

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: April 13th

TOT Grant Process Review

<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, March 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. February 9, 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 Grant Scores
 - b. Review and approval of Cultural Tourism Fund budget FY 2022
6. Information Items
 - a. Cultural and Tourism Fund Reports – February 2021
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – February 2021
 - c. Facility Operating Grant Reports – Hallie Ford Museum of Art
 - d. Event Grant Reports – None
 - 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, February 9, 2021
Remote Meeting via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

<p>MEMBERS PRESENT Scott Snyder, Chair Jonathan Baker Gaelen McAllister Elaine Navarro Laura Tesler Ryan Gail Omar Alvarado</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II Kelly Kelly, CD Staff Assistant</p>	<p>MEMBERS ABSENT Rita Siong, Vice Chair Felipe Gonzales</p>
<p>GUESTS Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.</p> <p>Input, questions and updates ahead of the meeting were invited by Chris Neider.</p>	<p>GUESTS Karin Putnam – Putnam Helping Hands Resources Alicia Bay-Gilbert House Children’s Museum Tiffany Carstensen-Enlightened Theatrics Judy Quenzel-Willamette Master Chorus Phillip Van Ginkle – Elsinore Theatre Kathleen Fish, Salem Multicultural Institute Sally Puhok 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 Roger Williams, Willamette Art Center Kate Von Ummerson, Salem Public Library Foundation Brian Gonzales, Festival Chorale Jerry Herrmann, Rivers of Life Eduardo - Odyssey</p>

- 1. CALL TO ORDER**
Chair, Scott Snyder, began the meeting at approximately 6:02 p.m. with 7 of 9 members present.

2. ROLL CALL

Members present: Scott Snyder, Jonathan Baker, Gaelen McAllister, Laura Tesler, Ryan Gail, Elaine Navarro, Omar Alvarado, Chris Neider & Kelly Kelly
Members absent: Rita Siong, Felipe Gonzales.

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 January 12, 2020 CTPAB meeting minutes.

Motion: To approve today’s agenda and the January 12, 2020 CTPAB meeting minutes.

Motion by: Gaelen McAllister
Seconded by: Laura Tesler
ACTION: APPROVED
Vote: 7-0
Aye: 7
Nay: 0
Abstentions: 0

Chair Scott Snyder opened with discussion about consistency with the decision not to fund events that are unable to have an in-person event with the continued urgency to limit funds given and prioritize the events that are able to move forward with in-person events and the facility operator funding. Scott Snyder noted the City Parks Department is not yet taking reservations for summer events at City locations such as Riverfront Park. This will make World Beat funding an impossibility for 2021. Scott feels it is important the organizations all understand that if they move to a Virtual Event, while that is good to keep them relevant during this season of limitations, that they will not be able to receive the TOT Grant funding granted for live, in-person events only. That is the only way the vastly limited TOT funds will make it to cover the events that do occur.

Motion: To suspend funding for any non-in-person events for the fiscal year 21-22.

Motion by: Scott Snyder
Seconded by: Gaelen McAllister
ACTION: APPROVED
Vote: 5-0
Aye: 5
Nay: 2
Abstentions: 0

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

None.

5. ITEMS REQUIRING ACTION

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

Omar Alvarado recused himself from grading the Odyssey event grant application.

- b. Event Grant Applications review (Festival Chorale, Rivers of Life/Sternwheeler, 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)

Festival Chorale, Brian Gonzales-

Q-Scott Snyder, Question about number of attendees and per person cost.

A-Brian Gonzales, expected audience is 400, lowering the per person cost to \$18.75 per person.

Scott noted the event has been very successful in the past and thanked Brian for being in attendance tonight.

Q-Gaelen noted the cost figures to around \$76 per person.

A-Brian noted no performing arts group recoups the full cost of the organization through ticket sales, but noted Festival Chorale runs a very lean organization with lots of volunteers. He noted the fixed costs such as performing at The Elsinore Theatre and keeping a performing professional orchestra in their company are necessary fixed expenses.

Rivers of Life/Sternwheeler event, Jerry Herrmann-

Q-Gaelen McAllister, Noted the budget had \$8,000 differential between revenues and expenses, so that it appears they will be taking in \$8,000 profit in revenues.

A-Jerry Herrmann noted that must be a form completion error. Jerry noted he would be willing to turn in a revised budget form to Chris Neider.

Q-Ryan Gail asked what would be done to move towards diversity, equity and inclusion.

A-Jerry Herrmann noted a variety of schools and ethnic and age groups were included in the programming in a way that involves a diverse and inclusive population.

