

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: April 9th @
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, March 12, 2019

6:00 - 8:00 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. February 12, 2019
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
 - a. TOT Grant Scores and Funding Allocation
 - b. City Manager's Recommended Budget for FY 2019-2020
6. Information Items
 - a. Cultural and Tourism Fund Reports – February
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – February
 - c. Facility Operating Grant Reports – Bush House Museum, Hallie Ford Museum of Art, and Salem Art Association
 - d. Special Event Reports – None
 - e. Capital Improvement Reports – None
 - f. Annual Reports – Travel Salem Performance Measures Follow up
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 12, 2019

<p>MEMBERS PRESENT Scott Snyder, Chair Elaine Navarro, Vice-Chair Gaelen McAllister Rita Siong (arrived 5:58 PM, traffic delay) Laura Tesler Claudia Vorse Vacant</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II</p>	<p>MEMBERS ABSENT Jonathan Baker, Absent Adam Kohler, Absent</p>
<p>GUESTS Pamala Garrick, Salem Housing Authority Jason & Krista Unruh, Hoopla Association Carlee Wright, PressPlay Salem Beth Yockey Jones, Oregon Symphony in Salem Helen Shafran, Willamette Heritage Center Roger Williams, Willamette Art Center Alicia Bay, Gilbert House Children's Museum</p>	<p>GUESTS Sally Litchfield Puhek, Elsinore Theatre Marie Bradford Blevins, Salem Carousel Sandra Burnett, Salem Art Association Kathleen Fish, World Beat/SMI Yvonne Putze, Deepwood Museum & Gardens Ross Sutherland, Bush House Museum</p>

1. CALL TO ORDER

Vice Chair, Scott Snyder, began the meeting at approximately 5:39 p.m. with 5 of 8 members present.

2. ROLL CALL

Members present: Scott Snyder, Vice Chair, Elaine Navarro, Claudia Vorse, Rita Siong (arrived 5:58 PM), Gaelen McAllister, Laura Tesler, and Chris Neider.

Members absent: Jonathan Baker, Adam Kohler.

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the January 8, 2019 CTPAB meeting minutes.

Motion: To approve today's agenda and the January 8th, 2019 CTPAB meeting minutes.

Motion by: Laura Tesler
Seconded by: Claudia Vorse
ACTION: **APPROVED**
Vote: 5-0
Aye: 5

Nay: 0
Abstentions: 0

- 4. PUBLIC TESTIMONY** – limited to three minutes per organization and pertaining to items on the agenda.
None.

5. ITEMS REQUIRING ACTION

- a. Declaration of any conflicts of interest related to Grant applicants –
Laura Tesler noted her connection to Bush House Museum and Salem Art Association.

- b. Special Event/Project Grant Reviews

Action Item: There was discussion to shorten Event Completion Reports to 1 page, front and back. Pictures remain optional. Since all CTPAB board members receive the complete agenda packet in color via PDF ahead of meetings, it was decided to minimize the “hard copy” packets at meetings. This will happen for the March 12, 2019 meeting and beyond.

Action Item: Chris Neider was asked to look at an example from Corvallis Housing Authority related to the SHA/HRAP’s Project Grant application, to see how they managed the Resilience Project videos developed there.

Chris Neider: Email dated Feb. 14, 2019 at 4:47 pm provided links to two youtube videos providing examples of what SHA/HRAP’s end project would look like.

Information Items

- c. Cultural and Tourism Fund Reports – January
- d. Cultural and Tourism Fund Revenue (Tax) Reports – January
- e. Facility Operating Grant Reports – Gilbert House Children’s Museum, Historic Elsinore Theatre, Salem Multicultural Institute, Salem Riverfront Carousel, Willamette Art Center, Willamette Heritage Center
- f. Special Event Reports – Annie Get Your Gun, Santa at the Carousel, Magic at the Mill
- g. Capital Improvement Reports – None
- h. Annual Reports – None
- i. 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

There was discussion to add details about Travel Salem’s free services to next year’s application manual.

Motion: It was moved to add details about Travel Salem's free services to next year's application manual.

Motion by: Laura Tesler

Seconded by: Gaelen McAllister

ACTION: APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

Follow-up: Travel Salem provided additional information of tourism related data and training on free services available to TOT applicants. This info is provided in the information section of the March 12, 2019 agenda and the email meeting announcement.

There was a request to change CTPAB meeting time to 6 PM. This has been requested by board members due to travel time required to get to meetings after work.

Motion: It was moved to change the CTPAB meeting start time from 5:30 PM to 6:00 PM.

Motion by: Rita Siong

Seconded by: Claudia Vorse

ACTION: APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

9. ADJOURNMENT

With no further business, Chair Scott Snyder adjourned the meeting at approximately 7:55 p.m.

