

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Board Members

Scott Snyder, Chair
Elaine Navarro, Vice-Chair
Johnathan Baker
Adam Kohler
Gaelen McAllister
Rita Siong
Laura Tesler
Claudia Vorse
Vacant

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: March 12th @
City Library – Anderson Room B
585 Liberty St SE
Salem, OR 97301
<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, February 12, 2019

5:30 - 7:30 PM

City Library – Anderson Room B
585 Liberty St SE, Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. January 8, 2019
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
 - a. Declaration of any conflicts of interest related to Grant applicants
 - b. Special Event/Project Grant Reviews
6. Information Items
 - a. Cultural and Tourism Fund Reports – January
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – January
 - c. Facility Operating Grant Reports – Gilbert House Children's Museum, Historic Elsinore Theatre, Salem Multicultural Institute, Salem Riverfront Carousel, Willamette Art Center, Willamette Heritage Center
 - d. Special Event Reports – Annie Get Your Gun, Santa at the Carousel, Magic at the Mill
 - e. Capital Improvement Reports – None
 - f. Annual Reports – None
 - g. Upcoming TOT sponsored events
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 8, 2019

<p>MEMBERS PRESENT Vacant, Chair Scott Snyder Adam Kohler Claudia Vorse Jonathan Baker (arrived 5:45 PM) Elaine Navarro Rita Siong Gaelen McAllister</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II</p>	<p>MEMBERS ABSENT Laura Tesler</p>
<p>GUESTS Helen Shafran, Willamette Heritage Center Sandra Burnett, Salem Art Association Carlee Wright, PressPlay Salem Pam Wasson, Lord & Schryver Conservancy Ross Sutherland, Bush House Museum LB Yockey Jones, Oregon Symphony Association Alicia Bay, Gilbert House Children's Museum Sally Litchfield Puhek, Elsinore Theatre</p>	<p>GUESTS Roger Williams, Willamette Art Center Kathleen Fish, World Beat/SMI Yvonne Putze, Deepwood Museum & Gardens Angie Onyewuchi, Travel Salem Kara Kuh, Travel Salem Jason Unruh, Hoopla Association Michelle Cordova, Willamette Heritage Center Bryan Gonzalez, Festival Chorale Oregon</p>

1. CALL TO ORDER

Vice Chair, Scott Snyder, began the meeting at approximately 5:40 p.m. with 6 of 8 members present.

2. ROLL CALL

Members present: Scott Snyder, Vice Chair, Adam Kohler, Claudia Vorse, Jonathan Baker (arrived 5:45 PM), Elaine Navarro, Rita Siong, Gaelen McAllister, and Chris Neider.
Members absent: Laura Tesler.

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the December 11, 2018 CTPAB meeting minutes.

Motion: To approve today's agenda and the December 11, 2018 CTPAB meeting minutes.

Motion by: Claudia Vorse
Seconded by: Adam Kohler
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.

Michelle Cordova thanked everyone for their great teamwork and participation during her time as CTPAB Chair. She confirmed her decision to step off the CTPAB board was due to her desire to avoid any perception of conflict of interest in her new role at Willamette Heritage Center.

5. ITEMS REQUIRING ACTION

a. Nomination of new Chair -

Adam Kohler nominated Scott Snyder for Chair. Elaine Navarro seconded the motion.

Motion: It was moved and seconded that Scott Snyder be nominated as Chair.

Motion by: Adam Kohler

Seconded by: Elaine Navarro

ACTION: APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 1

Adam Kohler nominated Laura Tesler as vice chair. Scott Snyder nominated Elaine Navarro as vice chair. Claudia Vorse seconded the motion for Elaine Navarro as nominee for vice chair.

Motion: It was moved and seconded that Elaine Navarro be nominated as Vice Chair.

Motion by: Scott Snyder

Seconded by: Claudia Vorse

ACTION: APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 1

b. Travel Salem – 17-18 Annual Report – Angie Onyewuchi –

Angie Onyewuchi and Kara Kuh presented the Travel Salem annual report.

c. Declaration of any conflicts of interest related to Grant Application review –

Scott Snyder and Adam Kohler rescinded themselves from the Rotarian event grant application scoring. Scott Snyder rescinded himself from the grading of the Non-501C Small Event Grant application, from the Japanese Cultural Society.

- d. Capital Improvement & Special Event/Project Grant Reviews – CTPAB board discussed and agreed Straub Environmental Center and Lord and Schryver Conservancy do not qualify at this time as major Cultural & Tourism Facility Operators. It was agreed that Bush House meets the qualifications and their Facility Operator Grant application will be considered.

Motion: It was moved to consider and vote on funding the Bush House Museum as a Facility Operator.

Motion by:	Adam Kohler
Seconded by:	Elaine Navarro
<u>ACTION:</u>	APPROVED
Vote:	7-0
Aye:	7
Nay:	0
Abstentions:	0

Motion: It was moved to consider and vote on funding the Lord and Schryver Conservancy as a Facility Operator.

Motion by:	Rita Siong
Seconded by:	Gaelen McAllister
<u>ACTION:</u>	FAILED
Vote:	2-5
Aye:	2
Nay:	5
Abstentions:	0

Motion: There was a motion to consider and vote on funding the Straub Environmental Center as a Facility Operator. There was no second and the motion failed.

Capital Improvement Project Grant applications were discussed.

There was some concern whether Oregon Symphony can apply for a ticketing office improvement to Smith Auditorium of Willamette University. The concern is Willamette University should have been the applicant. The board moved to defer this question to legal for further clarification.

Motion: It was moved to have Legal review the Oregon Symphony Grant Application for a Capital Improvement to Willamette University's Smith Auditorium.

Motion by:	Adam Kohler
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Seconded by: Elaine Navarro
ACTION: **APPROVED**
Vote: 7-0
Aye: 7
Nay: 0
Abstentions: 0

Event and Project Grant applications were reviewed.

Action-Chris: Ask Capital Futball club for a corrected budget sheet. Ask for clarification on the revenue imbalance for Timbers U-23 tournament on the budget sheet.

Festival Chorale’s Event Grant was the final event grant reviewed this meeting.
Gilbert House’s Event Grant Application will be the next to review next meeting.

6. Information Items

- a. Cultural and Tourism Fund Reports – December
- b. Cultural and Tourism Fund Revenue (Tax) Reports – December
- c. Facility Operating Grant Reports – None
- d. Special Event Reports – Englewood Forest Festival
- e. Capital Improvement Reports – None
- f. Annual Reports – Travel Salem
- g. Upcoming TOT Sponsored Events –

7. APPEARANCE OF INTERESTED CITIZENS

Thank you to the guests who came in support of their grant proposals, tourism promotion 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

It was moved and seconded to add the definition of a major tourism attraction to next year’s application manual.