Salem Public Library Foundation, Kate Von Ummerson-

Q-Scott Snyder, asked about the out of town visitors – how did you determine 50 from out of town would come?

A-Kate noted they can only guess and the number of 50 meant folks coming from a 50-mile radius, such as from Portland or Eugene, vs expecting they would spend a night in a hotel.

Q-Scott Snyder, question about the additional funding for Salem Reads.

A-The additional funding was to fund an additional position for Salem Reads programming. Laura Tesler complimented the quality programming Salem Reads provides.

World Beat, Kathleen Fish-

Q-Scott asked what they are thinking for 2021.

A-Kathleen-The in-person version for 2021 will have to be canceled. They hope and expect to be funded for June of 2022. Tonight's application in review is for 2022.

Willamette Art Center, Roger Williams-

Q-Gaelen McAllister - Has the State Fair made any announcements about their intentions yet?

A – Roger Williams – Yes. State Fair representatives indicate intention to operate the fair on schedule for 2021 at this time.

Q-Laura Tesler – Do patrons pay to create their pottery at the State Fair?

A – Roger Williams - Yes. Each Patron pays a charge for the pottery they create, which covers our expenses. It is a balancing act to keep it affordable for families of all socio-economic levels.

Laura Tesler complimented what a good addition this activity is to the fair and to our community.

Q- Omar Alvarado – explain your plan to increase inclusivity and diversity.

A – Roger - The Fair is already a very diverse event. Roger believes they average 35% non-Caucasian participants. It is very family friendly and affordable and popular with the Hispanic community. WAC markets purposefully to the Hispanic Community.

Willamette Master Chorus, Judy Quenzel was present-

Q-Gaelen McAllister – Revenues and Expenses do not line up for the Veteran's concert.

A-Judy can get back to us on the specifics but noted the sponsors are all pending at this point but are expected to come through once dates are firm. She is confident the funding and sponsors will come through.

Ceili of the Valley, Carlee Wright-

Q – Gaelen McAllister – Do you work with Travel Salem?

A – Yes, They work closely with Travel Salem and many others for marketing services.

Q – Scott Snyder – Have you seen an increase in repeats or new people hearing about the events?

A – Carlee Wright – Yes. This is the 4th year and the weekly and monthly events like Ceili's and dance classes create engagement and cross over.

Q- Laura Tesler – recommends you charge vs going with “suggested donations” because it is a worthwhile event.

A - Carlee Wright noted they currently do charge for the events so they can pay their presenters. If funding ever allows, she would love to make cover charges on a donation basis to reach an even more diverse and challenged population.

Press Play, Carlee Wright-

Q – Ryan Gail – How many people are viewing the magazine?

A - Carlee Wright – 5000 are printed, many more are viewing as the magazine is shared around and picked up by others. Impact can be monitored via the social websites.

Q – Scott Snyder – How are you measuring outcome in question #2?

A – Carlee – The measurements we are using is website traffic. Monitoring how many come to the website, what stories they visit, how long they stay, where they go from there. Social Media, likes, shares, comments, how many views – main resource.

Laura Tesler and Scott Snyder both noted they are excited for when Press Play can return to Print, because it is an excellent resource for what is going on in Salem and it is missed.

Enlace – Amador Aguilar – not present

Q -Scott Snyder – wanted to ask if they are utilizing Travel Salem for their marketing.

A – Chris noted they utilize Travel Salem.

Chris noted they did the Beautification Garden successfully last year.

Q – Gaelen – Do they have any sponsors they are partnering with?

Q – Laura – Do they have an outdoor back-up plan? Laura suggested they investigate other community organizations for spaces or marketing partnerships.

Deepwood Native Plant Sales, Yvonne Putze-

Q-Ryan Gail – Budget Surplus question.

A – Yvonne noted she had computer issues on the form and explained...but it is a fund raiser. They invest back in the event, which was canceled last year. The tent being used this year is a new, big expense, as the event grows, a tent will be a need ongoing.

Q- Gaelen – How much do you expect to make?

A – Yvonne - About \$5,0000. People who come to the plant sale are also being exposed to the other Museum offerings, like rental for weddings, etc.

Laura Tesler suggested they have a “night before preview” event and make some advance sales. People would pay for that privilege.

Yvonne noted having the tent will help them grow and be more flexible with this event in the future.

Helping Hands, Quiltopia, Karen Putnam-

Q- Scott Snyder – Budget question. There is more revenue than expenses. \$29,0000 vs \$15,0000

A – Karen - This is a fund raiser that supports them giving back to the community through out the year. There used to be 2 main fundraiser events, and now this is it. With these funds raised they do all kinds of things to support the community throughout the year with things like tents and backpacks for the homeless, etc.