The next regular TOT board meeting will be held March 12, 2019, at 6:00 PM, (new, later time) in the Salem Public Library, Anderson Room B, Salem, OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Facility Operating Scoring Sheet

		Bush House Museum	Deepwood Museum & Gardens	Gilbert House Children's Museum	Hallie Ford Muuseum of Art	Historic Elsinore Theatre	Lord & Schryver Conservancy - Gaiety Hollow	Salem Art Association - "Bush Barn Art Center"	Salem Multicultural Institute	Salem Riverfront Carousel	Straub Outdoors (formally Straub Environmental)	Willamette Art Center	Willamette Heritage Center
Review Criteria:	20 Points Maxium:	Score:	Score:	Score:	Score:	Score:	Score:	Score:	Score:	Score:	Score:	Score:	Score:
		15 18 16	15 18.5 15 19	15 19 15 16	15 16.5 15 19	15 18.5 15 16		13 16 18	12 16 16 19	11 17.5 15 15		13 17 16 17	13 19.5 15 18
		18 14 16	18 15 15	19 18 16	16 12 13	17 17 17	Does Not Qualify At This Time	20 18 17	15 20 16	20 13 8	Does Not Qualify At This Time	15 15 15	17 14 17
Total Score		16.17	16.50	16.86	15.21	16.50		17.00	16.29	14.21		15.43	16.21

Capital Asset Improvement Scoring Sheet

		Gilbert House Children's Museum - Learning Playground	Historic Elsinore Theatre - Gothic Façade Replacement Phase 1 Removal	Oregon Symphony in Salem - Upgrading ticketing equipment @ Smith Auditorium \$6,310	Willamette Heritage Center Flooring and Seating
Review Criteria:	20 Points Maxium:	10,000	3,410		10,000
		15	12	Organization is not the owner nor operator of the facility	13
		20	20		20
		17	14		15
		16	17		18
		17	18		18
		18	13		17
		15	14		15
Total Score		16.86	15.43		16.57

Special Events/Projects Scoring Sheet

	Salem Art Association - Salem Art Fair & Festival \$10,000	Hoopla Association - Hoopla \$10,000	Salem Multicultural Institute - World Beat Festival \$10,000	Hoopla Association - CherryFest NW \$10,000	Oregon Symphony Association in Salem - 19-20 Concert Season \$10,000	Willamette Heritage Center- 2019 Magic at the Mill \$10,000	Deepwood Museum & Gardens - 125th Birthday - Old Fashioned Celebration \$6,000	Oregon Symphony Association in Salem - 2020 Youth Concert Season \$10,000	Salem's Riverfront Carousel- Santa at the Carousel \$10,000	Willamette Art Center (Friends of the Visual Arts) Artisan's Village \$10,000
20 Points Maxium:	10,000	10,000	10,000	10,000	10,000	10,000	6,000	10,000	10,000	10,000
	14	16	14	16	13	14	15	12	15	12
	16	19	19	19	17	18	19	18	17	18
	19	18	17	14	16	15	15	16	15	16
		14	20	16	17	16	16	17	16	16
	19	20	16	20	17	18	18	16	18	17
	19	17	18	16	17	15	15	16	16	17
	19	18	17	15	18	17	14	17	13	14
Total Score	17.67	17.43	17.29	16.57	16.43	16.14	16.00	16.00	15.71	15.71
minus High/Low	18.25	17.6	17.4	16.4	16.8	16.2	15.8	16.4	15.8	16

Salem Rotary Foundation- 2019 Rotary Multisport Riverfest \$10,000	Salem Art Association - Sentinels - 100 years of SAA \$10,000	Press Play Salem Magazine \$2,000	Bush House Museum - Bush's Pasture Park Exploration Days \$2,000	Gilbert House Children's Museum - Legacy of Play Day \$6,000	Historic Elsinore Theatre - My Fair Lady \$10,000	Capital Futbol Club- Timbers U23 \$10,000	The Moxie Initiative- TEDx Salem \$8,000	Enlightened Theatrics - The Rocky Horror Show \$10,000	Salem Symphonic Winds - Symphony No. 3 Planet Earth \$10,000	Capital Futbol Club- Capital Cup Soccer Tournament \$10,000
10,000	10,000	2,000	2,000	6,000	10,000					
14	12	12	15	12	12	15	13	13	14	15
19	16	18	17	17	18	17	17	16	17	19
	18	15	16	15	16	13	15	15	15	16
15		16	16	12	18	14	15	16	14	11
	19	15	16	20	17	15	16	15	17	15
15	16	18	13	16	12	15	14	14	15	13
15	12	14	14	15	14	15	13	13	10	12
15.60	15.50	15.43	15.29	15.29	15.29	14.86	14.71	14.57	14.57	14.43
15	15.5	15.6	15.4	15	15.4	14.8	14.6	14.6	15	14.2

Enlightened Theatrics - 'Twas the Night Before Christmas \$10,000	Festival Chorale Oregon - Christmas Oratorio - J. S. Bach \$10,000	Festival Chorale Oregon -The Dream of Gerontius - Edward Elgar \$10,000	The Verona Studio - 2019-20 Performance Season \$2,000	Oregon State Capitol Foundation - Oregon's 161st Birthday Celebration \$4,000	Japanese Cultural Society - Cherry Blossom Day at the Capitol 2020 \$2,000	Ceili of the Valley Society - Samhain Celtic New Year Festival \$5,000	Oregon State Capitol Foundation - Oregon's Bounty Event \$4,000	Salem For All & Salem Housing Authority - HRAP Homeless Arts Collaborative \$5,000	TOTAL GRANT REQUEST 136,000
15	14	14	10	14	14	12	12	8	
16	14	14	16	15		17	15	15	
15	15	15	13	15	14	13	14	9	
16	15	15	16	11	12	15	11	9	
15	14	14	14	13	14	12	14	11	
11	13	13	17	15	13	10	11	16	
13	15	15	13	13	15	13	12	13	
14.43	14.29	14.29	14.14	13.71	13.67	13.14	12.71	11.57	
14.8	14.4	14.4	14.4	14	13.75	13	12.6	11.4	

Special 2nd Tier eligible grant applications:

<u>Special Event/Project</u>	<u>Score</u>	<u>Amount Req.</u>
Capital Futbol Club- Timbers U23	14.86	\$ 10,000
The Moxie Initiative - TEDx Salem	14.71	\$ 8,000
Enlightened Theatrics - The Rocky Horror Show	14.57	\$ 10,000
Salem Symphonic Winds - Symphony No. 3 Planet Earth	14.57	\$ 10,000
Capital Futbol Club- Capital Cup Soccer Tournament	14.43	\$ 10,000
Enlightened Theatrics - 'Twas the Night Before Christmas	14.43	\$ 10,000
Festival Chorale Oregon - Christmas Oratorio - J. S. Bach	14.29	\$ 10,000
Festival Chorale Oregon -The Dream of Gerontius - Edward Elgar	14.29	\$ 10,000
The Verona Studio - 2019-20 Performance Season	14.14	\$ 2,000
Oregon State Capitol Foundation - Oregon's 161st Birthday Celebration	13.71	\$ 4,000
Japanese Cultural Society - Cherry Blossom Day at the Capitol 2020	13.67	\$ 2,000
Ceili of the Valley Society - Samhain Celtic New Year Festival	13.14	\$ 5,000
Oregon State Capitol Foundation - Oregon's Bounty Event	12.71	\$ 4,000
Salem For All & Salem Housing Authority - HRAP Homeless Arts Collaborative	11.57	\$ 5,000
		<hr/>
		\$ 100,000

Summary of 46 TOT Grant Applications for FY 2019-20

30 Event Grant Applications (16 passing, 14 non-passing)

12 Facility Operator Grant Applications (10 qualified, 2 not qualified)

4 Capital Asset/Improvement Grant Applications (3 passing, 1 not qualified)

Action: CTPAB must determine line item funding for remaining \$87,790.

Funding Allocation for Facility Operators

	FY 2019-20			FY 2018-19			Diff.	Policy C-1
Facility Operations	\$	370,800	60.00%	\$	360,000	60.0%	\$ 10,800	min. 60%
Capital Improvements	\$	23,410	3.79%	\$	27,370	4.6%	\$ (3,960)	max. 10%
Special Events	\$	223,790	36.21%	\$	212,630	35.4%	\$ 11,160	min. 25%
Total Funding Needed	\$	618,000	100%	\$	600,000	100.0%	\$ 18,000	

Grant Funding for Facility Operators \$ 370,800 (based on the City Manager's Allocation and Council Policy C-1 split)									TOTAL TOT
Allocation Based on Share							AWARDS to		
	Avg Score	% of Total Avg	of Total	Rounded	FY 18-19	Diff.	Plus Events & CIP	FO's	
Gilbert House Children's Museum	16.86	10.51%	\$ 38,974	\$ 38,970	\$ 43,010	\$ (4,040)	\$ 16,000.00	\$ 54,970.00	
Bush House Museum	16.17	10.08%	\$ 37,377	\$ 37,380	\$ -	\$ 37,380	\$ 2,000.00	\$ 39,380.00	
Deepwood Museum & Gardens	16.50	10.29%	\$ 38,148	\$ 38,150	\$ 37,870	\$ 280	\$ 6,000.00	\$ 44,150.00	
Elsinore Theatre	16.50	10.29%	\$ 38,148	\$ 38,150	\$ 41,930	\$ (3,780)	\$ 13,410.00	\$ 51,560.00	
Hallie Ford Museum of Art	15.21	9.49%	\$ 35,175	\$ 35,180	\$ 40,000	\$ (4,820)	\$ -	\$ 35,180.00	
Riverfront Carousel	14.21	8.86%	\$ 32,863	\$ 32,860	\$ 37,600	\$ (4,740)	\$ 10,000.00	\$ 42,860.00	
Salem Art Association	17.00	10.60%	\$ 39,304	\$ 39,300	\$ 43,520	\$ (4,220)	\$ 20,000.00	\$ 59,300.00	
Salem Multicultural Institute	16.29	10.15%	\$ 37,652	\$ 37,650	\$ 39,770	\$ (2,120)	\$ 10,000.00	\$ 47,650.00	
Willamette Art Center	15.43	9.62%	\$ 35,671	\$ 35,670	\$ 35,720	\$ (50)	\$ 10,000.00	\$ 45,670.00	
Willamette Heritage Center	16.21	10.11%	\$ 37,487	\$ 37,490	\$ 40,580	\$ (3,090)	\$ 20,000.00	\$ 57,490.00	
TOTAL AVG POINTS	160.38	100.00%	\$ 370,800	\$ 370,800	\$ 360,000	\$ 10,800	\$ 107,410.00	\$ 478,210.00	

Total % of CTPAB Grant Funds Going to Facility Operators
77.38%
9.0% of projected TOT Tax Collections
11.6% of \$618,000 CTPAB Allocation

Meets Policy C-1 - Yes	FY 2019-20		Policy C-1	CM Allocation	618,000	Policy C-1	
Facility Operations	\$	370,800	60.00%	min. 60%	370,800	60.00%	min. 60%
Capital Improvements	\$	23,410	3.79%	max. 10%	23,410	3.79%	max. 10%
Special Events	\$	223,790	36.21%	min. 25%	223,790	36.21%	min. 25%
Total Funding Needed	\$	618,000	100%	UnAllocated	-	100%	

Average Facility Operations Grant	\$ 37,080.00
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87,790

**CULTURAL AND TOURISM
FUND NO. 175
FY 2019-20**

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

**Adopted
FY 2018-19** **Proposed
FY 2019-20**

RESOURCES

Beginning fund balance	\$ 662,000	\$ 473,000
Utility contributions - tenants / Parks Operations	5,800	5,400
Projected tax collections	4,443,500	4,122,870
Interest earnings	4,100	2,500
Other revenue	12,000	12,000
TOTAL RESOURCES	\$ 5,127,400	\$ 4,615,770