Motion: It was moved to add the definition of a major tourism attraction to next year’s application manual.

Motion by: Adam Kohler
Seconded by: Elaine Navarro
ACTION: **APPROVED**
Vote: 7-0
Aye: 7
Nay: 0
Abstentions: 0

9. ADJOURNMENT

With no further business, Vice Chair Scott Snyder adjourned the meeting at approximately 7:54 p.m.

The next regular TOT board meeting will be held February 12, 2019, at 5:30 PM, in the Salem Public Library, Anderson Room B, Salem, OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Cultural and Tourism Fund
Fund Status Report - For the Period Ending January 31, 2019
Item 6.a.

	FY 2018-19		FY 2017-18		FY 17-18	
	Budget	Actual Thru	Budget	Actual Thru	FY 17-18	%
	FY 2018-19	31-Jan	FY 2017-18	31-Jan	to FY 18-19	Difference
Resources						
Beginning fund balance	662,000	789,396	342,890	545,515	243,881	44.71%
Tax collections	4,443,500	2,127,593	4,092,310	2,091,300	36,293	1.74%
Other agencies	5,800	1,753	5,700	2,205	(452)	-20.50%
Interest earnings	4,100	3,461	3,800	4,168	(707)	-16.96%
Loan principle	-	-	-	2,256	(2,256)	-100.00%
Loan interest	-	-	-	194	(194)	-100.00%
Other revenue	12,000	9,500	15,000	7,000	2,500	35.71%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	5,127,400	2,931,703	4,459,700	2,652,638	279,065	10.52%
Expenditures by Division						
Conference Center Marketing	294,210	147,105	289,220	168,712	(21,607)	-12.81%
Tourism Promotion - Travel Salem	1,110,880	477,997	1,023,080	767,310	(289,313)	-37.70%
City Programs/Parks/CIP	2,237,760	1,192,611	1,989,110	1,134,540	58,071	5.12%
Administration	308,920	170,605	362,480	174,053	(3,448)	-1.98%
Major Tourist Attractions and Cultural Facilities	600,000	314,775	458,760	212,803	101,972	47.92%
Contingency	120,000	-	60,000	-	-	0.00%
Total Expenditures	4,671,770	2,303,093	4,182,650	2,457,418	(154,325)	-6.28%
Total Resources Less Expenditures	455,630	628,610	277,050	195,220	433,390	222.00%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2017-18	-	409,039	484,285	446,764	258,220	274,508	218,484	209,483	266,459	308,101	295,108	752,176	3,922,627	4,092,310
2018-19	-	477,793	481,996	380,983	273,710	297,508	215,603	209,483	266,459	308,101	295,108	752,176	3,958,920	4,443,500
% Chg		16.81%	-0.47%	-14.72%	6.00%	8.38%	-1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.93%	12.24%

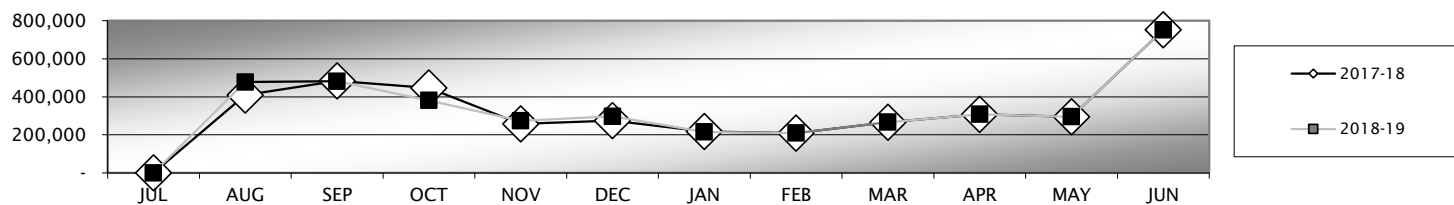


Chart and graph demonstrate actual revenue for FY 2017-2018 and FY 2018-2019.

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 2017-18	2,091,300
YTD January FY 2018-19	2,127,593
Variance FY 17-18 to FY 18-19	1.74%

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.

Organization: Gilbert House Children's Museum

Name and location of facility: Gilbert House Children's Museum

Reporting period: 1st __ 2nd X 3rd __ or 4th __ quarter of FY 2018-19

Total number of days open: 77

Total hours of operation: 539

Volunteer hours for period: 700

Total attendance at facility: 18,013

Operating expenses funded by TOT, \$ 10,752, and special project expenses funded by TOT, \$ _____ (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$194,855

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 contributes to the appeal of Salem as a tourist destination year-round by offering reciprocal admission for families that have memberships with other museums and science centers throughout Oregon and the United States. This becomes especially attractive to families during the holiday school breaks in November and December. This quarter we welcomed over 1,500 people free of admission in honor of these reciprocal policies. Data was collected using our point of sale system. TOT funds support the Museum's ability to offer free admission through this program.

Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

Gilbert House Children's Museum enhances the quality of life for Salem residents by hosting fun, family-oriented events. We hosted our third annual Noon Year's Eve event. This event is free with admission and is for families that want to celebrate the new year with young children. The event featured crafts, a photo booth, and the culmination of the festivities, the balloon drop at noon. The Museum welcomed over 850 guests on December 31 for the event. It is a delight to offer an opportunity for families to celebrate the new year with the youngest members. Data was collected by counting guests at the entrance and using our point of sale system.

Submitted by: Alicia Bay

Date: 1-18-19



Balloon Drop Noon Year's Eve

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.

Organization: **Historic Elsinore Theatre**

Name and location of facility:

Elsinore Theatre
170 High St.
Salem, OR 97301

Reporting period: 1st ___ 2nd ___ 3rd ___ or 4th ___ quarter of FY 2018-19

Total number of days open: 77 **Total hours of operation:** 722

Volunteer hours for period: 630.9 **Total attendance at facility:** 5284

Operating expenses funded by TOT, \$10,482.50 and special project expenses funded by TOT, \$10,000-Annie Get Your Gun (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$239,248.01

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

The Elsinore had 13 events in the first quarter, six of which were performances of our musical, *Annie Get Your Gun*. Other performances included Ann Wilson, Leanne Rimes, Los Lonely Boys, Ned LeDoux, a Country Tribute show and two Wednesday films.

Our social media/marketing campaign included starting an Elsinore Productions page on YouTube where we saved "teaser" videos posted to Facebook, Twitter and Instagram to entice people to buy tickets to the musical. https://www.youtube.com/channel/UCHKwLgzOj-7AAe4t_3lRppQ

Annie was a spectacular production! The feedback from our patrons was amazing. The actors, their singing and dancing, the set, were all near Broadway quality. Our Annie, Katie Harmon, who was Miss America 2002 and Miss Oregon, brought interest and attendance from around the state. The quality of the production definitely left the Salem theater community excited to see what is coming next from Elsinore Productions.

Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

Details from our ticketing system tell us the following regarding attendees beyond the 50 mile radius (approx. 308 or 16% of the total) for all shows.

# tickets sold	Revenue	Zip code of purchasers
1149	\$ 50,500.00	Salem Keizer
172	\$ 6,983.00	19 miles or less - outside of Salem & Keizer
356	\$ 16,526.00	20-49 miles
207	\$ 9,490.00	Greater than 50 in OR & WA
101	\$ 4,135.00	Outside OR/WA
1,985	\$ 87,634	TOTAL

Submitted by:

Sally Puhek

Date: January 22, 2019



Search



ANNIE GET YOUR GUN

STARTING SEPTEMBER 1
LIVE ON STAGE
ELSINORE



Elsinore Productions

49 subscribers

SUBSCRIBE

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POPULAR



OPENING NIGHT REVIEWS
309 views • 4 months ago



IN THE STUDIO
41 views • 4 months ago



Official Commercial of Annie
Get Your Gun



Katie Harman Talks Theatre
Vocals

EVERI

SUBSCRIBE

Kathe

SUBSCRIBE



Dancin in Annie Get Your Gun
80 views • 5 months ago



There's no people like show
people



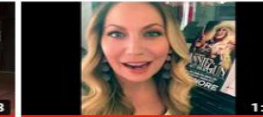
Aerialists In Annie!
192 views • 5 months ago



ELSINORE ARTISTRY
93 views • 5 months ago



OUR LEADING MAN
265 views • 5 months ago



OUR ANNIE OAKLEY
178 views • 6 months ago



The Choreography
241 views • 6 months ago



Victor Tracy as Sitting Bull
267 views • 6 months ago





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.

Organization: **Historic Elsinore Theatre**

Name and location of facility:

Elsinore Theatre
170 High St.
Salem, OR 97301

Reporting period: 1st __ 2nd __x__ 3rd __ or 4th __ quarter of FY 2018-19 (October 1 – Dec 31)

Total number of days open: 70 **Total hours of operation:** 635

Volunteer hours for period: 2,447 – 118 people **Total attendance at facility:** 16,930

Operating expenses funded by TOT, \$10,482.50, and special project expenses funded by TOT, \$5,000-Russian String Orchestra (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$501,201.44

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

We had 36 events in the quarter to help bring people to Salem and downtown! We captured zip code information from approximately 80% of our customers. We estimate that 8% of our customers came from greater than 50 miles away. And over 24% came from the Willamette Valley area outside of Salem-Keizer. We are happy to bring approx. 32% of our attendees from outside of Salem-Keizer to help support the economy of Salem and the downtown!

Reviewing our zip code report is quite eye opening as we do draw attendees from so many surrounding & distant cities and towns.

The most attended events appealed to a truly diverse audience:
Herb Alpert – 808

El Show De Chuponcito - 706 (our first show performed in Spanish)
Crystal Apple Awards – 1134
Rocky Horror Picture Show – 606
American Ballet Academy's two performances brought 2365 people downtown
Tuba Holiday – 898
and the highlight of the quarter, our own musical, *A Christmas Story*, which was enjoyed by 3505 people over five performances.



Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

Competing with holiday parties and other schedule commitments makes estimating any Christmas time event attendance more difficult and never racking than other times of the year. Attendance at our matinees was particularly strong. The average attendance of our *A Christmas Story* performances was 701 which was up from an average of 593 for *Annie Get Your Gun*. *The word is spreading about the quality of musicals at the Elsinore!*

Thursday – 512

Friday – 655

Saturday matinee 626

Saturday evening 489

Sunday matinee 788

In addition to attendance and revenue from tickets, we put a great deal of weight on the feedback we get from “theatre people” in our community. Stephen Munshaw, Director of Operations,

Creative Director and Director of our Elsinore Presents musicals got the following feedback from Tom Hewitt, the narrator in *A Christmas Story* & well-respected member of our community who we feel has a good pulse on Salem performing arts:

One close friend of mine, after first complaining about the price of a ticket, came to me in the lobby after the show and, with tears in her eyes, said, "To think I almost missed this..."

Some comments on Facebook and in texts -

Amazing!

Wonderful!

I LOVED it!

I can't quit smiling!

Spectacular and professional!

Wow! Such a great show!

xxxxx said, "I loved the show! I had a smile on my face from beginning to end."

My good friend, xxxxxxxx (lots of theatre experience), who can be a pretty tough critic and difficult to impress said, "Stupendous! I loved the fabulous quality of the production! From choreography to acting to singing to staging to costumes to the commitment by everyone on stage, it was just a delight!"

My friends from children's theatre education circles were impressed with what was expected from the kids in the cast, particularly choreography. I agree. Kids will give you whatever you expect of them. That showed.

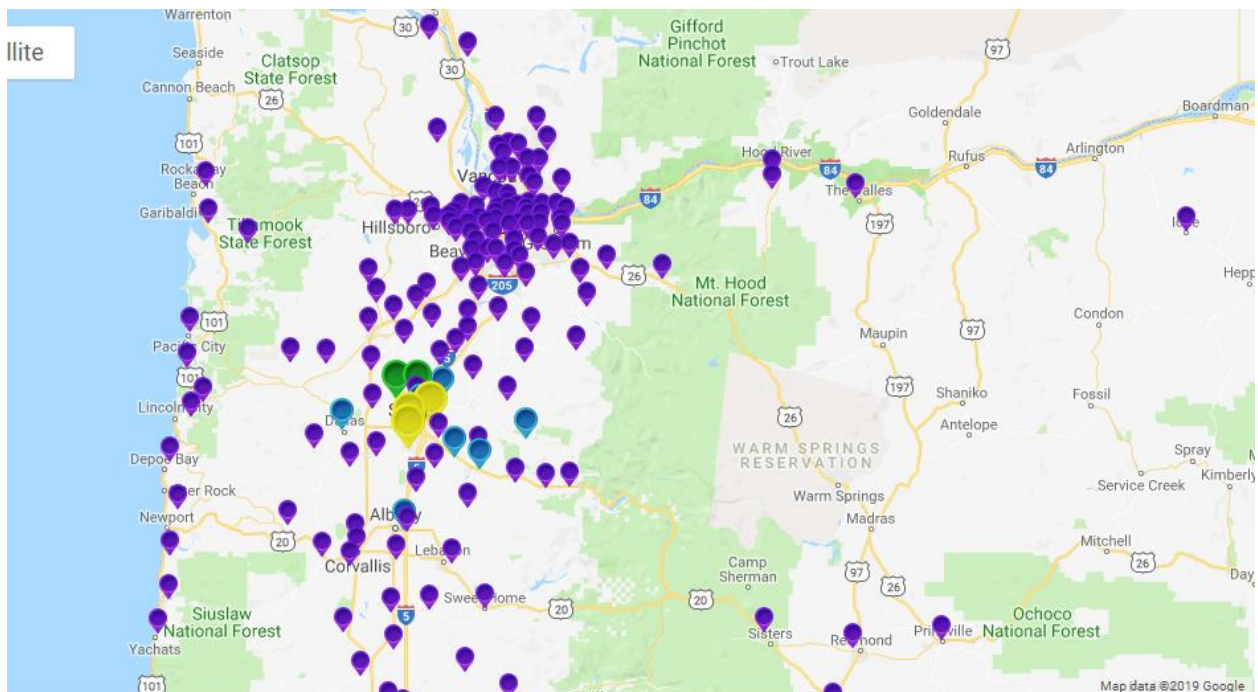
For me, it was a pleasure to work with such a talented professional cast (I'm always in such awe of singers) AND CREW. Wow! The work that was done in the final week was truly amazing!