Gaelen noted quilt folks are loyal and will travel to quilt events.

Karen is excited they are growing, involving kids and more local cultural organizations in the community are becoming involved.

Odyssey, Eduardo or Omar Alvarez – Downtown Alley Soiree

Q – Scott Snyder noted he loves the creativity and well written application.

Q- Gaelen – will they cross check with other local events in the community?

A – Eduardo- Collective event – like a “first Wednesday” - the more the better.

Q – Do they need a permit?

A – Eduardo – Yes – a permit will be needed once a date specific is set.

Chris Neider noted a noise permit may be needed also.

Eduardo noted the costs for these expenses are noted in the budget.

Capital City Classic – Chris Roche - Not present

Q – None.

Scott Snyder and Chris Neider noted scores for Grant Applications are due in a week, the week of the Feb 16-19, 2021.

Action: Ryan Gail asked if the Capital Improvement Grant applications link could be re-sent.

Action - Gaelen recalled there was a question about the indoor soccer center, to clarify if their address is technically in the City of Salem and if it qualifies if it is outside the city of Salem limits, which she believes it is. 4701 Portland Rd NE

Chris Neider will check and get back to the board to clarify if the address is allowed for funding.

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, Elsinore Theatre, Gilbert House Children’s Museum, Riverfront Carousel, Salem Art Association, Salem Multicultural Institute, Willamette Art Center, Willamette Heritage Center
- d. Event Grant Reports – Salem Riverfront Carousel – 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.)

Ross Sutherland, Bush House Museum, is working on Virtual Field Trip Programming showing both the inside and outside of the property. Work on Salem Remembers - reinterpreting the museum to increase knowledge of the diverse history of the Salem area is in process. Sally – The Elsinore, working on an Anniversary Celebration and fund raiser May 26th with a Virtual Auction and Celebration. Carlee Wright, Press Play and Ceili of the Valley – visit PressPlaySalem.com for the monthly calendar of things happening in Salem. Ceili dance classes do occur virtually if anyone wants to tune in. Kathleen Fish of SMI – Exhibits in conjunction with Deepwood are still up, then Children’s toys exhibits in conjunction with Gilbert house will be on display. Mark Green, Make Music Day – still working on the June 21st event. Roger Williams, Willamette Art Center, added two photography workshops to their list of classes, which were well received. Intermediate and advanced classes will be added due to the popular reception. Tiffany – Enlightened Theatrics, is excited about a shift to create production based camps for children of different age groups producing socially distanced shows that can then be watched on line. Les Miserables is up next, produced by all 6 local High Schools. Yvonne Putze-Deepwood, is continuing with the First Friday programming. They are doing a lot of work with the inventory and collection, and assessing a way to be involved with the plant sale. Working on education related interpretive projects.

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

Scott asked if Chris could give the board any updates on the RFP process for selection of a marketing destination organization. Chris noted the consultants have put together their recommendations for any changes and the update should be posted in March. Chris noted a TOT Board member with no conflict of interest would likely be invited to be involved in the selection process. The current Travel Salem contract ends in September of 2021.

For next year's grant application, it was suggested to require specific examples of measuring methodologies to show more clear measuring metrics.

9. ADJOURNMENT

With no further business, Chair Scott Snyder adjourned the meeting at approximately 8:02 p.m.

The next regular meeting will be Tuesday, March 9, 2021, 6-8 PM, via Zoom and YouTube. Scott Snyder reminded the board members to do their scoring of grants and have them turned in to Chris Neider the week of Feb 16-19, so they can be discussed at the March meeting.

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

Capital Improvement Scoring Sheet

***Disqualified**

		Capital Futbol Club - Ductless HVAC System	Willamette Heritage Center - Replace HVAC
Review Criteria:	25 Points Maxium:	\$ 3,800	\$ 7,500
		24	20
		19.5	22
		12.5	18
		24	25
		18	20
		24	24
		16	18
		22	22
		23	24
Avg. Score	25	20.3	21.4

***Location of Capital Futbol Club is located outside of City Limits.**

Events Scoring Sheet

		Salem Multicultural Institute - World Beat Festival \$7,500	Hoopla Association - Hoopla \$7,500	Hoopla Association - CherryFest NW \$7,500	Sasquatch Sports - Capitol City Classic \$2,000	Oregon Symphony Association in Salem - 2022 Salem Concert Series \$7,500	Willamette Art Center - Artisan's Village \$7,500	Capital Futbol Club - Capital Cup Tournament \$7,500	Salem Art Association - Salem Art Fair & Festival \$7,500
Review Criteria:	25 Points Maxium:	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 2,000.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00
		24	24	24	23	22	23	21	
		25	24	25	25	25	22	23	25
		25	24	20	21	17	21	20	25
		25	25	25	25	25	25	25	25
		25	24.5	22.5	22	23	19.5	21	25
		25	25	25	23	22.5	21	24	25
		25		20.5	21	23	23	18	25
		23	25	25	25	20	21	24	23
		23	20	20	21	23	23	22	25
Avg. Score	25	24.44	23.94	23.00	22.89	22.28	22.06	22.00	24.75

