

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

Si necesita ayuda para comprender esta información, por favor llame 503-588-6173

If you need help understanding this information, please call 503-588-6173

Disability-related modification or accommodation, including auxiliary aids or services, in order to participate in this meeting or event, are available upon request. Sign language and interpreters for languages other than English are also available on request. To request such an accommodation or interpretation, contact Chris Neider at 503.540.2361 or cneider@cityofsalem.net at least **2 business days** before the meeting; TTD/TTY telephone (503) 588-6439, is also available 24/7.

Board Members

Laura Aguero, Chair
Adam Kohler, Vice-Chair
Laura Tesler
Gus Castaneda
Michelle Cordova
Claudia Vorse
Johnathan Baker
Scott Snyder
Elaine Orcutt

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: June 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, May 8, 2018

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. April 10, 2018
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
 - a. Election of Officers (Chair and Vice-Chair)
 - b. Update on TOT Survey Monkey questions
 - c. Information – City Council TOT Work Session held April 16, 2018
6. Information Items
 - a. Cultural and Tourism Fund Reports – April 2018
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – April 2018
 - c. Facility Operating Grant Reports – Gilbert House Children's Museum, Salem Art Association, Salem Multicultural Institute, Salem Riverfront Carousel, and Willamette Heritage Center
 - d. Special Event Reports – Oregon Symphony Association in Salem – Concert Series
 - e. Capital Improvement Reports – Willamette Heritage Center – Spinning Room Floor
 - f. Annual Reports – None
 - g. Meeting & Tour Dates 2018
 - h. 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, April 10, 2018

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MEMBERS PRESENT Laura Aguero, Chair Adam Kohler, Vice Chair Laura Tesler Gus Castaneda Michelle Cordova Jonathan Baker Scott Snyder STAFF PRESENT Chris Neider, CD Management Analyst II | MEMBERS ABSENT Claudia Vorse Elaine Orcutt |
| GUESTS James Phelps, Willamette Heritage Center Helen Shafran, Willamette Heritage Center Denise Magee, Salem Art Association Vincenzo Meduri, Enlightened Theatrics Holly Miles, Willamette Heritage Center Kara Kuh, Travel Salem Angie Onyewuchi, Travel Salem Irene Bernards, Travel Salem | GUESTS Ashley Relf, Enlightened Theatrics Ross Sutherland, Bush House Museum Sandra Burnett, Salem Art Association Alicia Bay, Gilbert House Children's Museum Don Russo, Elsinore Theatre Yvonne Putze, Deepwood Museum & Gardens Melanie Jones, Deepwood Museum & Gardens Antonia Decker, Straub Environmental Center Roger Williams, Willamette Art Center Kathleen Fish, World Beat/SMI |

1. CALL TO ORDER

Chair, Laura Aguero, began the meeting at approximately 5:39 p.m. with 7 of 9 members present. Helen Shafran welcomed everyone to Willamette Heritage Center and noted there would be a tour of the facility after the meeting.

2. ROLL CALL

Members present: Laura Aguero, Adam Kohler, Laura Tesler, Gus Castaneda, Michelle Cordova, Jonathan Baker, Scott Snyder, and Chris Neider.

Members absent: Claudia Vorse and Elaine Orcutt

3. APPROVAL AGENDA AND MINUTES

a. Approval of today's agenda and the minutes from March 13, 2018.

Motion: To approve today's agenda and the March 13, 2018 CTPAB Board meeting agenda and minutes.

Motion by:

Seconded by:

ACTION:

Vote:

Aye:

Kohler

Tesler

APPROVED

7-0

7

Nay: 0
Abstentions: 0

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

None.

5. **ITEMS REQUIRING ACTION**

a. Facility Operator Funding Redistribution

Motion: Scott Snyder moved to affirm the City Attorney's decision that Salem Art Association and Bush House Museum be considered as one entity for the purpose of Facility Operator Grant awards, and therefore, that the facility operator grant funds be redistributed to the remaining nine Facility Operators Grants. This includes Salem Art Association, Bush Barn Art Annex as a facility operator, who contractually oversees the operation of Bush House Museum.

Motion by: Snyder
Seconded by: Kohler
ACTION: APPROVED
Vote: 6-1
Aye: 6
Nay: 1
Abstentions: 0

Survey Monkey Discussion

The board discussed the survey monkey suggestions related to possible application process improvements for TOT Grant awards. Some questioned the need to attend Grant Orientation being mandatory (question 7). Discussion was that Grant Orientation is highly recommended, but the question could be reviewed as a possible change on the Parking Lot List. At present, attendance at one Grant Orientation meeting is mandatory.