Thanks again for including me in the wonderful work you're doing at the Elsinore.

Tom

Elsinore Theatre

2018-2019 2nd Qtr Residence of Attendees from Etix



Submitted by: Sally Litchfield Puhek

Date: January 31, 2019

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.

Organization: Salem Multicultural Institute

Name and location of facility: World Beat Gallery & Office, 189 Liberty Street, NE Suite 107

Reporting period: 1st 2nd X 3rd ___ or 4th ___ quarter of FY 2018-19

Total number of days open: 60 Gallery/58 Office **Total hours of operation:** 330 Gallery/552 Office

Volunteer hours for period: 350 **Total attendance at facility:** 800

Operating expenses funded by TOT, \$ 9,942, and special project expenses funded by TOT, \$ _____ (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$18,940

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

Our current exhibit, *Music Connects Us*, continues to draw a nice crowd. Visitors to the exhibit are encouraged to pick up and play a number of the instruments that are on display and many do so with great gusto (if not musical skill). We also invited people to leave a note saying why they play. The responses range from the practical ("My parents make me") to the sweet ("I play the piano because it brings me joy and makes me feel happy," – Alice age 9). Best pun: "To stay sharp."

In October we participated in the 2nd Annual Trick-or-Treat Downtown. In addition to candy, we handed out activity sheets that explained the Celtic holiday *Samhain*. Halloween has its roots in that holiday, which was celebrated by the Celts in Ireland. It marked the end of the harvest, but was also believed to be the day when the veil between this world and the next was thinnest, allowing spirits to pass between the two. We also helped to promote Céilí of the Valley's Samhain Festival by having promotional materials available for visitors.

Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

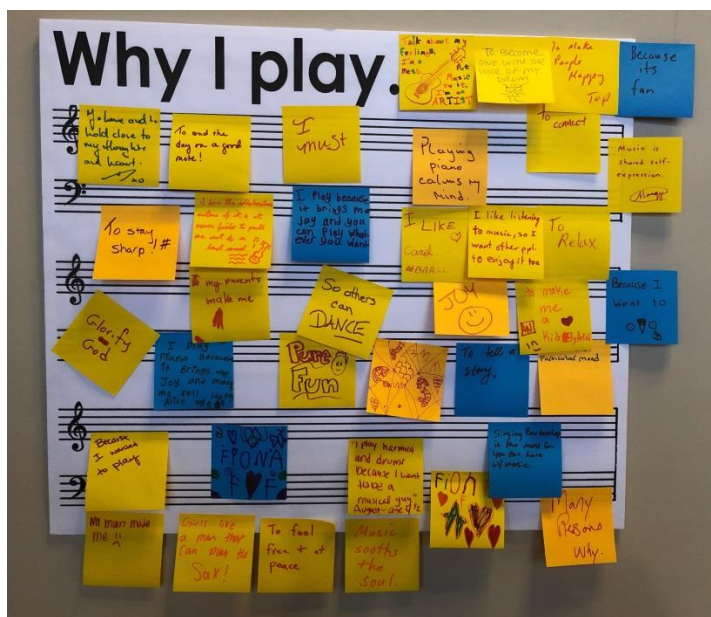
Our out-of-area attendance goal in the World Beat Gallery is 20%. In the 2nd quarter, 24% of Gallery visitors were from 50 or more miles away. Visitors came from 10 states and 3 foreign countries, including Australia, Germany and Canada. Data is collected from information provided by visitors signing our guest book. Information collected includes the date of visit, number of people in their party and zip codes.

Submitted by: Kathleen Fish

Date: January 11, 2019



Musician Jessica Southern plays the mountain dulcimer at the current World Beat Gallery Exhibit.



**CTPAB Completion Report
Facility Operating Grant**

TOT Funding Supporting Salem Tourism

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

Organization: **Salem's Riverfront Carousel**

Reporting period: 1st ___ 2ⁿ X 3rd ___ 4th ___ quarter of FY 2018-2019

Total number of days open: 87 (during reporting period) Total hours of operation: 875

Volunteer hours for period: 1263

Total attendance at facility: 38,958
(Paid riders, school visits & events)

Operating expenses funded by TOT, \$9,400 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: 140,844

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

November-December 2018 – We kicked off the holiday season with Santa's arrival by train! We estimate that 875 were in attendance to greet the jolly o'l elf on November 23, 2018. On November 23, 24 & 25 & December 1, 2, 8, 9, 15, 16, 22, 23 & 24 we had 5227 visitors who came to visit with Santa and 494 of those visitors traveled 50 plus miles or more.





Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collect).

Increase in token sales over last year 2017

Token sales 2017 \$45,816

Token sales 2018 \$48,323

5.19% increase

Data is collect from our P & L reports

Submitted by:

Marie Bradford Blevins

Date: January 31, 2019

Salem's Riverfront Carousel
marieb@saalemcarousel.org

**CTPAB Completion Report
Facility Operating Grant**

TOT Funds Supporting Salem Tourism

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

Organization: Friends of the Visual Arts dba Willamette Art Center

Name and Location of Facility: Oregon State Fairgrounds, 2330 17th St NE, Salem OR 97301

Reporting Period: 1st ___ 2nd X 3rd ___ or 4th ___ quarter of FY 2018-19

Total number of days open: 85 Total hours of operation: 728

Volunteer hours for period: 1102 Total attendance at facility: 3143

Operating expenses funded by TOT, \$ 8,930 Facility Grant and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$19,331 Program Services (classes, tickets, passes); and \$ 5,037 Gallery & Holiday Sales

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 held our 12th annual Empty Bowls Sale in November. We have managed to consistently sell enough bowls to be able to donate \$20,000 to the Marion-Polk Food share for the past five years. 1200 bowls were produced by WAC artists over the course of the year. A major portion of this sale takes place during a three-day period. Our loyal sponsors, Salem Electric, Grand Hotel, and John Gear Law Office, have given support for the past eight years. We had 578 local and regional attendees. Our annual two-day Holiday Sale was held in December showcasing local artists' work.

