day is set for 9/25/21. Magic at the Mill will also happen in December, but is not a TOT event grant request this year.

6. INFORMATION ITEMS

- a. Cultural and Tourism Fund Reports – December 2020
39% Reduction from July to December, 2020
- b. Cultural and Tourism Fund Revenue (Tax) Reports – December 2020
34% Reduction from December of the previous year
- c. Facility Operating Grant Reports – None
- d. Event Grant Reports – None
- e. Capital Improvement Reports – None
- f. Annual Reports – Travel Salem

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.)

Ross Sutherland, Bush House Museum, is working on Virtual Fieldtrip Programming showing both the inside and outside of the property. Work on reinterpreting the museum to increase knowledge of the diverse history of the museum is in process. Matthew Boulay, Salem Art Association, Interim Director, Board Member and local artist introduced himself. Denise Magee, noted Virtual Clay Ball will be 2/21/21, Silent Auction is set for 2/17-2/21. The theme this year is Through the Looking Glass, having some fun with Adventures in Wonderland. There will be virtual wine tasting and musical performances,

and much more. Tune in.. Sally Puhek of The Elsinor shared the Elsinore Wine Fund Raiser in conjunction with Roth's and Willamette Valley Vineyards is helping immensely in these demanding times. Wine is \$29.99 per bottle, available now at Roth's. Yvonne Putze-Deepwood, had a busy December with many virtual events from Storytelling to Tours looking at the Home's history over the holidays. Tours have been produced in Spanish as well. Educational programming for schools are in process and will be launched in Feb or March. Deepwood is excited about partnership with SMI for their Coffee/Tea exhibit. Deepwood rentals for May/June are still difficult, but looking more hopeful. Carlee Wright, Press Play & Ceili of the Valley is putting on a virtual concert, featuring Scottish performers, Robert Burns and Peter Daldry. Concert will be 1/23/21 at 7 PM – Free with donations accepted. Salem Multicultural Institute is open and an option for local activity. Yvonne clarified the exhibit at the Worldbeat Gallery is open Tues-Friday, 11-5 and Saturdays by appointment. Genoa Ingram of the Oregon State Capital noted the Capital is currently closed to public, but that business there continues via Zoom. Mark Green – Make Music Salem, noted he would get the requested budget info to Chris Neider after the meeting.

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

9. ADJOURNMENT

With no further business, Chair Scott Snyder adjourned the meeting at approximately 8:40 p.m.

The next regular meeting will be Tuesday, February 9, 2021, 6-8 PM, via Zoom and YouTube. The 2nd half of Event Grant Applications (Festival Chorale, Salem Public Library Foundation, Salem Multicultural Institute, Willamette Art Center, Willamette Master Chorus (2), Small Events: Enlace, Friends of Deepwood, Helping Hands, Odyssey, Press Play Salem, Sasquatch Sports (Capital City Classic), Ceili of the Valley, will be discussed. Those who applied for one of these Grants are encouraged to participate and be available for board questions. Contact Chris Neider ahead of the meeting to confirm your desire to participate and receive the meeting Zoom link.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,177	238,457	323,419	287,170	186,529	165,617	236,482	287,341	204,371	79,478	290,940	2,513,981	3,180,370
% Chg		-58.91%	-55.25%	-7.13%	-20.98%	-34.12%	-27.18%	0.00%	0.00%	0.00%	0.00%	0.00%	-25.51%	-20.95%

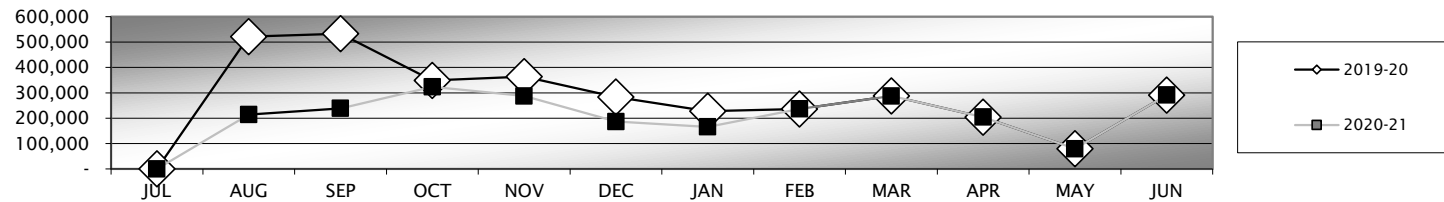


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021.