Festival Chorale Oregon - "Alzheimer's Stories" by Robert Cohen \$7,500	Ceili of the Valley Society - Samhain Celtic New Year Festival \$2,000	Press Play Salem - Website and Magazine Publication \$2,000	Gilbert House Children's Museum - Halloween Re-Engineered \$7,500	Capital Futbol Club - Timbers U23 \$7,500	Englewood Forest Festival \$3,000	Salem Public Library Foundation - Salem Reads: One Book, One Community \$7,500	Salem Riverfront Carousel - Santa at the Carousel \$7,500	Willamette Heritage Center - Heritage Rail Day \$7,500	Deepwood - Native Plant Sale \$2,000	Oregon Symphony Association in Salem - 2022 Salem Young People's Concert \$7,500
\$ 7,500.00	\$ 2,000.00	\$ 2,000.00	\$ 7,500.00	\$ 7,500.00	\$ 3,000.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 2,000.00	\$ 7,500.00
23.5	20	21	19	21	16.5	20	21	8	19	19
22	21	25	19	23	21	19	19	21.5	17	19.5
20	21.5	18.5	25	14	21	19.5	19.5	20	20	17
20	25	25	25	25	18	21.5	25	25	25	25
21.5	21.5	19	16.5	21.5	21	19.5	19	22	21	12
22	23.5	21.5	22.5	23	24	22	20	21.5	23.5	21
22.5	19	18.5	25	23	23	19.5	19	22	21	22
25	23	24	19	25	22	25	20	21	16	23
21	22	23	24	19	21.5	20	23	22	20	23
21.94	21.83	21.72	21.67	21.61	20.89	20.67	20.61	20.33	20.28	20.17

Willamette Master Chorus - 17th Annual Veterans Concert \$7,500	Oregon State Capitol Foundation - Cherry Blossom Day at the Capitol \$7,000	Helping Hands Resources - Quiltopia 2021 \$2,000	Odyssey - Downtown Salem Alley Soiree \$2,000	Gilbert House Children's Museum - Re-Opening \$7,500	ENLACE - Hispanic Heritage Month Celebration 2021 \$2,000	Willamette Master Chorus - Holiday Concert with the Trail Band \$7,500	Salem Foundation - Make Music Day \$7,250	Rivers of Life Center / Willamette Queen Sternwheeler - Salem Cheers Seniors \$7,500
\$ 7,500.00	\$ 7,000.00	\$ 2,000.00	\$ 2,000.00	\$ 7,500.00	\$ 2,000.00	\$ 7,500.00	\$ 7,250.00	\$ 7,500.00
22	13	18	21	19	12	14	19	11
19	19.5	14	20.5	18	21	20.5	19	19
15	20.5	19	21	20.5	11	15	14	13
24.5	24	23	25	19	24	24.5	17.5	16
17.5	19	19.5	24.5	15.5	19.5	17.5	22	15
18.5	20.5	22		18.5	21	15.5	21.5	14
22	22.5	20.5	22.5	21.5	20	22		24
21	19	24	23	19	25	21	23	25
22	23	20	19	25	22	22	11	20
20.17	20.11	20.00	22.06	19.56	19.50	19.11	18.38	17.44

Facility Operating Scoring

		Bush House Museum	Deepwood Museum & Gardens	Gilbert House Children's Museum	Hallie Ford Museum of Art	Historic Elsinore Theatre	Salem Art Association - "Bush Barn Art Center"	Salem Multicultural Institute	Salem Riverfront Carousel	Willamette Art Center	Willamette Heritage Center
Review Criteria:	25 Points Maxium:	Score:	Score:	Score:	Score:	Score:	Score:	Score:	Score:	Score:	Score:
		23.5	25	21	20	23		25	22	23	19
		21	25	24	25	22	25	23	19	22	25
		21	22	21	22.5	20	22	22	19	21.5	22.5
		23	25	23.5	23	25	25	24.5	23	23.5	25
		25	23.5	17	23.5	23.5	25	20.5	21.5	22	22
		25	25	25	25	25	25	25	22.5	22	23.5
		19	19	20	19.5	19.5	19	21.5	19	19.5	19.5
		24	24	24	24	24	25	25	22.5	25	24
		24	24	22	23	24	24	24	20	20	23
Avg. Score	25	22.8	23.6	21.9	22.8	22.9	23.8	23.4	20.9	22.1	22.6