Report on one of the benchmarks or performance measures used by your organization (provide data and an explanation of how the data was collected).

Quarterly facility attendance has increased from 2,846 in 2017 to 3,143 in 2018, a 9.5% increase. Data was collected by daily hand tally.

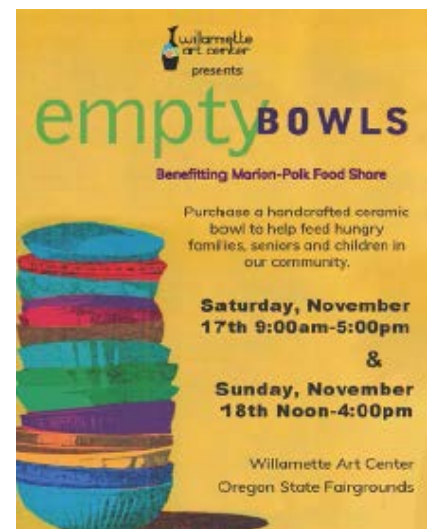
Submitted by: Sue Karnosh, Financial Coordinator

Date: January 7, 2019

GALLERY / HOLIDAY SALE ~ DEC 1ST & 2ND



EMPTY BOWLS ~ NOV 16TH THRU 18TH



Facility Operating Grant

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

Organization: Willamette Heritage Center

Name and location of facility: Willamette Heritage Center, 1313 Mill St., Suite 200, Salem, OR 97301

Reporting period: 2nd quarter of FY 2018-2019 (October 1 – December 31, 2018)

Total number of days open: 77

Total hours of operation: 10:00 – 5:00 Mon.-Sat. (539 hours)

Volunteer hours for period: 4,629

Total attendance at facility: 37,767 (attendance and rentals)

including 3,932 for Magic at the Mill (12/19-23)

Operating expenses funded by TOT, \$10,145 and special project expenses funded by TOT, \$ 0
(i.e., one-time events, brochures, unanticipated repairs) **for the period.**

Total income from other sources: \$224,475

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 Heritage Center hosted an extraordinary exhibit from September 28 through December 8, 2018 in partnership with the Weaving Guilds of Oregon (WeGO), entitled "Color Gone Wild." A juried show, this was WeGO's 2018 traveling show, and it featured 67 stunning hand-woven pieces made by weavers from throughout Oregon. The remarkably talented artists whose works won entry into the show created a wide variety of artwork with manipulated fibers—everything from scarves and handbags to table runners and wall hangings. Textile artists and aficionados alike—some of whom had never been to the Willamette Heritage Center before—came to marvel at the gorgeous pieces and the fine craftsmanship required in their creation. The site tour of the museum included this exhibit during the dates it was open; if the number of people who participated in site tours is pro-rated over the days in the quarter, and they all experienced the special exhibit, then 93 people toured it as part of that alone (*not including* the people who came to the WHC solely for that exhibit). **PLEASE SEE ATTACHED PHOTOS.** Overall museum attendance during this quarter in both attendance and rentals was markedly higher than this quarter last year.

Report on one of the benchmarks of performance measures used by your organization: As a community, regional and state treasure, one of our performance goals is to increase regular admission to the Willamette Heritage Center. As described in our application, we use data tracked by admissions staff and volunteers; for this quarter, overall attendance onsite in 2018 of 37,767 more than doubled that of this quarter in 2017 (18,474).

Additional statistics on our October 1 – December 31 visitors are as follows:

October: On-site walk-ins 6,777; total museum tours 444; out-of-state museum guests 100, out-of-country museum guests 9.

November: On-site walk-ins 6,249; total museum tours 450; out-of-state museum guests 68; out-of-country museum guests 2.

December: On-site walk-ins 9,987; total museum tours 240; out-of-state museum guests 72; out-of-country museum guests 7.

As always, we are proud and grateful to be able to engage our community with history and with one another.

Submitted by: Helen Shafran, Development Director

Date: January 29, 2019

CTPAB Completion Report
TOT Funds Supporting Salem Tourism
Special Event Grant - Annie Get Your Gun Musical

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

Organization: **The Elsinore Theatre**

Name of Program or Event: **Annie Get Your Gun musical**

Location of Program or Event:

The Elsinore Theatre
170 High St SE
Salem, OR 97301

Description of Activity: Produce and present performances of Annie Get Your Gun –
September 1,2,6,7,8,9

Completion Date(s):

1st quarter of FY 2018-19 September 9, 2018 was the final show.

Staff to administer program or event (*estimate number*):

Professional/staff hours 300 Volunteer hours: 692

Amount of funds provided by TOT, \$ 10,000, and by other sources,

Concession revenue: \$7563

Ticket revenue: \$110,740

Total expenses for the event were \$98,490.95

Admission (checks or give amount): **Free** _____ **Admission** \$29-\$59

How did local businesses or organizations assist in this activity?

Roth's Catering supplied the cast a free catered meal during one of the shows

Wild Pear supplied the cast a free catered meal during one of the shows

West Salem HS – We are partnering with the high schools sharing props and costumes for our shows as well as engaging the students in some of our productions backstage.

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?

15% of tickets were purchased by people living beyond 50 miles. Surrounding restaurants were very busy with Annie attendees enjoying a meal before the shows.

How did this event contribute to the CTPAB's goal of enhancing the quality of life for Salem's residents?

Annie gave people the chance to experience a Broadway like show without traveling to Portland! Feedback from attendees was amazing. During each performance, after the curtain went down, people coming into the lobby had smiles on their faces and were excitedly talking about how great the show was. Because many in our cast and crew live locally, the sense of community and pride spreads to friends and family that come to watch and support the passion and talent of those in our shows.

Our cast and crew are all paid for their efforts which greatly enhances their quality of life. They do this because they LOVE it! Being paid is a huge bonus. We had 27 paid cast members, and 12 paid crew members plus 5 musicians.

How many attendees did your activity attract? How were attendees counted?

1985 tickets were sold. This was an average of 330 people per performance.

Estimated percentage of:

Salem residents and/or guests 1149_____

Out-of-town tourists (less than 50 miles) 528_____

Overnight tourists (hotel/motel) 308_____

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

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

A zip code report of buyer zip codes from E-tix, our ticket vendor.

Report on the other measurable outcome documented in your application.

Our goal in our application was 14% of tickets purchased from zip codes greater than 50 miles. Our e-tix data shows that number was 15% so we were very happy with this outcome.