EXPENDITURES

CONVENTION CENTER SUPPORT (60911000)

Convention Center marketing	\$ 294,210	\$ 300,090
Total Convention Center Support	\$ 294,210	\$ 300,090

CONVENTION AND TOURISM MARKETING (60912000)

Convention and tourism promotion	\$ 1,110,880	\$ 1,030,720
Travel Salem website upgrade	-	-
Total Convention and Tourism Marketing	\$ 1,110,880	\$ 1,030,720

CITY PROGRAMS (60913000)

Projects Transferred to Capital Improvements Fund (255)

Bush House roof treatment/repairs	\$ 46,000	\$ 22,000
Deepwood and Carriage House roof treatment/repairs	10,000	37,000
Gilbert House Children's Museum HVAC for Parrish and Rockenfield houses	32,000	-
Capital reserves	75,000	-
City entranceways	75,000	-
City-sponsored signature festival / events (4th of July Celebration)	56,790	24,300
Online TOT tax collection application	81,000	-
River to Ridge event	50,000	50,000
Support for public art acquisition, maintenance, administration (Fund 176)	15,000	-
<i>Total Historic Building Major Projects</i>	\$ 445,790	\$ 133,300

Historic Building Maintenance

Bush House/Barn Complex	\$ 28,610	\$ 35,910
Deepwood House	17,880	17,340
Gilbert House	13,820	13,730
Parrish House	9,380	8,740
Rockenfield House	10,250	8,560
<i>Total Historic Building Maintenance</i>	\$ 79,940	\$ 84,280

Historic and City Landscape Maintenance

Lord and Schryver Gardens	\$ 15,000	\$ 15,000
Transfer to General Fund to support parks maintenance	1,320,470	1,360,080
Wallace Marine Sports Complex improvements	173,000	-
Riverfront Park electrical vaults, turf renovations, restroom	150,000	75,000
<i>Total Historic and City Landscape Maintenance</i>	\$ 1,658,470	\$ 1,450,080

**CULTURAL AND TOURISM
FUND NO. 175
FY 2019-20**

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

Adopted Proposed
FY 2018-19 FY 2019-20

Budget total includes Riverfront Park

Total Historic Building Utilities

	\$ 53,560	\$ 54,900
Total City Programs	\$ 2,237,760	\$ 1,722,560

ADMINISTRATION (60913500)

City services at community events (State Fair)	\$ 18,620	\$ 19,180
Riverfront Park special events management	49,570	51,060
Cultural / historic and event contract administration	12,170	12,540
Indirect cost allocation plan	121,780	146,930
Board staff support / materials	28,950	29,820
Contract administrator for Salem Convention Center	22,710	23,390
Convention and tourism promotion contract administration	12,780	13,160
Softball tournament bids	42,340	43,610
Total Administration	\$ 308,920	\$ 339,690

MAJOR TOURIST ATTRACTION AND CULTURAL FACILITIES (60914000)

Operating Grants

Gilbert House Children's Museum	\$ 43,010	\$ 38,970
Bush House Museum	-	\$ 37,380
Deepwood Museum & Gardens	37,870	38,150
Historic Elsinore Theatre	41,930	38,150
Hallie Ford Museum of Art	40,000	35,180
Salem Art Association	43,520	39,300
Salem's Multicultural Institute	39,770	37,650
Salem's Riverfront Carousel	37,600	32,860
Willamette Art Center / Friends of the Visual Arts	35,720	35,670
Willamette Heritage Center	40,580	37,490
<i>Total Operating Grants</i>	\$ 360,000	\$ 370,800

Special Event / Project Grants

Ballet Folklorico Tlanese - Dia de Muertos (Day of the Dead)		
Bush House Museum - Exploration Days	\$ 2,000	\$ 2,000
Capital Futbol Club - Timbers U23	10,000	-
Ceili of the Valley Society - Celtic Festival	5,000	-
Chris Roche Management LLC - Capitol City Classic	2,000	-
Deepwood Museum & Gardens - 125th Birthday Celebration	-	6,000
Englewood Forest Festival	2,000	-
Enlightened Theatrics - A Tuna Christmas	7,500	-
Enlightened Theatrics - Sweeney Todd: Demon Barber of Fleet Street	10,000	-
Festival Chorale of Oregon - Mozart's Great Mass in C Minor	10,000	-
Festival Chorale of Oregon - A German Requiem by Johannes Brahms	10,000	-
Friends of the Visual Arts - Oregon State Fair Artisans Village	10,000	10,000
Gilbert House Children's Museum - Legacy of Play Day	10,000	6,000