Motion: A motion was made to add the possibility of changing attendance at one Grant Orientation meeting from mandatory to highly recommended, to the parking lot list.

Motion by: Snyder
Seconded by: Kohler
ACTION: APPROVED
Vote: 7-0
Aye: 7
Nay: 0
Abstentions: 0

The board discussed the need for ongoing transparency and recusing themselves if/when they feel there is a conflict of interest in scoring a grant application related to an organization they are involved in. Adam Kohler noted the board was involved in conflict of interest training by Legal in December or January and Kohler recommends that happen again to make sure board members are well versed on the topic. Chris Neider indicated

the process is already in place for board members to state their associations with any organization that is applying for grant funding and recuse themselves as necessary each grant cycle. It was noted the second tier scoring was added in response to feedback from previous cycles and the desire of the board to allocate all available funds in order to fund as many events benefitting Salem tourism and enhanced livability as possible. Laura Aguero noted no scores were "reversed," but that additional funding available was allocated to additional organizations, already scored, that were accepted and granted funding via a 2nd review, taking the next highest scored events.

b. Travel Salem Work Shop

Laura Aguero introduced three Travel Salem guests: Angie Onyewuchi, Kara Kuh and Irene Bernards, who presented on their web site, the free services available and how to work with them to take advantage of their marketing and utilize the many services Travel Salem has to offer.

6. INFORMATION ITEMS

The following information items were presented to the Board:

- a.** Cultural and Tourism Fund Reports – March 2018
- b.** Cultural and Tourism Fund Revenue (Tax) Reports – March 2018
- c.** Facility Operating Grant Reports – Deepwood Museum & Garden, Historic Elsinore Theatre, and Willamette Art Center
- d.** Special Event Reports – Gilbert House Children's Museum – Legacy of Play Day
- e.** Capital Improvement Reports – None
- f.** Annual Reports – None
- g.** Meeting & Tour Dates 2018
- h.** Upcoming TOT sponsored events and Free Services

7. APPEARANCE OF INTERESTED CITIZENS

Thank you to the guests who came in support of their grant proposals. 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 a motion (item 5 above) to add review of mandatory vs optional attendance at Grant Orientation meetings for the next grant cycle.

9. ADJOURNMENT

Action: Chair Laura Aguero noted her term as Chair is nearly up and asked discussion about a future Chair be added to the next agenda.

With no further business, Chair Laura Aguero adjourned the meeting at approximately 6:44 p.m.

Next TOT meeting will be Tuesday, 5:30 p.m., Tuesday, May 8, 2018, at Salem Public Library, Anderson Room B, 585 Liberty St SE, Salem OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

TOT Board Survey Monkey Results

Updated: 5/2/2018

Total Responses: 19

1. How would you rate your overall experience using the TOT application portal?

| | |
|---------------|---|
| Very positive | 4 |
| Positive | 7 |
| Neutral | 7 |
| Negative | 1 |
| Very negative | 0 |

TOTAL 19

Comments:

- I liked the new formatting, but did have trouble accessing it.
- Salem TOT has been highly responsive and has demonstrated their care for applicants and has run meetings exceptionally well. They set a standard for other TOT programs to follow. -Jerry Herrmann
- I had difficulty saving and submitting the application. It had to be printed to a Microsoft PDF so it could be saved. My first attempts at saving it were blank.
- *Very simple, easy. I would suggest having more specific expectations outlined.*
- *The applications seem to be totally geared to increasing the sale of hotel rooms and have very little to do with increasing the quality of life in Salem. Many of these non-profits are used extensively by our local citizens in an attempt to have quality time together. Going to the movies is not quality time. We need to encourage our local families both with dual and single to engage with one another. Nonprofits that do this but do not increase hotel room bookings are subject to penalties.*

2. After the application was made available, I was given enough time to complete my application.

| | |
|-------------------|---|
| Strongly agree | 9 |
| Agree | 8 |
| Neutral | 1 |
| Disagree | 1 |
| Strongly Disagree | 0 |

TOTAL 19

3. The application portal was easy to find.

| | |
|-------------------|----|
| Strongly agree | 8 |
| Agree | 10 |
| Neutral | 1 |
| Disagree | 0 |
| Strongly Disagree | 0 |

TOTAL 19

4. The application process was easy to follow.

| | |
|-------------------|----|
| Strongly agree | 7 |
| Agree | 10 |
| Neutral | 1 |
| Disagree | 1 |
| Strongly Disagree | 0 |