	1,985			
58%	1149	\$	50,500.00	Salem Keizer
9%	172	\$	6,983.00	less than 20 miles ou
18%	356	\$	16,526.00	20-49 miles away
10%	207	\$	9,490.00	Greater than 50 in Or
5%	101	\$	4,135.00	Outside OR/WA

What was the most effective resource used for marketing and promotion? Did you target any Spanish language or underrepresented population groups? (Explain)

The approx. \$5,900 spent with Cuff Sohn Design included photos sessions that provided us with photos used in multiple outlets...social media, YouTube videos, social media and posters as well as digital billboards. They also did a promo film that we used in TV ads for Comcast. We did not have any marketing in Spanish for Annie.

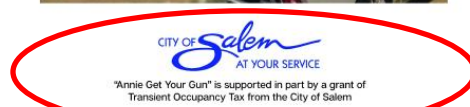
TOT mention on www.ElsinoreTheatre.com

The screenshot shows the website for The Elsinore Theatre. The header includes navigation links: HOME, ABOUT US, TICKETS, SCHEDULE, CONTACT, and DONATIONS. The main banner features a photo of a man in a cowboy hat and a woman, with the text "Annie Get Your Gun" and "STARRING MISS AMERICA 2002, KATIE HARRISON". Below the banner, there is a section titled "Elsinore Theatre's Productions presents 'Annie Get Your Gun,' starring Miss America 2002, Katie Harrison". The text describes the show as a "wild West show-within-a-show" and mentions that it is a "must-see production". A red oval highlights a line of text at the bottom of the page: "Annie Get Your Gun" is supported in part by a grant of \$10,000 from the City of Elsinore.

TOT mention on Elsinore Facebook page

The screenshot shows the Facebook event page for "Annie Get Your Gun" at the Elsinore Theatre. The event is scheduled for 170 High St SE, Salem, Oregon 97301. It has 386 interested users. The event details mention that the production is presented by Elsinore Theatrical Productions, starring Miss America 2002 Katie Harman. The show is described as a Wild West show-within-a-show that frames the ageless "Anything You Can Do I Can Do Better" love story of sharpshooters Annie Oakley and Frank Butler. The production is directed by Stephen Munshaw with choreography by Christopher Dean. The showtimes are 7:30 p.m. Sept 1 and 6 - 8, and 2 p.m. Sept. 2 and 9. A red circle highlights the text: "Annie Get Your Gun" is supported by a grant of Transient Occupancy Tax from the City of Salem.

THANK YOU SPONSORS



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TOT mention in the Playbill program



TV ad and news stories

<https://www.youtube.com/watch?v=IhqQ1o7RvhU>



Official Commercial of Annie Get Your Gun

www.youtube.com

Come enjoy an exciting production of Annie
Get Your Gun at the Elsinore Theatre in Salem
Oregon

<https://www.youtube.com/watch?v=MDbSrcIOOCs>



'Annie Get Your Gun' opens next weekend

www.youtube.com

Annie Get Your Gun opens in Salem September 1st, at the Elsinore Theater. It stars the only Miss Oregon who's won Miss America, Katie Harman.

<https://www.youtube.com/watch?v=LyqcTLxBPIg>



Catching up with Katie Harman

www.youtube.com

Catching up with Katie Harman

Great coverage from the
Statesman Journal...

<https://www.statesmanjournal.com/story/news/2018/09/06/elsinore-theatre-salem-oregon-annie-get-your-gun/1195044002/?fbclid=IwAR0LuEq6H9RkDoHPEromuY9O8PMHYI0t7QcRiir79xcJTadYFpf-QVHDJQ>

Submitted by:

Sally Litchfield Puhek

Date: 1/30/2019

CTPAB Completion Report
TOT Funds Supporting Salem Tourism
Special Event or Project Grant

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

Organization: Salem's Riverfront Carousel

Name of Program or Event: Santa at the Carousel

Location of Program or Event: Salem's Riverfront Carousel

Description of Activity: Visits with Santa, Breakfast with Santa, Tea with Mrs. Claus and Santa PJ Party

Completion Date(s): November 23- December 24, 2018

1st __ 2nd X 3rd __ or 4th __ quarter of FY 2018-19

Staff to administer program or event (*estimate number*):

Professional/staff hours 615 Volunteer hours 110

Amount of funds provided by TOT, \$10,000, and by other sources, \$3,200

Admission (checks or give amount): **Free** _____ **Admission** _____

Santa Breakfast, Tea with Mrs. Claus & Santa PJ Party \$20

Santa Pictures \$10 & \$5

Visits with Santa free

How did local businesses or organizations assist in this activity?

- Portland & Western Railroad provide the train ride for Santa & crew on Friday November 23
- Marion Polk Food Share providing barrels (collected food to feed 691 people)
- Assisted The Center for Hope & Safety with a given tree at our venue to assist there guests.
- Complimentary tickets shared between Salem on Ice and the Carousel

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?

Salem's Riverfront Carousel is a tourist destination for the city of Salem. All of our holiday events are family friendly to attract tourism to our city. Our holiday events are promoted through a varied of family publications and through complimentary media sources. We also promote our venue and our holiday events through our social media outlets and our website. We provide a guest book for visitor's to sign asking for name, city, state and comments. We also provide an interactive welcome "Where in the World Are You From?" map, and visitors can pin their home location.

All of our holiday events and publications that we advertise with, not only bring tourist to our venue, we also assist our out of state visitors with recommendations on what is happening in our city and where to shop & dine nearby within walking distance that promotes seeing our down town area leisurely on foot contributing to the economic growth of our city.

How did this event contribute to the CTPAB's goal of enhancing the quality of life for Salem's residents?

Salem's Riverfront Carousel continues to create a family friendly holiday destination for the Salem community and surrounding areas. Our holiday events are available and usable to those of diverse backgrounds, ages, and abilities. The majorities of our holiday activities are free of charge, or offered at a nominal fee. On Christmas & New Year's Day, carousel rides are free to the public.

How many attendees did your activity attract? How were attendees counted?

(Example: ticket sales, count at gate or estimate)

410 guests attended our holiday signature events. This count was taken from our registrations for Breakfast with Santa, Tea with Mrs. Claus and Santa's PJ Party.

5227 guests visited with Santa during the twelve days that he was at the Carousel. This information is captured from the quick survey form from the Santa booth.

Estimated percentage of:

Salem residents and/or guests **5227 guests**__

Out-of-town tourists (less than 50 miles) **90.60%**_____

Overnight tourists (hotel/motel) **9.4%**_____

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

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

The percentages are from our Santa survey, which asks the following questions.

1. How many are in your party today?
2. Are you from Salem?
3. Did you travel more than 50 miles to visit the Carousel.

The surveys are tallied each day when Santa was at the Carousel.

Report on the other measurable outcome documented in your application.