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 2019-20	2,276,342
YTD January FY 2020-21	1,415,369
Variance FY 19-20 to FY 20-21	-37.82%

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

	FY 2020-21		FY 2019-20		FY 19-20 to FY 20-21	% Difference
	Budget	Actual Thru	Budget	Actual Thru		
	FY 2020-21	31-Jan	FY 2019-20	31-Jan		
Resources						
Beginning fund balance	399,320	382,474	473,000	660,962	(278,488)	-42.13%
Tax collections	3,180,370	1,415,309	4,137,870	2,276,342	(861,032)	-37.83%
Other agencies	5,400	1,738	5,400	(305)	2,044	-669.42%
Interest earnings	2,500	4,561	2,500	9,337	(4,777)	-51.16%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	8,400	12,000	7,000	1,400	20.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	3,599,590	1,812,482	4,630,770	2,953,336	(1,140,853)	-38.63%
Expenditures by Division						
Conference Center Marketing	309,090	-	300,090	150,045	(150,045)	-100.00%
Tourism Promotion - Travel Salem	795,090	331,188	1,030,720	504,616	(173,428)	-34.37%
City Programs/Parks/CIP	1,582,240	862,397	1,737,560	1,003,251	(140,854)	-14.04%
Administration	275,140	160,866	339,690	189,024	(28,158)	-14.90%
Major Tourist Attractions and Cultural Facilities	573,530	152,200	618,000	329,535	(177,335)	-53.81%
Contingency	64,500	12,441	120,000	10,885	1,556	14.29%
Total Expenditures	3,599,590	1,519,092	4,146,060	2,187,356	(668,264)	-30.55%
Total Resources Less Expenditures	-	293,390	484,710	765,980	(472,589)	-61.70%

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

Bush House Museum

2. Name and location of facility

Bush House Museum | 600 Mission Street SE | Salem, Oregon 97302

3. Reporting period

2nd quarter

4. Total number of days open

0

5. Total hours of operation

345.6

6. Volunteer hours for period

88

7. Total attendance at facility

0

8. List the attendance and each type of activity

Museum tours / gallery visits : 0

Films / performances : 0

Student attendance : 0

Children's Entertainment : 0

Classes, Workshops, Camps : 0

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 0

Rentals : 0

9. Operating expenses funded by TOT for the period

\$6,937.50

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

\$27,717.00

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

Due to the COVID-19 health crisis, the Bush House Museum was not open for in-person guided tours during October, November and December, 2020. While the Museum was not physically open to the public, Salem residents, visitors, and those outside the City of Salem, could access a virtual guided tour of the Museum's interior at <https://bushhousemuseum.org/> To date this two-part video has been viewed by nearly 325 individuals and classrooms. The historic Bush Conservatory was closed for the season, so it was not possible to record a portion of the onsite visitors with a counting device. As weather permits, the front porch of the Museum is the setting socially distanced conversations, small educational meet-ups and in-person counseling sessions.

Although the Museum was not open for guided tours, Ross Sutherland, Director continued working to enhance Salem's appeal as a tourist attraction. There is optimism about the reopening of Salem to visitors sometime in late spring to early fall 2021, based on the distribution of the COVID-19 vaccines. Changes to these plans, however, from the phased scheduling of vaccinations and new COVID-19 variants, make it extremely difficult to plan more specifically for a reopening date.

To address this uncertainty, the Museum is developing a Bush House Museum, Cellphone Walking Tour which will enable visitors to Bush's Pasture Park to learn more about the Bush House Museum, on their own schedule and pace, as they follow CDC guidelines for park visitation. During the 2nd quarter the Bush House Museum was awarded a \$1,492 grant from the Marion County Development Corporation to offset some of the costs for this project.