**CULTURAL AND TOURISM
FUND NO. 175
FY 2019-20**

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

	Adopted FY 2018-19	Proposed FY 2019-20
Historic Elsinore Theatre - Annie Get Your Gun	10,000	-
Historic Elsinore Theatre - Russian String Orchestra	5,000	-
Historic Elsinore Theatre - My Fair Lady	-	10,000
Hoopla Association - CherryFest NW	10,000	10,000
Hoopla Association - Hoopla	10,000	10,000
Oregon's New History Minstrels - Celebrating Salem Through Historic Characters & Harmony	2,000	-
Oregon Senate Aires - Showboats-A-Coming to Salem	9,000	-
Oregon Symphony Association in Salem - Concerts in Salem	10,000	10,000
Oregon Symphony Association in Salem - Youth Concerts	10,000	10,000
Press Play Salem - Bi-monthly Magazine and website w/online calendar	-	2,000
Salem Art Association - Salem Art Festival	10,000	10,000
Salem Art Association - 100 years of SAA	-	10,000
Salem Multi-Cultural Institute - World Beat Festival	10,000	10,000
Salem's Riverfront Carousel - Santa at the Carousel	10,000	10,000
South Salem Rotary Foundation - 2019 Rotary Multisport Riverfest	10,000	10,000
South Salem Girl's LaCrosse Club - 2019 Season	360	-
Straub Environmental Center - Eco Fest: Party for the Planet	5,000	-
The Moxie Initiative - TEDxSalem	8,000	-
Willamette Heritage Center - Magic at the Mill	10,000	10,000
Unspecified event grants	4,770	87,790
<i>Total Special Events / Project Grants</i>	<u>\$ 212,630</u>	<u>\$ 223,790</u>
Capital Improvement / Outlay Grants		
Deepwood Museum & Gardens - New Reception Seating	\$ 2,610	\$ -
Gilbert House Children's Museum - Learning Playground	-	10,000
Historic Elsinore Theatre -Façade Replacement Phase 1 Removal	-	3,410
Salem Art Association - <i>Art Exhibit Wall Expansion</i>	10,000	-
Salem Riverfront Carousel - Carpet Replacement	4,760	-
Willamette Heritage Center - Carpet Replacement	10,000	-
Willamette Heritage Center - Flooring and Seating	-	10,000
<i>Total Capital Improvements / Outlay Grants</i>	<u>27,370</u>	<u>23,410</u>
Total CTPAB Grants	<u><u>\$ 600,000</u></u>	<u><u>\$ 618,000</u></u>
Contingencies	<u>\$ 120,000</u>	<u>\$ 120,000</u>
TOTAL EXPENDITURES	<u><u>\$ 4,671,770</u></u>	<u><u>\$ 4,131,060</u></u>
UNAPPROPRIATED BALANCE	<u>\$ 455,630</u>	<u>\$ 484,710</u>

Cultural and Tourism Fund
Fund Status Report - For the Period Ending February 28, 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	28-Feb	FY 2017-18	28-Feb	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	2,372,994	4,092,310	2,300,783	72,211	3.14%
Other agencies	5,800	1,753	5,700	2,205	(452)	-20.50%
Interest earnings	4,100	4,444	3,800	4,551	(107)	-2.36%
Loan principle	-	-	-	2,256	(2,256)	-100.00%
Loan interest	-	-	-	194	(194)	-100.00%
Other revenue	12,000	10,500	15,000	8,000	2,500	31.25%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	5,127,400	3,179,086	4,459,700	2,863,504	315,582	11.02%
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	532,001	1,023,080	767,310	(235,309)	-30.67%
City Programs/Parks/CIP	2,237,760	1,334,331	1,989,110	1,299,575	34,756	2.67%
Administration	308,920	192,934	362,480	195,785	(2,851)	-1.46%
Major Tourist Attractions and Cultural Facilities	600,000	366,283	458,760	243,400	122,883	50.49%
Contingency	120,000	-	60,000	-	-	0.00%
Total Expenditures	4,671,770	2,572,654	4,182,650	2,674,782	(102,128)	-3.82%
Total Resources Less Expenditures	455,630	606,432	277,050	188,722	417,710	221.34%

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	244,990	266,459	308,101	295,108	752,176	3,994,427	4,443,500
% Chg		16.81%	-0.47%	-14.72%	6.00%	8.38%	-1.32%	16.95%	0.00%	0.00%	0.00%	0.00%	1.83%	11.24%

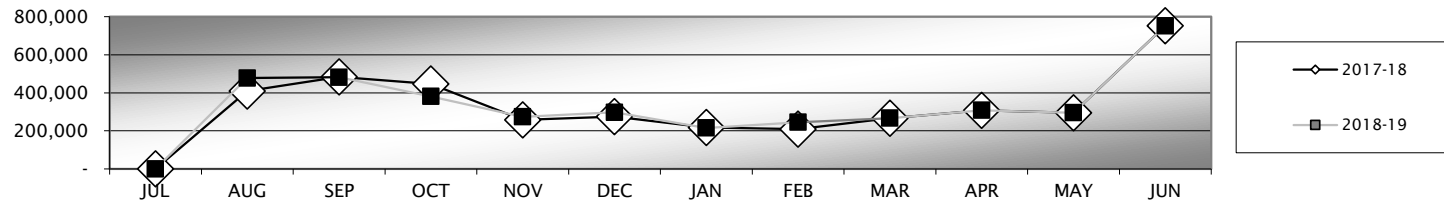


Chart and graph demonstrate actual revenue for FY 2017-2018 and FY 2018-2019.

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 February FY 2017-18	2,300,783
YTD February FY 2018-19	2,372,583
Variance FY 17-18 to FY 18-19	3.12%

CTPAB Completion Report
TOT Funds Supporting Salem Tourism
2018-2019 Facility Operating Grant (October to December 2018)

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

Organization: Bush House Museum

Name and location: Bush House Museum | 600 Mission Street | Salem, Oregon 97302

Reporting period: 2nd quarter of FY 2018-19 | October to December, 2018

Total number of days open: 33 Days **Total hours of operation:** 132 Hours

Volunteer hours for period: 197.25* Hours **Total facility attendance:** 605 visitors

*The Mission Street Parks Conservancy contributed an additional 586 volunteer hours on the Bush House Museum grounds and in Bush's Pasture Park.

Operating expenses funded by TOT, \$6,750, **and special project expenses funded by TOT,**
\$ NA **(i.e., one-time events, brochures, unanticipated repairs) for the period.**

Total income from other sources: \$23,242

What did your organization do to contribute to Salem's appeal as a tourist destination?