Grant Funding for Facility Operators		\$ 305,380 (based on the City Manager's Allocation and Council Policy C-1 split)							TOTAL TOT	
	Avg Score	% of Total Avg	Allocation Based on Share of Total	Rounded	FY 20-21	Diff.	Plus Events & CIP	AWARDS to FO's		
Gilbert House Children's Museum	21.94	9.67%	\$ 29,540	\$ 29,540.00	\$ 32,380	\$ (2,840)	\$ 15,000.00	\$ 44,540.00		
Bush House Museum	22.83	10.06%	\$ 30,736	\$ 30,740.00	\$ 27,750	\$ 2,990		\$ 30,740.00		
Deepwood Museum & Gardens	23.61	10.41%	\$ 31,783	\$ 31,780.00	\$ 30,970	\$ 810	\$ 2,000.00	\$ 33,780.00		
Elsinore Theatre	22.89	10.09%	\$ 30,811	\$ 30,810.00	\$ 28,510	\$ 2,300		\$ 30,810.00		
Hallie Ford Museum of Art	22.83	10.06%	\$ 30,736	\$ 30,740.00	\$ 30,970	\$ (230)		\$ 30,740.00		
Salem Art Association	23.75	10.47%	\$ 31,970	\$ 31,970.00	\$ 31,910	\$ 60	\$ 7,500.00	\$ 39,470.00		
Salem Multicultural Institute	23.39	10.31%	\$ 31,484	\$ 31,480.00	\$ 33,910	\$ (2,430)	\$ 7,500.00	\$ 38,980.00		
Riverfront Carousel	20.94	9.23%	\$ 28,194	\$ 28,190.00	\$ 25,220	\$ 2,970	\$ 7,500.00	\$ 35,690.00		
Willamette Art Center	22.06	9.72%	\$ 29,689	\$ 29,690.00	\$ 29,100	\$ 590	\$ 7,500.00	\$ 37,190.00		
Willamette Heritage Center	22.61	9.97%	\$ 30,437	\$ 30,440.00	\$ 29,680	\$ 760	\$ 15,000.00	\$ 45,440.00		
TOTAL AVG POINTS	226.86	100.00%	\$ 305,380	\$ 305,380	\$ 300,400	\$ 4,980	\$ 62,000.00	\$ 367,380.00		

9.7% of projected TOT Tax Collections

11.7%

Meets Policy C-1 - Yes	FY 2022		Policy C-1	CM Allocation	469,810		Policy C-1
Facility Operations	\$ 305,380	65.00%	min. 60%		305,380	65.00%	min. 60%
Capital Improvements	\$ 7,500	1.60%	max. 10%		7,500	1.60%	max. 10%
Special Events	\$ 156,930	33.40%	min. 25%		151,500	32.25%	min. 25%
Total Funding Needed	\$ 469,810	100%		UnAllocated	5,430	99%	

Average Facility Operations Grant \$ 30,538.00

Total % of CTPAB Grant Funds Going to Facility Operators
78.20%
of \$469,810 CTPAB Allocation

**CULTURAL AND TOURISM
FUND NO. 175
FY 2021-22**

**Department: Non-Departmental
Cost Center: Cultural and Tourism
Cost Center No: 60-91-00-00**

**Adopted
FY 2020-21 Proposed
FY 2022**

RESOURCES

Beginning fund balance	\$ 399,320	\$ 140,980
Utility contributions - tenants / Parks Operations	5,400	5,400
Projected tax collections	3,180,370	3,132,120
Interest earnings	2,500	2,500
Other revenue	12,000	12,000
TOTAL RESOURCES	\$ 3,599,590	\$ 3,293,000

EXPENDITURES

CONVENTION CENTER SUPPORT (60911000)

Convention Center marketing	\$ 309,090	\$ 313,210
Total Convention Center Support	\$ 309,090	\$ 313,210

CONVENTION AND TOURISM MARKETING (60912000)

Convention and tourism promotion	\$ 795,090	\$ 783,030
Travel Salem website upgrade	-	-
Total Convention and Tourism Marketing	\$ 795,090	\$ 783,030

CITY PROGRAMS (60913000)

Projects Transferred to Capital Improvements Fund (255)