Park visitors would be directed by the Cellphone Walking Tour around the outside of the historic Museum where they could view the windows of various rooms and other architectural features. The Bush House Museum, Cellphone Walking Tour would also include the surviving outbuildings on this historic farmstead, such as the Bush Barn, now the Bush Barn Art Center, the Conservatory and a rare Root House. The Cellphone Walking Tour would provide photographs of the newly reinterpreted rooms, historic photographs and a 1 minute audio description of each image using ESRI Story Map software.

(See the City of Bellingham's Downtown Historic Walking Tour.

http://www.iqmap.org/storymaps/MapTour_hist/index.html?appid=dbabd7063f144a2682afddb8cbc9c14

The Bush House Museum, Cellphone Walking Tour would be free and self-guided. It is being designed in response to current CDC COVID-19 protocols and restrictions for visiting parks. These protocols encourage people to visit uncrowded parks, close to home, and carefully consider the use of playgrounds. Additional guidelines include: wearing a mask, social distancing, regular hand washing and not sharing items with people outside your immediate household.

The Cellphone Walking Tour addresses these pandemic considerations by keeping visitors outdoors where the transmission of coronavirus is less likely. A high percentage of park users wear masks and social distance. There are several well maintained public restrooms for regular hand washing.

The Cellphone Walking Tour is free, so there are no ticket transactions to transmit disease. The photographs and recorded audio, bypass the need for a personal tour guide. The information is available on a personal cellphone, which does away with handling printed tour maps and brochures. People can remain socially distant while enjoying this walking tour. This tour also provides accessibility to those with limited mobility, or health concerns, which do not allow them to visit Bush's Pasture Park in-person.

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.

The Museum's second measurable outcome for the 2020-2021 fiscal year is to "increase the Bush House Museum's social media audience." This will be accomplished by adding an additional 25% social media followers and increasing social media postings by 100%. Currently the Museum posts "Flashback Friday", a historic photograph every other week; various views of Bush House Museum and Bush's Pasture Park; along with videos for the Arts & History Immersion Program Virtual Field Trip. The Museum's social media platforms are Instagram and Facebook

The Bush House Museum ended the 1st quarter of 2020-2021 with 663 Instagram followers and 273 Facebook followers. At the end of the 2nd quarter there was a 9.5% increase in Instagram followers, to 726 and a 30.7% increase in Facebook followers, to 357. The overall increase in social media followers was 15.7% from 936 followers in the 1st quarter to 1083 followers at the end of the 2nd quarter.

At the end of the 1st quarter the Museum had 23 new followers which increased by 539% to 147 new followers at the end of the 2nd quarter. Reach increased 60% from 178 followers to 284. Likes, or shares, also increased from 20 followers at the end of the 1st quarter to 57 followers, an increase of 185%.

The Bush House Museum is working to increase the quantity and quality of the content being posted on social media, not merely to add more followers.

14. Submitted by

Ross Suterland, Director

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

Ross@BushHouseMuseum.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 Deepwood

2. Name and location of facility

Deepwood Museum & Gardens, 1116 Mission Street SE, Salem, OR 97302

3. Reporting period

2nd quarter

4. Total number of days open

92

5. Total hours of operation

22

6. Volunteer hours for period

88

7. Total attendance at facility

2610

8. List the attendance and each type of activity

Events, Festivals, Experiences, Other Programs : 2480

Rentals : 130

9. Operating expenses funded by TOT for the period

\$7,742.50

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

\$76,329.45

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

To help keep Deepwood Museum & Gardens front of mind despite having to be closed we did extensive holiday activities through virtual and a no contact exhibit in the solarium. It's important to the Friends of Deepwood that we continue to offer value through free activities for the local community and out of town audiences. We want to keep Salem relevant and happening in creative ways. Some of the ways we marketed these activities with press releases, e-newsletters, printed communication. The holiday programming included....Virtual Holiday Tea on history of Victorian Christmas Traditions, New Community TV Insight interview with refreshed video holiday tour from 2018, Virtual Slideshow Holiday Tour of the home with a version narrated in English and another version in Spanish, several holiday video recordings of Deepwood player piano holiday songs, harp holiday music, Children's story time and a holiday exhibit of fashions, antique toys, tea setting and more within the enclosed glass solarium. Simple things like playing holiday music to welcome visitors as they come near the museum home added a bit of warmth to a challenging season.