(Highlight one activity that occurred during the period.)

During the first two Sundays in December, the Bush House Museum collaborates with Deepwood Museum & Gardens and the Bush Barn Art Center to present free Holiday Open Museums. Both historic house museums are decorated for the holidays and provide live music and light refreshments. For the past few years the Bush House Museum has featured the Pine Family Singers, Debra Pine and her daughters Kylie and Kerry. Rather than being a formal performance, these three women sing and play period music on the piano, violin and flute, much as parlor music would have been played in the early 1900s. They have also included several songs written by Estelle Bush Thayer (1856-1942) and her husband Claudius Thayer (1854-1923) in their repertoire. This ongoing collaboration provides Salem residents and visitors with a variety of options for viewing the historic museums and shopping with their families and friends.

Report on one of the benchmarks or performance measures used by your organization

(Provide data and an explanation of how the data was collected).

When visitors purchase their Bush House Museum tour tickets at the Bush Barn Art Center front desk, they are asked their residential zip code for various informational uses such as the TOT Quarterly Reports.

The 605 visitors to Bush House Museum from October through December 2018 include: 272 Holiday Open Museum visitors, 162 paid visitors and 171 grant funded education program or free group tour visitors. Of the 162 paid visitors, 65 live in Salem (40%), 19 live out of town (12%), 21 Oregonians traveled beyond 50 miles (13%), 36 visitors were from other states (22%) and 21 did not provide zip code information (13%). Based on these visitation figures, 84 paid visitors (52%) live within 50 miles and 57 visitors (35%) live beyond 50 miles and may be classified as overnight visitors.

Submitted by: Ross Sutherland, Museum Director

Date: February 19, 2019

**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:

Hallie Ford Museum of Art, Willamette University

Name and Location of Facility:

Hallie Ford Museum of Art, 700 State Street, Salem, OR 97301

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

Total numbers of days open: 67* Total hours of operation: 443*

Volunteer hours for period: 112* Total attendance at facility: 5,436*

*This quarter

Operating expenses funded by TOT, \$0, and special project expenses funded by TOT, \$10,000 (i.e. one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$178,756.25

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

From its inception in 1998, the Hallie Ford Museum of Art has served as a major tourist destination and cultural attraction for Salem and the mid-Willamette Valley, attracting visitors from throughout the region and nation to view its encyclopedic permanent collection, attend its world-class temporary exhibitions, or participate in one of its dynamic education programs. HFMA is consistently featured in travel guides and magazines as one of the top tourist attractions and "must see" sites in Salem, and it is the sum total of what we have to offer—collections, exhibitions, and programs, rather than a single activity or event—that helps HFMA enhance Salem's appeal as a tourist destination.

This past fall, HFMA presented several exhibitions that attracted visitors from throughout the region and nation. *Witness: Themes of Social Justice in Contemporary Printmaking and Photography from the Collection of Jordan D. Schnitzer and His Family Foundation* (September 15-December 15) explored issues of race, identity, and social justice in contemporary art and brought visitors to Salem from throughout the

United States and abroad. *Strength and Dignity: Images of the Worker from the Permanent Collection* (July 28-October 21), an exhibition of 19th and 20th century European and American prints and photographs that depict the workers and working class in European and American life, attracted visitors from throughout Salem and the mid-Willamette Valley who were interested in seeing rarely seen works from our permanent collection, while *Enrique Chagoya: Reverse Anthropology* (November 3, 2018-January 27, 2019) featured the artist's provocative and deceptively subversive prints that explore issues of immigration, colonialism, and the recurring subject of cultural clash that continues to riddle contemporary life and attracted a number of Hispanic American visitors from throughout Marion and Polk counties, many for the first time.

In total, 5,436 people visited HFMA during the fall months: 5,154 (95%) were from Salem or within a 50 mile radius of Salem; 52 (1%) were from outside a 50 mile radius of Salem but inside Oregon; 222 (4%) were from outside of Oregon but inside the United States; and 8 (N/A) were international visitors. Of the 282 overnight travelers (visitors from beyond a 50 mile radius of Salem), it is estimated that each visitor spent a minimum of one night in Salem. Based on a daily rate of \$166 per day for overnight travelers (Source: Travel Salem), it is estimated that conservatively, HFMA had an economic impact of \$46,812 on cultural tourism during the second quarter of 2018-19. This figure, of course, does not include those day visitors who eat in local restaurants or shop in local stores which at \$114 per day (Source: Travel Salem), could easily double our economic impact on cultural tourism during the past quarter.

In addition to serving as a tourist destination and cultural attraction through its encyclopedic permanent collection of Western and non-Western art and world-class temporary exhibitions, HFMA organized a number of free lectures, gallery talks, films, and special receptions and tours in conjunction with its collections and exhibitions that further enhanced the quality of life in Salem. During the past quarter, for example, these included lectures on the history of HFMA by director John Olbrantz (39), a lecture on the role of academic museums by J. Paul Getty Trust President and CEO James Cuno (98), a family activity day based on the permanent collection (230), a zine workshop led by Portland artist Sabina Haque (15), and lectures by internationally-recognized artists Hung Liu (67) and Alison Saar (72) in conjunction with the Witness exhibition. In addition, staff-led, docent-guided, faculty-led, or self-guided tours of our collections and exhibitions reached another 1,407 participants, from children and college students to adults, seniors, alumni, and parents of prospective students.