We were estimating 7000 visitors to visit Santa this year in 2018 but fell short of that goal by 1773 visitors due to Salem Keizer School district's holiday/winter break. In 2017, school was out 7 days before Christmas, and in 2018 three days before Christmas. Comparing the four days that we were short to 2017 is a difference of 2177 visitors. We will definitely be checking Salem Keizer school calendar for 2019.

What was the most effective resource used for marketing and promotion? Did you target any Spanish language or underrepresented population groups? (Explain)

Are most effective marketing was the digital billboards, all of our social media outlets and our website. We had available on our website, Santa Letters in English and Spanish and our Santa mailbox was located in the Carousel with both letters available in English & Spanish and Santa return/responded to the children in the appropriate language.

Total Santa Letters 952

Spanish Letters 74

Out of State Santa Letters 103

Submitted by: Marie Bradford Blevins

Date: January 31, 2019







CTPAB Completion Report

TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

Organization: Willamette Heritage Center

Name of Program or Event: 2018 Magic at the Mill

Location of Program or Event: Willamette Heritage Center, 1300 Mill St. SE, Salem

Description of Activity: Magic at the Mill is a festive family-friendly winter holiday event in which history comes to life with children's activities, heritage tours, and blacksmith and textile arts demonstrations. Live music and dance performances, thousands of twinkling lights and abundant holiday cheer brighten winter nights at the Willamette Heritage at this long-time cherished seasonal festival that celebrates connecting generations and interpreting Mid-Willamette Valley history. Located on our beautiful five-acre WHC campus, Magic at the Mill provides stunning sights and a holiday market for shopping as well as family-friendly fun including kids' crafts, visits with Santa Claus, model trains, and a variety of food options. Guests of all ages are invited to explore our well-decorated scenery and historic buildings.

Completion Date(s):

1st __ 2nd X 3rd __ or 4th __ quarter of FY 2018-19

Staff to administer program or event (*estimate number*):

Professional/staff hours 1,172 Volunteer hours 1,500

Amount of funds provided by TOT, \$10,000, and by other sources, \$13,353

Admission (checks or give amount): **Free** 332 **Admission** 3,600

How did local businesses or organizations assist in this activity?

Local businesses and organizations assisted in myriad ways. Local financial and in-kind sponsors for Magic 2018 included—in addition to the City of Salem—Danner & Soli, First Interstate Bank, Roth's Fresh Markets, Salem Electric, Salem Fiberarts Guild, Sherman Sherman Johnnie & Hoyt, LLP, and Swanson Lathen Prestwich, PC.

Magic patrons shopped with 18 wonderful vendors this year; the nine vendors from Salem were Fordyce Farm, Paul Hirt, Karabombs, The Peru Sale, Daryle Ryder, Spirit in the Clay, Springtime Farms – Snuggly Toes, This Is Salem, and Wildcraft Herbarium. The remaining nine vendors were: Jackie Miles (Portland), Misty Hill Farms (Dallas), Pilgrim's Roasted Nut'z, Rags and Bone (McMinnville), Raison Ethique (Willamina), Santiam Soap Co. (Stayton), Silvertide Jewelry (Canby), Stargazers Gourmet (Yachats), and Suoplushie (Keizer).

Superb live music and dance performances were provided by the following 15 artists or groups, 13 of whom are from Salem: Ballet Arts NW, Cheers Ukulele, Classic Tap, Figs & Thistles, Louis Hubbard, Lady and a Harp with Kurleen Nowickas, Madrigal Singers, McNary High School Choir, Gordon Monro (Firelight Stories), Old Time Fiddlers, Orchard Mountain String Band, Pentacle Theatre, Salem Young Singers Club, Starr Studio, Willamette Girlchoir.

Local demonstrators provided fascinating and interactive demonstrations of blacksmithing (in the forge), weaving, lacemaking, and other textile expositions (in the Mill Building), and our resident artists in the Warehouse hosted a sensational Open Studio night on the opening night of Magic.

Local professional security company Seguridad Security—our trusted friends—once again provided security for our event.

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?

With additional funds available to us through this grant, we advertised in the Eugene area (with the *Register-Guard*) and *Willamette Kids and Family* as well as in *Salem Chamber 503*. We received on-air time from radio station KBZY, resulting in two separate on-air interviews about Magic that featured our Executive Director Michelle Cordova (in both) and also our Marketing and Events Specialist Liz McIntire (in one); additionally, radio station KMUZ recorded and aired an interview with Michelle and Liz and also published the link to it on their website. Press releases also went to *Press Play Salem*, *Salem News*, *Salem Business Journal*, *NW Senior News*, *Keizertimes*, *Willamette Valley Life*, *News@KOIN*, *The Desk @KATU*, *Fox 12 News@KPTV*, and *Good Day Oregon@KPTV*. We enjoyed hosting patrons from 52 zip codes, 32 Oregon cities, and 3 other states (California, Utah, and Washington). We had estimated that **5%** of total attendees would come from over 50 miles away and be potential overnight tourists; **in reality, 6.3%** of pre-orders, back gate and will call entrants (this does not include WHC members, comps or on-site purchases) were from over 50 miles away, and we were able to determine the origin point of 16.5% of our attendees. Utilizing the estimate of average expenditures for overnight tourists from the Economic Impact Report by Dean Runyan Associates for the Oregon Tourism Commission, visitors in Marion County spend from \$85 for a stay in a private home to \$367 per day for a hotel/motel stay (p.10). Conservatively estimating that those counted event attendees (the 16.5% of our total attendees) cited above (even those from out of state) stayed just one night, they spent between \$3,485 and \$15,047 on lodging alone. If we can assume that the attendee population as a whole reflects that 16.5% subset, then Magic patrons spent \$21,080 and \$91,016 on lodging alone for one night.

How did this event contribute to the CTPAB's goal of enhancing the quality of life for Salem's residents?

Magic at the Mill allows families, friends, and individuals of all generations to interact with one another while experiencing and enjoying a blend of local history and holiday festivities, and is seen as one of the best holiday events in the state of Oregon. With few Mid-Willamette Valley holiday events located in Salem itself, Magic is even more of a key resource for local residents looking for a holiday-themed event that is both affordable and fun for all ages.

The following are two of the many comments on social media that we received from Magic patrons:

"My family (great-Nana, Grandma, Papa, 2 daughters w/husbands and 6 grandkids) had a great time Friday night--the weather was perfect, lights were fabulous, music was joyful, kids got to see Santa and have some hands-on activities (love that!). Thanks to all the volunteers and staff it took to make this happen."

"The Santa was so very good with our daughter. She has never been able to speak to Santa before, and the Santa that worked Sunday night was so calm and gentle, she was able to tell him what she wanted for Christmas and tell him 'Merry Christmas, Santa.' The elves were kind and good at keeping the line moving."