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.

We measure engagement for a variety of forms of interaction and communication. One way we assess our ability to stay in touch especially during a time that is so limited is to see what our levels of readership our and amount of content interacted with within each e-newsletter. We are pleased to see that while the art, culture, entertainment category nationally averages an open rate of 14.73% and 7.8% click through on articles we average 26% or more on readership and saw a 12% clickthrough (searching for added info) in our December newsletter.

We have found that staying in touch about what programming we have available, showcasing facts about the museum home/collection, garden features and fun historical information help us to have a very low drop off rate in our subscriptions. We rely on the Constant Contact statistics provided for this tracked data and their national comparable averages.

14. Submitted by

yvonne putze

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

yvonne@deepwoodmuseum.org

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

[winter blooms at Deepwood.jpg](#)

[first week of December Solarium pop up.jpg](#)

[early winter at Deepwood.jpg](#)

[October Pop Up Exhibit.jpg](#)

[Holiday Virtual story time.jpg](#)

[Autumn beauty in the gardens.jpg](#)

[Holiday Solarium Exhibit.jpg](#)

[Holidays Week 3 in Solarium.jpg](#)

[Tea Cup wreath created for social media.jpg](#)

[Holiday Virtual Tea talk.PNG](#)

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

The Historic Elsinore Theatre

2. Name and location of facility

The Elsinore Theatre 170 High St. SE, Salem, OR 97301

3. Reporting period

2nd quarter

4. Total number of days open

0

5. Total hours of operation

0

6. Volunteer hours for period

7.5

7. Total attendance at facility

0

8. List the attendance and each type of activity

Museum tours / gallery visits : 0

Films / performances : 0

Student attendance : 0

Children's Entertainment : 0

Classes, Workshops, Camps : 0

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 0

Rentals : 0

9. Operating expenses funded by TOT for the period

\$7,127.50

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

\$107,306.00

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

After many stops and starts we were excited and hopeful to open the doors for holiday movies at limited capacity in December. Our team decorated the lobby for Christmas in hopes of sharing some normalcy and joy with the community. And then the lockdown happened and cancelled it all.

Without the ability to be open, we focused our energies on showing appreciation to our community of supporters. We continued with Zoom calls with our volunteers and our volunteer newsletter. And we mailed each of them a holiday card with a custom Elsinore face mask to be worn when they come back for live events.

We were not able to have our annual October appreciation event for our Hamlet Society donors, so we partnered with Willamette Valley Vineyards to have a custom label made featuring our mural and our team hand delivered a holiday card and a special bottle of Whole Cluster Pinot Noir to each member's front door. Our staff "elves" were well received and had fun delivering some cheer and our expression of appreciation. This led to the wine sales fundraising effort listed below.

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.

Our two application goals/ measurable outcomes both align with ticket sales for events and we were not able to have any in the 2nd quarter. So, our focus shifted to communicating with volunteers, past donors, potential donors, and patrons. Our goals were two-fold: 1) To get in front of them with social & traditional media to let them know we are dedicated and committed to opening again, and 2) To ask for consideration in their year-end giving to help us make that happen.

Our social media impact for Oct-Dec 2020 — On Facebook, our reach was about 92,000 and our highest day for impact was Dec 14 with a reach of more than 18,000 (organic)

Other articles:

Statesman Journal

<https://www.statesmanjournal.com/story/life/food/2020/11/20/covid-cases-higher-than-ever-ventis-elsinore-ask-donations/6300422002/>

Salem Monthly

<https://www.salemreporter.com/posts/3223/elsinore-turns-to-community-for-help-to-stay-alive-until-the-curtain-can-go-up-again>

We were on KGW as they highlighted "haunted" spots in Oregon before Halloween. See our Facebook page post on October 27.

In early November we launched and executed our largest-ever Year End Ask Campaign...Help Bring the Elsinore Back to "Live" with 450 snail mail letters, 25,768 email recipients, and a Giving Tuesday outreach.

In an effort to explain how dire our situation is, we announced a new suggested level of giving — COVID-19 Guardians with 12 monthly donations of \$50 or a \$600 gift for the year. We were thrilled to have 43 people support us at this level.