TOTAL 19

5. The changes to the TOT application made the process easier to follow.

| | |
|-------------------|---|
| Strongly agree | 6 |
| Agree | 6 |
| Neutral | 6 |
| Disagree | 1 |
| Strongly Disagree | 0 |

TOTAL 19

Comments:

- It was nice to see some changes and streamlining, but it didn't make a material difference to the process.
- I applied when the application first went on-line. But then it turned out that it was not fool proof. Although it was subsequently fixed, from an applicant's perspective, this was not a positive experience. Adjusting to the changed nuances was very time consuming. Was there not beta-testing? Some confusion with the budget form, but appreciate the help of Chris Neider.
- *Have not applied in the past. Not applicable.*

6. If there is proposal writing training offered next year before the applications are due, I would like to participate.

| | |
|-------------------|---|
| Strongly agree | 5 |
| Agree | 9 |
| Neutral | 4 |
| Disagree | 1 |
| Strongly Disagree | 0 |

TOTAL 19

7. I attended and found the TOT meetings discussing the applications to be helpful.

| | |
|-----|----|
| Yes | 17 |
| No | 1 |

TOTAL 18

Comments:

- I think it should be mandatory for new applicants only. For those who have attended in the past should have the option to not attend and not be a part of the scoring.
- I appreciate the transparent nature of the process.
- Excellent meetings.
- I always appreciate learning about the recent changes and nuances about writing the grant. I do appreciate the support. However, the real determinant about how the points are distributed is not discussed. One takes at face value the criteria. But in reality there is a very different interpretation.
- Not sure the meeting is necessary but it was helpful.
- *They were helpful as well as disturbing as we listen to some board members with a strong opinion about hotel use. I sight the example of "Santa at the Carousel" not being funded for two years as an example. That's shameful. This was brought about by the extremely low scoring of two members.*
- *Have not attended meetings yet but will in the future.*

8. I think the rating of the applications was reasonable and fair.

| | |
|-----|----|
| Yes | 14 |
| No | 5 |

TOTAL 19

Comments:

- I think the process is improving, but think that there still lack clear guidance on what information is needed to improve an organization's score. As most of the grant applicants are non-profits with volunteer board members completing the grant application, more information would be most welcome. The above mentioned training would be a step in the right direction.
- This is a qualified yes. There were a couple of things that gave me pause: a board member wearing a shirt with his organization's logo on it to a meeting (and that organization was asking for money) made for bad optics. I don't think for a minute that he was trying to influence anything, but it could have been interpreted as such. Also, the board didn't publicly discuss their conflicts of interest as it did in past years.
- There was a large disparity in how some of the applications were rated by different board members. In order to have more continuity it might be worthwhile to drop worst/best scores from each application in the future as that can dramatically affect the average score and funding.
- It's challenging sometimes to know what the TOT Board is looking for. Is their focus on cultural tourism, enhancing the quality of life, or both? Those questions often require very different types of answers.
- The board is to be commended for the time and thought which its members extended on behalf of the community. As an applicant and observer at the meetings, one is left with the feeling that there is a lot of politics involved despite the transparency of the meetings. The scores suggest that the number of "beds and heads" that a non-profit HAS historically generated are the determinant of ratings. This perspective seems counter to the charter of encouraging newly emerging cultural non-profits which may have a regional as well as local significance. At the January review of applications, each was given a review of some sort, others more than others understandably. Many thanks to the board members who clearly put hours into their assessment. Our particular application received one favorable comment with one minor qualifier. Yet the following bottom line disqualified the application for funding, even after the second tier was funded. Subsequent to the final scores and March meetings, I have asked for feedback about what disqualified our application so that we could learn for future applications. To date there has been no response although I certainly do recognize that this is a minor question in view of bigger ones with which the person dealing with these issues is confronted. Nevertheless, the question remains. At the February meeting, reps from sporting events were given a second chance to clarify their application. Great they had the opportunity. But where, in the process is the opportunity for those whose applications don't make the cut, to plead the case? The March meeting conveyed a disconcerting lack of understanding among its members about interpretation of the charter among those who were present and voicing an opinion. While we need to recognize that everyone has other lives, it seems critical that the board members be present at this and the prior meetings. At the March meeting, the Chair arrived 1/2 hour

late, 2 members were absent, 3 members sat silent except for one who made one motion.