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

One of the Hallie Ford Museum of Art's benchmarks or performance measures for the past five years has been membership development. For the first fifteen years of our existence, membership held steady at about 250 members, but over the past four years, we have experienced a steady rise in membership to our current level close to 650 members as of December 31, 2018. Moreover, based on the demographics of Salem and the mid-Willamette Valley as well as the quality and diversity of our collections, exhibitions, and programs, we have established what we believe to be an achievable

membership goal of 750 individual, family, and business members by the end of the decade and 1,000 members by our twenty-fifth anniversary in 2023.

In order to achieve this goal, membership/public relations manager Andrea Foust (whose position was recently funded through 2025 by a major gift from one of our donors) has or will implement various membership strategies, initiatives, and drives, including recruitment receptions, telethons, direct mail drives, special members' tours, etc. Moreover, we recently unveiled our new business membership program that will offer exceptional partnership opportunities for local businesses and corporations, including increased visibility; business entertainment opportunities; membership benefits that can be transferred to employees; exhibition and program sponsorship; and an opportunity to partner with one of the best small college art museums in the country that has had a significant impact on the local economy and tourism for the past 20 years and has helped make Salem a great place to live, work, visit, and stay. As of December 31, 2018, we have four business members.

Similarly, another benchmark or performance measure has been to increase our visitation, and for the past two years, we have seen a steady rise in attendance from 16,000-20,000 visitors per year a decade ago to our current level of approximately 24,000 visitors per year. Moreover, as of December 31, 2018, we have 2,961 e-newsletter recipients, 2,011 Facebook followers, 2030 Facebook Likes, 221 Twitter followers, and 1,099 Instagram followers.

Visitation is always driven by exhibitions and programs coupled with effective publicity and marketing strategies, and with major exhibitions planned over the next few years on the WPA in the Pacific Northwest, David Roberts' (1796-1864) prints of Egypt and the Holy Land, narrative crafts, and contemporary Northwest Coast indigenous art, we anticipate seeing attendance continue to rise as people become aware of the Hallie Ford Museum of Art as an important cultural attraction and tourist destination and one of the highlights of their time in Salem.

Submitted by:

Date:

John Olbrantz

February 26, 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 Art Association

Name and location of facility: Bush Barn Art Center and Annex

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

Total number of days open: 71 Art Center (Galleries) 72 Annex

Total hours of operation: 449 Art Center (Galleries) 459 Annex

Volunteer hours for period: 483 Art Center (Galleries) 87 Annex

Total attendance at facility: 4017 Art Center (Galleries) 866 (+65% of Galleries' visitors) Annex

Operating expenses funded by TOT, \$10,880____, and special project expenses funded by TOT, \$____ (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$165,147

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

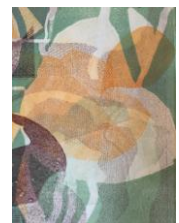


Imprint | Group Show
September 25 – November 3

From September 25 – November 3, the Bush Barn Annex hosted a Fall printmaking collaboration with the Bend Art Center, including the exhibition *Imprint*, with artists Anna Aguirre, Glen Corbett, Abney Wallace, Kelley Slaber, Pat Clark, Julie Winter,



Paula Bullwinkel, and Jane Quale. The aim of the project was to build on the availability of the printing press at SAA, as well as the Open Studios offered in the Annex at the Bush Barn Art Center. The project supported an Artist in Residence, Jane Quale, a printmaker from the Bend Art Center from September 25 – October 5. During her residency, Jane created new work in the studio, and visitors to the Annex were able to stop by for a chat with her about her processes. A panel discussion with the Bend



printmakers about current printmaking processes was facilitated on November 3, and a reception was held on September 28, which drew 150 people.

By opening our community to and promoting Oregon artists outside of Salem, we continue to grow Salem's brand as a cultural arts destination while offering a broader audience to outside artists who come to Salem to show their work. Attracting a cohort of artists to Salem from more than 50 miles

also meets the CTPAB funding goals of increasing room nights/tax revenues and increasing the economic impact of tourism in Salem.

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

- Outcome 1: SAA's Galleries Program will display 18 free exhibits in its three galleries and offer at least six free events: receptions, art talks, Fine Art Fridays, etc.

The Bush Barn Art Center held 3 new exhibitions free of charge during the second quarter: Kathryn Cellerini Moore in the Focus Gallery, Nov. 9-Dec 23; Featured Artist: Christine Joy Swanson in the Camas Gallery, Nov. 9-Dec. 23; and the Holiday Showcase in the A.N. Bush Gallery, Nov. 10-Dec. 23.

(Exhibits recorded in first quarterly report but spanning through October): *The Joe, Jim, and Pedro Show* in the A.N. Bush Gallery, Sept. 8-Oct. 28; Chad Robert Collofello: *Interspatial*, in the Focus Gallery, Sept. 8-30; Featured Artist: Jim Schomaker in the Camas Gallery, Sept. 8-Oct 28.

In addition to the 3 free exhibitions that were open to the public, the following free events were held at the Bush Barn Art Center: the Holiday Showcase Preview Party (free for Members), Nov. 9; Reception for exhibiting artists, Nov. 9; First Tuesday Art Talks: Jane Quale, Oct. 2; Debbie Robinson, Nov. 6; and Kathryn Cellerini Moore, Dec. 4.

- Outcome 2: The Annex will offer 9 artist exhibitions and 12 Artist In Residencies with slots dedicated to a LGBTQ+ individual or group, a focus on women, and other groups sharing/celebrating an aspect of a culture.