Our custom wine label gift brought a win-win-win opportunity for us, Roths, and Willamette Valley Vineyards to partner in a fundraiser for the Elsinore. Michael Roth loved the custom label with the Mattingly mural and called our Executive Director, Tom Fohn, to see if he could help by sell the wine in his stores to help raise money for the theater. Willamette Valley Vineyards was helped by the project because their inventory was high because of decreased demand due to restaurant closures.

People were so excited about the launch of the wine. We suggested it for holiday gifts in our social media pages and Roths included it in their weekly ad...see attachment. There were two deliveries to Roth's, both of which sold out before Christmas and Roth's has a waiting list. We are expecting a donation check for \$16,425 from December sales! A final delivery will hit the stores in January 2021 for a Valentine's Day push.

Results from our customer survey are attached for Rita, who requested that we share them. Of the 575 responders, 8% were beyond 50 miles, 67% Salem/Keizer, 25% surrounding areas.

14. Submitted by

Sally Puhek

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

Sally@ElsinoreTheatre.com

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

[Volunteer Newsletter Dec 2020.pdf](#)

[2nd Quarter 2020 Elsinore.pdf](#)

[Elsinore Customer Survey results a.pdf](#)

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

Gilbert House Children's Museum

2. Name and location of facility

Gilbert House Children's Museum

3. Reporting period

2nd quarter

4. Total number of days open

0

5. Total hours of operation

520

6. Volunteer hours for period

671

7. Total attendance at facility

1000

8. List the attendance and each type of activity

Classes, Workshops, Camps : 160

Events, Festivals, Experiences, Other Programs : 1100

9. Operating expenses funded by TOT for the period

\$8,095.00

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

\$103,720.00

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

Our organization hosted our first Halloween Re-Engineered. Gilbert House staff and board as well as construction partners created gizmos to deliver candy to kids from a safe distance. We made use of the perimeter to set up a trick or treating experience for families. Over 1,000 attended the event and we plan to continue doing it as a signature event. The gizmos showcased engineering concepts and creativity. We did not do any intake surveys, but we heard from several guests that they were from out of town. Families were very motivated to find activities like Halloween Re-Engineered for their kids this last year. (This is the number used for event attendance plus our Noon Year's Eve virtual event.)

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.

Gilbert House Children's Museum set a goal to have more children visit the museum for free in this fiscal year. That was before we knew a pandemic would have our doors closed to the public. However, we have created activities for children to do while in Riverfront Park. These include scavenger hunts with pictures on the windows, activity sheets and a Storybook Lane. 61 children participated in our October scavenger hunt. We tracked this by having children turn in their activity sheet for a piece of candy. It has been an engaging way to stay connected to families and provide activities to do outside.

Unfortunately, we often hear from families that they do not visit Riverfront Park because they consider it unsafe to do so. There are several unsheltered people that have set up camping next to the museum. This deters families from visiting the park and increases the trespassing, theft and vandalism of the facilities.

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.

[Halloween Reengineered Ad Block.pdf](#)

[Halloween Pictures.pdf](#)

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

Salem's Riverfront Carousel

2. Name and location of facility

SRC 101 Front St. NE

3. Reporting period

2nd quarter

4. Total number of days open

45

5. Total hours of operation

315

6. Volunteer hours for period

85

7. Total attendance at facility

8209

8. List the attendance and each type of activity

Children's Entertainment : 8209

9. Operating expenses funded by TOT for the period

\$6,305.00

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

\$137,956.00

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

Santa at the Carousel! This year we had to re-think Santa at the Carousel due to COVID-19. This year our customers had to make a reservation to see Santa. Each reservation was booked at 15 minutes intervals. We also had four days of Zoom calls. Santa was set-up in a private area, our party room, that was all decked out for the holidays. Santa had his own workshop inside the room where he and visitors were protected. We had 257 out of town guests that traveled 50 miles or more compared to 2019 we had 332 guests. We had 1282 local guests that visited with Santa. 648 children wrote letters to Santa compared to 840 children in 2019. Our Santa letters were available in English and Spanish. Our guests loved the private time that their children had with Santa and want us to do something similar in 2021. Not know what to expect with COVID it was absolutely a wonderful experience!