Deepwood and Carriage House roof treatment/repairs	\$ 15,000	\$ -
City-sponsored signature festival / events (4th of July Celebration)	2,000	-
Credit Card Fees	25,000	18,660
Support for public art acquisition, maintenance, administration (Fund 176)	10,000	-
<i>Total Historic Building Major Projects</i>	\$ 52,000	\$ 18,660

Historic Building Maintenance

Bush House/Barn Complex	\$ 31,620	\$ 31,620
Deepwood House	33,760	18,760
Gilbert House	14,390	14,390
Parrish House	9,250	9,250
Rockenfield House	9,120	9,120
<i>Total Historic Building Maintenance</i>	\$ 98,140	\$ 83,140

Historic and City Landscape Maintenance

Lord and Schryver Gardens	\$ 15,750	\$ 15,750
Transfer to General Fund to support parks maintenance	1,360,080	1,218,080
<i>Total Historic and City Landscape Maintenance</i>	\$ 1,375,830	\$ 1,233,830

Historic Building Utilities

Total Historic Building Utilities	\$ 56,270	\$ 50,980
Total City Programs	\$ 1,582,240	\$ 1,386,610

**CULTURAL AND TOURISM
FUND NO. 175
FY 2021-22**

Department: Non-Departmental
Cost Center: Cultural and Tourism
Cost Center No: 60-91-00-00

Adopted **Proposed**
FY 2020-21 **FY 2022**

ADMINISTRATION (60913500)

City services at community events (State Fair)	\$ -	\$ 19,760
Riverfront Park special events management	52,590	52,590
Cultural / historic and event contract administration	12,920	12,920
Indirect cost allocation plan	106,360	122,270
Board staff support / materials	30,710	34,550
Contract administrator for Salem Convention Center	24,090	24,090
Convention and tourism promotion contract administration	13,550	13,550
Softball tournament bids	34,920	44,920
<u>Total Administration</u>	<u>\$ 275,140</u>	<u>\$ 324,650</u>

MAJOR TOURIST ATTRACTION AND CULTURAL FACILITIES (60914000)

Operating Grants

Gilbert House Children's Museum	\$ 43,170	\$ 29,540
Bush House Museum	37,000	30,740
Deepwood Museum & Gardens	41,300	31,780
Historic Elsinore Theatre	38,010	30,810
Hallie Ford Museum of Art	41,300	30,740
Salem Art Association	42,550	31,970
Salem's Multicultural Institute	45,210	31,480
Salem's Riverfront Carousel	33,630	28,190
Willamette Art Center / Friends of the Visual Arts	38,790	29,690
Willamette Heritage Center	39,570	30,440
<i>Total Operating Grants</i>	\$ 400,530	\$ 305,380

Special Event / Project Grants

Bush House Museum - Exploration Days	\$ 2,000	\$ -
Capital Futbol Club - Capital Cup Soccer Tournament	10,000	7,500
Capital Futbol Club - Timbers U23	10,000	7,500
Ceili of the Valley Society - Celtic Festival		2,000
Chris Roche Management LLC - Capitol City Classic	2,000	2,000
Deepwood Museum & Gardens - Native Plant Sale		2,000
Englewood Forest Festival	-	3,000
ENLACE - Beautification of Forgiveness and Peace Garden	2,000	
ENLACE - Hispanic Heritage Month Celebration 2021		2,000
Festival Chorale of Oregon - Alzheimer's Stories by Robert Cohen	10,000	7,500
Friends of the Visual Arts - Oregon State Fair Artisans Village		7,500
Gilbert House Children's Museum - Re-Opening		7,500
Gilbert House Children's Museum - Halloween Re-Engineered		7,500
Helping Hands Resources - Quiltopia 2021		2,000
Hoopla Association - CherryFest NW	10,000	7,500
Hoopla Association - Hoopla	10,000	7,500
Mano-a-Mano Family Center - 10th Annual Urban Art Festival	5,000	
Odyssey - Downtown Salem Alley Soiree		2,000

**CULTURAL AND TOURISM
FUND NO. 175
FY 2021-22**

Department: Non-Departmental
Cost Center: Cultural and Tourism
Cost Center No: 60-91-00-00