The following are two of our public posts on social media about Magic:

"Tonight we were visited by a very special guest! Two-year-old Sammy was born with a congenital heart defect that has weakened her immune system and made activities like meeting Santa a risk for her health. A family friend reached out to us, asking if we could make accommodations for Sammy to have a secluded meeting with Santa. When we heard their story, of course we said yes! It is our mission to connect generations, young and old, and we believe that health concerns and disabilities should not prevent our guests from enjoying our events like Magic at the Mill. We are so thankful to Sammy's parents, Kevin and Julie, for letting us make their night just as special as they are!" [see attached photo]

"Meet 11-year-old Danton (also known as "the Grinch" from Magic at the Mill) and his mom Vanae. Danton was diagnosed with cancer in November of 2015. He underwent surgery and chemotherapy, but they discovered that Danton has a chemo immune disorder. Chemo made his symptoms worse, and he now has to be on IVIG (human plasma transfusion) every three weeks—for the rest of his life—to stay in remission. Vanae and Danton moved to Oregon from Nevada a little over a year ago so Danton could go to Doernbecher Children's Hospital. Today, Danton loves volunteering with children, and his mom is so proud of all that he has overcome. Vanae says that his battle with cancer has made him kinder and wiser, and we couldn't agree more! We are so thankful to have Danton with us, sharing the joy of the holidays, and we couldn't ask for a better Grinch!" [see attached photo]

How many attendees did your activity attract? How were attendees counted?

(Example: ticket sales, count at gate or estimate)

Magic at the Mill 2018 attracted 3,932 patrons. Attendees were counted by advance ticket sales (online and in-person sales), complimentary tickets distributed (event sponsors, non-profits, and other special guests), on-site/day-of-event ticket sales (two entrances), and WHC member will-call check-in.

Estimated percentage of:

Salem residents and/or guests	<u>69.6</u>
Out-of-town tourists (less than 50 miles)	<u>24.1</u>
Overnight tourists (hotel/motel)	<u>6.3</u>

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

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

We were able to determine the origin point of 16.5% of our attendees based on pre-orders, will call, and on-site surveys (two entrances). These percentages are based on an assumption that the attendee population as a whole reflects that 16.5% sample/subset.

Report on the other measurable outcome documented in your application.

We did not succeed in increasing our attendance to what would have been a record-breaking number of 7,500 patrons. We had anticipated significant attendance increases this year because of having three weekend nights (Friday, Saturday, and Sunday), but believe that weather and the school district calendar contributed to the smaller attendance. Local school districts had students in school through Friday, December 21 (the third day of Magic), a whole week later than usual, so families did not get into “holiday mode” as early and had competing priorities for the scant few (two!) school-free days before Christmas Eve. Weather forecasts were for ferocious storms during the weekend, so people planned not to travel to Salem or even to go out in the evenings, although, in the end, the severity of the storms did not match that which was forecast.

What was the most effective resource used for marketing and promotion? Did you target any Spanish language or underrepresented population groups? (Explain)

Paid Facebook (social media) advertising, as well as Facebook posts (free), and word-of-mouth marketing appear to have been the most effective resource (according to Magic patrons surveyed). In addition, Travel Salem and *42 Holiday Events Near Salem, OR*, as well as inclusion in the Travel Salem Visitor Guide played an important role in our promotions. Magic at the Mill has a very wide-ranging, diverse audience of patrons in every category, and we did not target any Spanish-language or underrepresented population groups.

Submitted by: Helen Shafran, Development Director

Date: January 23, 2019









UP COMING EVENTS

Willamette Heritage Center

Romance: Stories of Love and Passion in the Mid-Willamette Valley

The Heritage Invitational Exhibit: January 24 – April 20, 2019

The Heritage Invitational Exhibit consists of small displays curated by a variety of heritage organizations from across our region. They share their stories, research and artifacts based upon a unifying theme of love stories experienced in the Mid-Willamette Valley. It is a great way to look at an historical topic through a variety of perspectives and lenses. This exhibit is produced in partnership with Bush House Museum, Deepwood Museum & Gardens, Hoover-Minthorn House, Keizer Heritage Museum, Lord & Schryver Conservancy, Oregon State Hospital Museum of Mental Health & Silverton Country Historical Society.

Oregon State Capitol Foundation

Exploring Oregon's Heritage-Oregon's 160th Birthday Party

Saturday, February 16, 2019

10 AM to 2 PM

Free

Exploring Our Heritage -- Oregon's Birthday Celebration! Oregon became a state on February 14, 1859 and to celebrate we will have costumed history interpreters, historic re-enactments, activities for children, period music, covered wagons and a stagecoach, free birthday cake while supplies last and more! This event is sponsored by the Oregon State Capitol Foundation.

Gilbert House Children's Museum

Legacy of Play Day

Monday, February 18, 2019

10 AM-5:00 PM

Free Admission day for all!

Salem Art Association

20th Annual Clay Ball: Pop of Color!

Saturday, February 23, 2019

Salem Convention Center, 200 Commercial St SE

Tickets: www.SalemArt.org/clay-ball

\$85 through Feb 15 / \$95 February 16-22, 2019

Clay Ball is going POP! Dress up in bright 1960's colors, or simply add bold accents to your formal attire. Those who want to go all out can put together a costume inspired by Lichtenstein, Warhol, and their contemporaries.

Oregon State Capitol Foundation

Cherry Blossom Theatre Festival

March 9-11th, 2019

Salem Theatre Network brings three days of events featuring 15 performances and five workshops in six venues across the city.

Visit : <https://salemtheatrenetwork.org/>
for schedule and ticket information.

UP COMING EVENTS

Oregon State Capitol Foundation

Exploring Oregon's Heritage - Cherry Blossom Day at the Capitol

Saturday, March 16, 2019

10 AM to 2 PM

Free

Exploring Oregon's Heritage -- Cherry Blossom Day at the Capitol celebrates the rich impact of the Japanese culture on Oregon and the history of the cherry industry. Come celebrate the day with exhibits, booths, music and more! This event is sponsored by the Oregon State Capitol Foundation.

Oregon State Capitol Foundation

Spring Break Passport to Fun Program

March 25 to March 29, 2019

It's back! The Spring Break Passport to Fun! program will run March 25-29, 2019. The Oregon State Capitol, Hallie Ford Museum of Art, Willamette Heritage Center, World Beat Gallery and Salem Art Association have partnered to bring free activities to families. You can enter to win a prize basket at any of the locations. For more information, call Visitor Services at the Capitol, 503-986-1388.

CTPAB Parking Lot

Schedule Tour and Meeting Dates for the next 3 months

Diversity and Inclusion question for next grant cycle (Siong, Dec. 2018)

Add the definition of a “Major” tourist attraction and cultural facility into next year’s application manual (Kohler, Navarro, Jan. 2019)