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.

With COVID and days available that we were opened, we missed our benchmarks. We had a 73% decrease in our token sales due to having to close the Carousel ride on December 11, 2020. This information comes from our P&L statements

14. Submitted by

Marie A Bradford

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

marieb@salemcarousel.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

Salem Art Association

2. Name and location of facility

Bush Barn Art Center and Annex

3. Reporting period

2nd quarter

4. Total number of days open

0

5. Total hours of operation

599

6. Volunteer hours for period

98

7. Total attendance at facility

17

8. List the attendance and each type of activity

Off site activities / events : 127

9. Operating expenses funded by TOT for the period

\$7,977.50

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

\$78,370.00

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

Like many arts organizations, the Covid-19 pandemic drastically altered how the Bush Barn Art Center serves artists and the community. Although the Art Center is currently closed to the public due to state mandated closures and to ensure the safety of everyone in our community, the Galleries Program continues to operate and find innovative ways to keep artists connected to their patrons.

To this end, on November 28, 2020, SAA launched the Bush Barn Art Center Online Marketplace. The new online platform continues to serve the artists and our community with opportunities and interactions in the arts while respecting everyone's safety. It is a dynamic and interactive platform, and its ease of navigation encourages shoppers to come back again and again. With curbside pickup available, it further ensures the safety of shoppers and staff. Shoppers can visit the online marketplace on SAA's website: www.salemart.org

When the online marketplace launched in November, it was synced in conjunction with Cyber Monday and Artists Sunday, a national shopping movement, featuring more than 2,700 artists, local arts agencies, and cities, designed to encourage customers to shop with their local artists during the holiday season.

Marketing efforts included 3 e-newsletters announcing the store, as well as numerous social media posts. In total, 33 artists were represented in the initial launch of the online marketplace with 66% of artists saying this was their first time having their artwork for sale online. Currently, there are 45 Pacific Northwest artists represented through the online marketplace who have realized total sales of \$6,312.60 since the launch.

Website analytics indicate the reach of the online marketplace beyond Salem:

- 2,001 (total visitors)
- 2,327 (total online store sessions)
- 1,500 (online store sessions) that were from outside of Salem
- Online store sessions by location were primarily in the U.S., but also included countries around the world (although we do not offer international shipping):
 - o U. S. – 2,308
 - o Canada – 7
 - o Ireland – 4
 - o Philippines – 3
 - o United Kingdom – 2
 - o Malaysia – 1
 - o India – 1
 - o Italy – 1

- 93 visits came from TravelOregon.com and 5 visits came for TravelSalem.com
- A 16.67% returning customer rate

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 2: Annex: Increase participation of underrepresented groups/individuals

Goal Target: Offer 40% of art programming in Annex to underrepresented groups

Method Used: Attendance/quality of feedback/comfort level/request for more events

The Annex provided a 3-month Artist in Residence to Rich McCloud, a Black artist and Salem resident that extended until the end of October 2020. Rich created portraits in paint, a study of the figure, looking to understand and reflect the person he is painting by incorporating other objects within the work. The body of work he created during his residency was exhibited on the walls of the Annex and photographed and posted on SAA's website for viewing and for purchase. To view his work visit SAA's website at <https://salemart.org/events/rich-mccloud-air/>.

Throughout the second quarter, Rich also participated in the "Collaborative Body", a dynamic group project made up of 17 artists, working at different times, to transform the Annex by creating work directly on the walls and other surfaces, as well as creating art installations. The project interweaves a living piece of art infused with the creative minds and practices of a variety of artists. Ongoing from October 15, 2020 to the reopening of SAA, the project is being shared out virtually throughout the process. As part of the Stroll By Exhibit Series, sneak peeks can be seen through the Annex doors facing the park. <https://salemart.org/events/the-collaborative-body-here-and-now/>

14. Submitted by

Denise Magee

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

denise@salemart.org

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

[Were open! Join us for the grand opening of SAAs Online Marketplace!.pdf](#)

[Artists Sunday and featured artist bios..pdf](#)

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

Salem Multicultural Institute

2. Name and location of facility

World Beat Gallery. 390 Liberty St SE.