- *Personal comments from the TOT Board expressing whether they felt a grant was written well or written poorly created an atmosphere of disrespect for applicants sitting in the room, and it may have influenced other board reviewers in their scoring of these applicants. It did not provide the highest level of professional discourse.*

9. What suggestions would you make for any areas that you rated as No, Disagree or Strongly Disagree?

Comments:

- It would be helpful if conflicts of interest were stated publicly and even more helpful if what level of involvement constituted a conflict of interest.
- I was surprised that the board reversed itself on scoring/funding. After the efforts the past two years to upgrade the quality of the proposals, it seems the board eliminated the competitiveness of the process by awarding funds to those proposals that first scored too low under the criteria. Competition is good for all applicants and the city.
- There needs to be a greater value assigned to local non-profits which contribute to the arts/historical/cultural/environmental elements of Salem. These values cater to a different crowd than those who put more value on sports. All these human activities add to making Salem the premier place to live. While dollars aren't the ultimate value determiner of an activity, we ask that more value be assigned to emerging organizations whose mission is related to enhancing the cultural life of Salem and its environs.
- Provide directions on saving the fillable PDF. Perhaps I was the only one who had trouble with the form but I received great support and was able to walk the printed application into the office.
- *I would remove any members that have a strong relationship or interest in hotels. I applied to be on the board and was rejected because I was connected with a nonprofit. Yet you have at least one hotel operator on the board. How is that fair?*
- *Perhaps a grant review training for the TOT Board would be helpful.*

*555 Liberty St SE
Salem, OR 97301*



Final Action Agenda - Minutes - Draft

Monday, April 16, 2018

6:00 PM

City Council Work Session - Transient Occupancy Tax (TOT)

Council Chambers

City Council

1. OPENING EXERCISES: (Includes call to order, roll call, pledge of allegiance, announcements, proclamations, ceremonial presentations, and Council comment)

Call to Order

6:03 p.m.

Roll Call

Present: 8 - Councilor Kaser, Councilor Andersen, Councilor Nanke, Councilor McCoid, Councilor Cook, Councilor Lewis, Councilor Hoy, and Mayor Bennett
Absent: 1 - Councilor Ausec

1.1 APPROVAL OF ADDITIONS AND DELETIONS TO THE AGENDA

A motion was made by Councilor McCoid, seconded by Councilor Andersen to approve the addition of Written Testimony from Gilbert House Children's Museum.

Questions or Comments by: Councilors McCoid and Andersen.

The motion carried by the following vote:

Aye: 8 - Kaser, Andersen, Nanke, McCoid, Cook, Lewis, Hoy, and Bennett

Nay: 0

Absent: 1 - Ausec

Abstain: 0

2. DISCUSSION OF TRANSIENT OCCUPANCY TAX (TOT)

2.a. [18-180](#)

City Transient Occupancy Tax Policies and Uses

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

Questions or Comments by: Councilors Kaser, Andersen, Nanke, McCoid, Hoy, Cook, Lewis, Mayor Bennett, City Manager Powers, and Deputy City Manager Duncan.

Public Comment by:

**Laura Aguero, Cultural and Tourism Promotion Advisory Board (CTPAB)
Chair (Oregon Symphony Association of Salem)**

Alicia Bay, Gilbert House Children's Museum, 116 Marion Street NE

**Scott Snyder, CTPAB, Board Member (Phoenix Grand Hotel) 201 Liberty
Street SE**

Yvonne Putze, Deepwood Museum & Gardens, 1116 Mission Street SE

Marie Bradford Blevins, Salem's Riverfront Carousel, 101 Front Street NE

Sandra Burnett, Salem Art Association, 600 Mission Street SE

Questions or Comments by: Councilors Cook, Lewis, McCoid, Hoy, Andersen, Nanke, Kaser, Mayor Bennett, and City Manager Powers.

3. ADJOURNMENT

8:12 p.m.

Individuals needing special accommodations such as sign language, foreign language interpreters or equipment for the hearing impaired must request such services at least 48 hours prior to the meeting. To request accommodations or services, please call 503-588-6255 or 503-588-6003 (TTD/TTY 503-588-6439), or by e-mail at: cityrecorder@cityofsalem.net at least two business days in advance.

Si necesita ayuda para comprender esta información, por favor llame 503-588-6003.