The Annex held 3 exhibitions: The Bend Art Center *Imprint*, Sept. 25-Nov.3 with a panel discussion on Nov. 3; Young at Art preschool show, Nov. 9-Nov. 25; and Prints & Books: Workshop & Student Show, Nov. 28-Dec. 12. Additionally, the Annex held 5 Artist In Residencies: Jane Quale, Ann Kresge, Jennifer Gilroy, Ellen Weinert, and Jo Hockenhull.

Submitted by: Denise Magee

Date: February 19, 2019

17-18 TOT REVENUE INFLUENCED BY TRAVEL SALEM

Leisure

Total Leisure TOT Revenue Influenced\$2,000,540

Methodology:

- According to PhoCusWright's Consumer Travel Report 2012, "Sources of Information Used in [Leisure] Shopping Phase":
 - Printed publications, articles or brochures ... 13%
 - Calls/visits to travel bureaus/tourist offices ... 8%
 - Destination websites, such as visitnewyork.com or lasvegas.com ... 19%
 - Online social networks, such as Facebook or Twitter ... 11%
 - **TOTAL DMO DIRECT INFLUENCE ... 51%**
- Salem TOT = \$3,922,628
- 51% of \$3,922,628 = \$2,000,540 in Leisure TOT influenced by TS

Conventions/Events/Sports

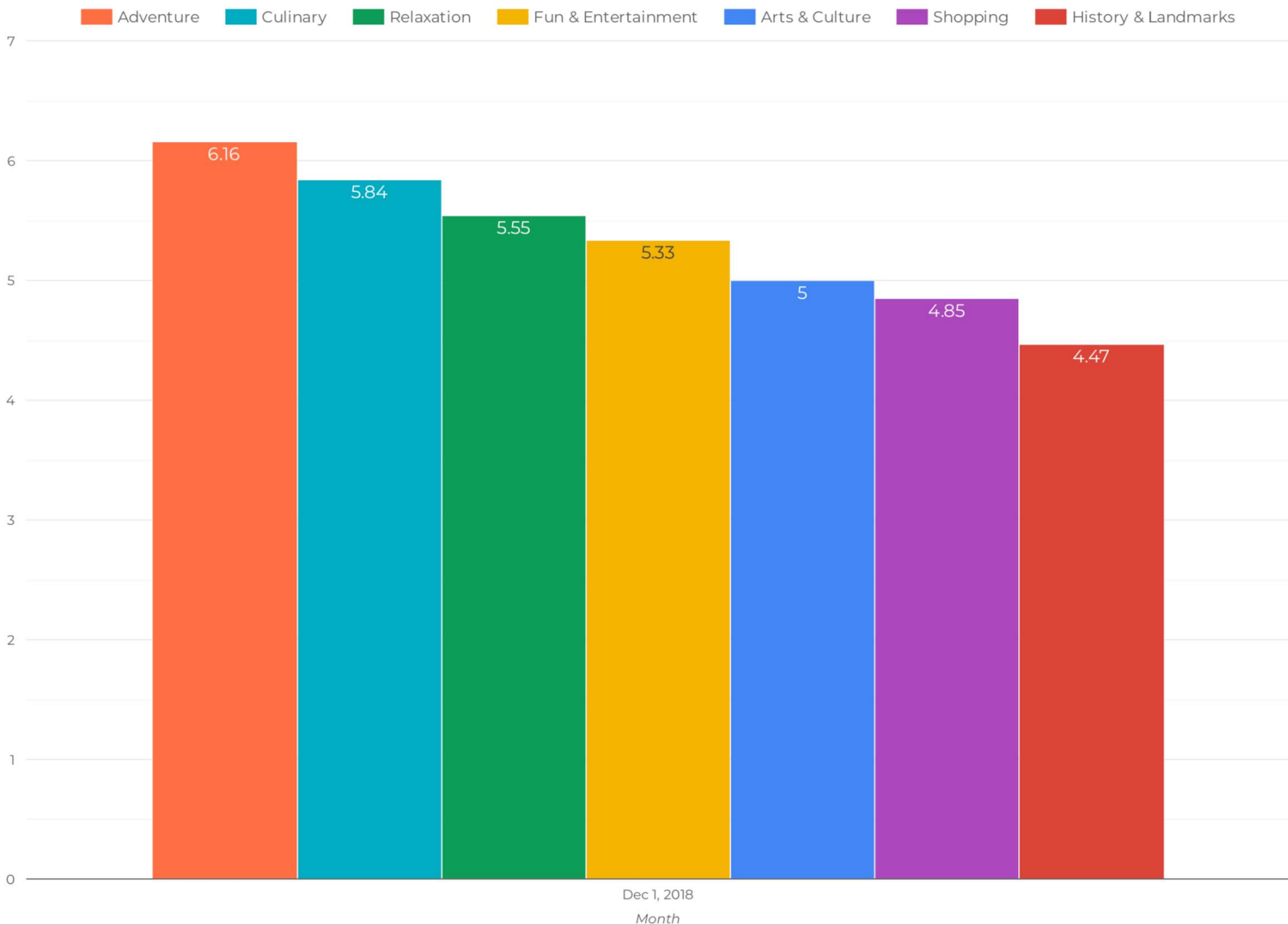
Total Convention TOT Actual Revenue\$210,020

Calculations:

- 68,847 delegates used 23,068 room nights valued at \$2,333,559 (using \$101.16 ADR)
- TOT Tax = 9% of \$2,333,559 = \$210,020

17-18 TOT REVENUE INFLUENCED BY TRAVEL SALEM\$2,210,561

Lever Preferences - Current Report Month



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)

Travel Salem’s Free Services and Performance Measures (Tesler and Siong, Jan. and Feb. 2019)