3. Reporting period

2nd quarter

4. Total number of days open

26

5. Total hours of operation

162

6. Volunteer hours for period

175

7. Total attendance at facility

299

8. List the attendance and each type of activity

Museum tours / gallery visits : 28

Events, Festivals, Experiences, Other Programs : 271

9. Operating expenses funded by TOT for the period

\$8,477.50

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

\$60,946.00

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

SMI participated in two of the revived First Friday Art Walks during this period, which took place on October 2nd and November 6th. For both events, the exhibit "Windows to Japan: A Glimpse of Japanese Culture" was on display. On November 6th, we also hosted a special guest, local author and expert on Samoan history, Fata Ariu Levi. Fata was in the gallery throughout the entire evening. He was available to answer questions and talk with visitors about the content of his presentation on Polynesian migration, the theme of his most recent book, which had been posted two days previously on our social media channels. In order to strengthen the connection between SMI and Fata's book project, we hosted another online presentation – a discussion on the legacy of cultural anthropologist Margaret Mead, in which Fata was joined by University of Hawaii professor, Papalii Dr. Failautusi Avegalio. Though virtual, these two events position Salem as not only as a place with an increasing-visible minority population, but one where that population is a part of and participating in the intellectual and cultural life of the city as well. Ultimately, these are indicators of how welcoming Salem is for visitors.

Note on our answer to questions 11: of the \$60,946 listed as total income from other sources, \$22,554 is accounted for as a liability in our books.

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.

Benchmark: World Beat Gallery/World Beat Presents: >20% of visitors are from out of area.

Outcome: 7% of Gallery visitors were from out of area. The two virtual presentations we hosted during this time increased our online out of area reach. The videos were viewed (although the data does not tell us for how long) by people in the states of California, Minnesota, Utah, Virginia, Hawaii, Washington, New Mexico, Texas and Alaska. With the same caveat as above, we can also report we received views from New Zealand, American Samoa, Australia, England, Japan, Canada, United Arab Emirates, Sweden, Mexico, and Brazil.

Regarding the low percentage of out of area Gallery visitors, it should be noted that for most of December the gallery was closed so that we could change exhibits, Governor Brown's Two-Week-Freeze occurred during this time, beginning on November 18, and travel to Salem, and Oregon as a whole, is still being discouraged.

14. Submitted by

Jacob Armas

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

kathleen@salemmulticultural.org

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

[Navigators Poster First Friday.jpg](#)

[Fata talking.JPG](#)

[Fata in Gallery.jpg](#)

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 Fairgrounds, 2330 17th St NE, Salem OR 97301

3. Reporting period

2nd quarter

4. Total number of days open

76

5. Total hours of operation

650

6. Volunteer hours for period

2073

7. Total attendance at facility

2301

8. List the attendance and each type of activity

Museum tours / gallery visits : 0

Films / performances : 0

Student attendance : 72

Children's Entertainment : 0

Classes, Workshops, Camps : 228

Off site activities / events : 300

Rentals : 0

9. Operating expenses funded by TOT for the period

\$7,275.00

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

\$62,925.00

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 was fortunate to be able to continue Fall classes, with limited attendance, through the first part of November. The month of December we also held two 4-week workshops which brought in more students. In October we held two more Saturday Art Sales across from the Saturday Market. Both of these events were well attended. Due to COVID-19 restrictions we had to cancel Empty Bowls and our big Holiday Sale.

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 decreased from 4229 in 2019 to 2301 in 2020, a decrease of 45.59%. Data was collected by daily sign-in sheets. The decrease was due to statewide COVID-19 restrictions, decreases in classes, students and studio pass patrons, cancellation of our annual Empty Bowls, and Holiday Sale.