	Adopted	Proposed
	FY 2020-21	FY 2022
Oregon State Capitol Foundation - Cherry Blossom Days		7,000
Oregon Symphony Association in Salem - Concerts in Salem	10,000	7,500
Oregon Symphony Association in Salem - Youth Concerts	10,000	7,500
Press Play Salem - Bi-monthly Magazine and website w/online calendar	2,000	2,000
Salem Art Association - Salem Art Festival		7,500
Salem Multi-Cultural Institute - World Beat Festival	10,000	7,500
Salem Public Library Foundation - Salem Reads	10,000	7,500
Salem's Riverfront Carousel - Santa at the Carousel	10,000	7,500
Willamette Heritage Center - Heritage Rail Day	10,000	7,500
Unspecified event grants		5,430
Willamette Master Chorus - Holiday Concert with the Trailband	10,000	7,500
Willamette Master Chorus - 17th Annual Veterans Concert		7,500
<i>Total Special Events / Project Grants</i>	\$ 133,000	\$ 156,930
Capital Improvement / Outlay Grants		
Gilbert House Children's Museum - Learning Playground Phase II - Turf purchase	\$ 10,000	\$ -
Historic Elsinore Theatre - Concession & Box Office Renovation	10,000	-
Willamette Art Center - New Kiln	10,000	-
Willamette Heritage Center - 1909 Caboose #507 Exhibit	10,000	-
Willamette Heritage Center - Replace HVAC		7,500
<i>Total Capital Improvements / Outlay Grants</i>	40,000	7,500
Total CTPAB Grants	\$ 573,530	\$ 469,810
Contingencies	\$ 64,500	\$ 15,690
TOTAL EXPENDITURES	\$ 3,599,590	\$ 3,293,000
<i>UNAPPROPRIATED BALANCE</i>	<i>\$ (1)</i>	<i>\$ -</i>
Total Resources	3,599,590	3,293,000
Total Expenditures	3,599,590	3,293,000

Cultural and Tourism Fund

Fund Status Report - For the Period Ending February 28, 2021

Item 6.a.

	FY 2020-21		FY 2019-20		FY 19-20 to FY 20-21	% Difference
	Budget FY 2020-21	Actual Thru 28-Feb	Budget FY 2019-20	Actual Thru 28-Feb		
Resources						
Beginning fund balance	399,320	382,474	473,000	660,962	(278,488)	-42.13%
Tax collections	3,180,370	1,560,837	4,137,870	2,512,824	(951,987)	-37.89%
Other agencies	5,400	1,738	5,400	1,453	286	19.65%
Interest earnings	2,500	5,112	2,500	10,604	(5,491)	-51.79%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	9,400	12,000	8,000	1,400	17.50%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	3,599,590	1,959,561	4,630,770	3,193,842	(1,234,281)	-38.65%
Expenditures by Division						
Conference Center Marketing	309,090	175,000	300,090	175,053	(53)	-0.03%
Tourism Promotion - Travel Salem	795,090	373,294	1,030,720	566,543	(193,249)	-34.11%
City Programs/Parks/CIP	1,582,240	989,391	1,737,560	1,128,358	(138,967)	-12.32%
Administration	275,140	183,496	339,690	213,898	(30,402)	-14.21%
Major Tourist Attractions and Cultural Facilities	573,530	234,800	618,000	382,483	(147,683)	-38.61%
Contingency	64,500	12,441	120,000	12,610	(169)	-1.34%
Total Expenditures	3,599,590	1,968,423	4,146,060	2,478,945	(510,522)	-20.59%
Total Resources Less Expenditures	-	(8,862)	484,710	714,897	(723,758)	-101.24%

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	145,527	287,341	204,371	79,478	290,940	2,423,027	3,180,370
% Chg		-58.91%	-55.25%	-7.13%	-20.98%	-34.12%	-27.18%	-38.46%	0.00%	0.00%	0.00%	0.00%	-28.21%	-23.81%

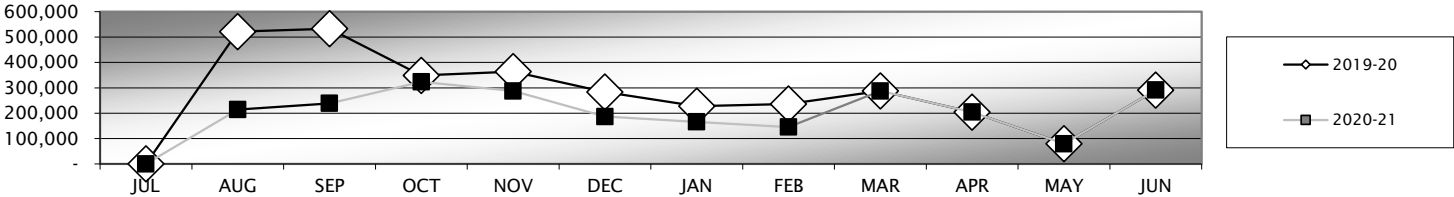


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021.

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 February FY 2019-20	2,512,824
YTD February FY 2020-21	1,560,897
Variance FY 19-20 to FY 20-21	-37.88%

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

Hallie Ford Museum of Art

2. Name and location of facility

Willamette University, 900 State Street, Salem, OR 97301

3. Reporting period

2nd quarter

4. Total number of days open

38

5. Total hours of operation

190

6. Volunteer hours for period

164.5

7. Total attendance at facility

3173

8. List the attendance and each type of activity

Museum tours / gallery visits : 3007

Films / performances : 0

Student attendance : 166

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

\$0.00

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

\$7,742.50

11. Total income from other sources

\$192,096.25

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

Before the Hallie Ford Museum of Art closed its doors on November 21, 2020 as a result of Governor Kate Brown's closure order, we presented three exhibitions during that time period that attracted audiences from throughout Salem and the mid-Willamette Valley as well as beyond. These included "Clifford Gleason: The Promise of Paint," "Bonnie Hull: Memory as Myth," and "Lockwood Dennis: Woodcuts." As with our first quarter report, attendance remained robust for the 38 days we were open during the second quarter of 2021.

"Clifford Gleason: The Promise of Paint" traced the Salem artist's career from the 1930s to his death in 1978 and featured paintings, drawing, and prints drawn from public and private collections throughout the region. The exhibition was accompanied by a full-color, hardcover 96-page book by Roger Hull that placed Gleason's career within the broader context of Pacific Northwest and contemporary art; the exhibition closed on October 31.

"Bonnie Hull: Memory as Myth," featured drawings, paintings, and quilts created over a 50 year period by this highly regarded Salem artist and activist. As a special feature, the exhibition included a new series of drawings created in response to the coronavirus pandemic as well as a selection of the artist's sketchbooks. A free, full-color brochure on the artist accompanied the exhibition, which closed on October 17.

"Lockwood Dennis: Woodcuts" featured 36 prints and related ephemera by this nationally-recognized Port Townsend, Washington printmaker. Organized by director John Olbrantz and drawn from public and private collections in Oregon, Washington, and Colorado, the exhibition explored Dennis' iconic views of 1930s Seattle, Portland, and his travels throughout the western United States. The exhibition opened on October 24 but had to close on November 21 due to Governor Brown's closure order and never reopened.

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.

As part of our TOT grant from the City of Salem, we identified two outcomes related to CTPAB goals that we hoped to achieve this year: increase attendance at the Hallie Ford Museum of Art by 10% in 2020-21, and increase attendance at our education programs by 10% during the same time period. Both goals were intended to increase our impact on cultural tourism and enhance the quality of life in Salem, and we hoped to promote and market both our exhibitions and programs on a regional level in order to attract travelers and tourists to Salem and therefore increase room nights/tax revenues.

Attendance was robust during the 38 days we were open in October and November, although in light of our recent closure, I doubt we will achieve our goal to increase attendance by 10% in 2020-21. However, during the brief time we were open, we had 3,173 visitors or approximately 83 visitors per day. Of those 3,173 visitors, 3,113 visitors (98%) came from within a 50 mile radius of Salem; 19 visitors (.05%) came from beyond a 50 mile radius of Salem but within Oregon; and 41 visitors (1.5%) came from outside of Oregon but within the United States. While we have enjoyed excellent attendance during the past two months, reaffirming the value that Salem residents and others have in our collections, exhibitions, and what we have to offer, we have not witnessed a similar increase in the number of out-of-town travelers and tourists.

During the months of October and November, for example, we only had 60 potential overnight visitors compared to several hundred overnight visitors per quarter in previous years. This is clearly the result of the coronavirus pandemic and travel restrictions and will hopefully change once a vaccine is developed, travel restrictions are lifted, and people feel safe to travel. Still, if you take our 60 potential overnight visitors and if they each spent a minimum of one night in Salem based on a daily rate of \$166 per night (Source: Travel Salem), we had an economic impact of \$9,960 during the second quarter. This figure, of course, does not include our 3,113 day visitors who, at an average daily rate of \$114 per visitor (Source: Travel), had a significant financial impact on the local economy.

Similarly, because of social gathering restrictions imposed by the State of Oregon, education programs planned in conjunction with our exhibitions were cancelled through the spring of 2021 and we are therefore unable to implement our goal of increasing attendance at lectures, films, gallery talks, and the like by 10% this year. However, thanks to an NEH CARES grant, we have developed a series of virtual tours and lectures in conjunction with our current WPA exhibition that will be broadcast on our website and Facebook page this winter. If successful, others may follow.

Finally, I'm pleased to report that the Hallie Ford Museum of Art will reopen on a timed entry or reservation only basis on or around February 16, 2021. Please check the Hallie Ford Museum of Art website for further information.

14. Submitted by

John Olbrantz

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

jolbrant@willamette.edu

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.

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.