14. Submitted by

Roger O. Williams

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

cotton_60@msn.com

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

[2nd_Qtr_Supporting_photos_f1.pdf](#)

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

Willamette Heritage Center

2. Name and location of facility

1313 Mill St. SE, Suite 200, Salem OR 97301

3. Reporting period

2nd quarter

4. Total number of days open

34

5. Total hours of operation

170

6. Volunteer hours for period

575

7. Total attendance at facility

1816

8. List the attendance and each type of activity

Museum tours / gallery visits : 120

Classes, Workshops, Camps : 24

Events, Festivals, Experiences, Other Programs : 1125

Off site activities / events : 75

Rentals : 472

9. Operating expenses funded by TOT for the period

\$7,420.00

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

\$175,276.00

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

This year, due to the Covid-19 pandemic, and a variety of programmatic shifts, WHC decided to offer our first ever Halloween event. It was a huge success! We had over 1,000 people in attendance which included families (who drove through our parking lot to collect candy), our "candy crew" (over 20 community groups stationed throughout the parking lot handing out candy), and volunteers. While we hope we never have to have a "drive thru Halloween" event again, we are hopeful that we can have yet another Halloween activity (in person, on site) in the coming years.

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.

One of our benchmark performance measures was to increase diversity and number of attendees at signature WHC events. Since we were unable to have any of our classic events, I count the "Drive Thru Trick-or-Treat" event as a signature event. I believe, given it was a free event, we had a much more diverse audience where friends and/or family members came together, engaged with our site (as best they could in their cars!), and start a tradition (we hope it will be a tradition!). We also strived to ensure our events are affordable and can include working families and out-of-towners by scheduling programming on evenings, weekends and school holidays. This was done with this event.

Method #2: Advertise and market to current and new audiences via free and paid social media advertising in order to reach a varied demographic and encourage info-sharing. Guests will be surveyed to learn if they are attending with a group, where they are from, how they heard about the event, and monitor numbers on social media for those who attend. Guests will also be involved in the evaluation of signature events asking for feedback on diversity of programming and in order to gain new insight into future programming to meet diverse interests.

This was done as we asked as many guests as possible how they heard of the event, surveyed our "candy crew" afterward and had a "debrief" meeting with staff and volunteers after the event to ensure a smoother event next year.

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.

[Trick-or-Treat flyer.pdf](#)

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

252

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

\$1,052.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

15

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

Due to not having Pacific & Western Railroads who is one our sponsors along with along with two other local businesses who have participated in past years were not able to this year due to COVID-19. However, We did continue our tradition with Marion Polk Food by provide food barrels for our holiday food drive.

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?

Due to COVID-19 we didn't meet CTPAB's goal of increasing room nights and to increase to overall economic impact to our downtown core. The majority of our downtown restaurants were closed for indoor dining and only provided takeout or were closed. This made it challenging to recommend a sit down place for families to dine. We did encourage our visitors who drove 50 miles or more to walk our downtown 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?

This year is was especially important for the Carousel to have this event for families Due to COVID-19. We wanted families/children to know that there was still magic at the Carousel! Families made reservations online to see Santa. It was at no cost to visit with Santa. There was a fee if you wanted a picture taken with Santa by us. We also provided a Santa's mailbox for the children to write a letter to Santa that was available in English and Spanish. With each letter that we received back, we would sent the child a response back from Santa.

15. How many attendees did your activity attract?

1539

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)

23%

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)

Survey

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

With the change of scope to the original grant, unfortunately, due to COVID-19 we had to cancel our Breakfast with Santa, Tea with Mrs. Class and our Santa PJ Party. The only event we were still able to execute was the Santa visits. We didn't achieve any of our measurable outcomes.

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

Social Media and our website.

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

Our holiday information was in Spanish and English.

24. Submitted by

Marie Bradford Blevins

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

[SKM_C250i21012311171.pdf](#)

[SKM_C250i21012314130.pdf](#)

[0eccdce31d552e454c86edc49d2507fd.jpg](#)

[4aa8c3187fa1b7cba0ed06f1654d09ec.jpg](#)

[23c40f1bdbe4cb963ece619c2931e6c6.jpg](#)

[2513db3c10d05257c7dbbee992f8c848.jpg](#)

[f45f22edbae69082c3ac8123f36cf372.jpg](#)

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

marieb@salemcarousel.org

2. Thank You!

Thank you for submitting your report.

CTPAB Parking Lot

1. Review providing specific examples of approved methodologies for measuring things like attendance, race and ethnicity, etc.. Ryan return a flyer for tracking purposes.. (Rita and Laura) Bush House goals and measurements.