Cultural and Tourism Fund
Fund Status Report - For the Period Ending April 30, 2018
Item 6.a.

| | FY 2017-18 | | FY 2016-17 | | FY 16-17 to FY 17-18 | |
|---------------------------------------------------|----------------------|-----------------------|----------------------|-----------------------|-------------------------|-----------------|
| | Budget FY 2017-18 | Actual Thru 30-Apr | Budget FY 2016-17 | Actual Thru 30-Apr | | % Difference |
| Resources | | | | | | |
| Beginning fund balance | 342,890 | 545,515 | 1,267,810 | 1,219,127 | (673,612) | -55.25% |
| Tax collections | 4,092,310 | 2,875,343 | 3,948,940 | 2,858,386 | 16,957 | 0.59% |
| Other agencies | 5,700 | 2,882 | 5,200 | 4,329 | (1,447) | -33.43% |
| Interest earnings | 3,800 | 4,863 | 3,800 | 8,791 | (3,928) | -44.69% |
| Loan principle | - | 2,898 | - | 3,454 | (556) | -16.10% |
| Loan interest | - | 252 | - | 396 | (144) | -36.34% |
| Other revenue | 15,000 | 11,000 | 15,000 | 52,669 | (41,669) | -79.11% |
| Intrafund Budgeted Transfers | - | - | - | - | - | 0.00% |
| Transfers | - | - | - | - | - | 0.00% |
| Total Resources | 4,459,700 | 3,442,752 | 5,240,750 | 4,147,152 | (704,400) | -16.99% |
| Expenditures by Division | | | | | | |
| Conference Center Marketing | 289,220 | 192,813 | 298,590 | 223,943 | (31,130) | -13.90% |
| Tourism Promotion - Travel Salem | 1,023,080 | 1,023,077 | 987,230 | 987,230 | 35,847 | 3.63% |
| City Programs/Parks/CIP | 1,989,110 | 1,606,728 | 2,904,240 | 2,211,492 | (604,764) | -27.35% |
| Administration | 302,480 | 240,541 | 273,410 | 214,508 | 26,033 | 12.14% |
| Major Tourist Attractions and Cultural Facilities | 458,760 | 312,884 | 433,760 | 320,149 | (7,265) | -2.27% |
| Contingency | 120,000 | - | 120,000 | - | - | 0.00% |
| Total Expenditures | 4,182,650 | 3,376,043 | 5,017,230 | 3,957,322 | (581,279) | -14.69% |
| Total Resources Less Expenditures | 277,050 | 66,709 | 223,520 | 189,830 | (123,121) | -64.86% |

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

| | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | TOTAL |
|---------|-----|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| 2016-17 | - | 414,393 | 437,924 | 363,861 | 306,569 | 254,905 | 238,895 | 213,009 | 275,975 | 352,756 | 313,651 | 771,347 | 3,943,285 |
| 2017-18 | - | 409,039 | 484,285 | 446,764 | 258,220 | 274,508 | 218,484 | 209,483 | 266,459 | 308,101 | 313,651 | 771,347 | 3,960,340 |
| % Chg | | -1.29% | 10.59% | 22.78% | -15.77% | 7.69% | -8.54% | -1.66% | -3.45% | -12.66% | 0.00% | 0.00% | 0.43% |

Annual

Budget

3,948,940

4,092,310

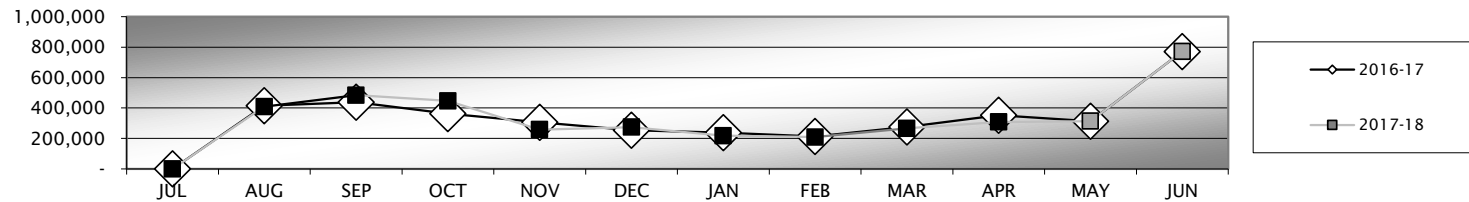


Chart and graph demonstrate actual revenue for FY 2016-2017 and FY 2017-2018.

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 April FY 2016-17 | 2,858,287 |
| YTD April FY 2017-18 | 2,875,343 |
| Variance FY 16-17 to FY 17-18 | 0.60% |

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 __ 3rd X or 4th __ quarter of FY 2017-18

Total number of days open: 79 **Total hours of operation:** 553

Volunteer hours for period: 475 **Total attendance at facility:** 26,543

Operating expenses funded by TOT, \$ 7,593, and special project expenses funded by TOT, \$ 5,716 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$205,306

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

Gilbert House Children's Museum hosted our second annual Legacy of Play Day. The event celebrates the legacy of our namesake, A.C. Gilbert and the importance of learning through play. Partner organizations host booths with engaging activities for young visitors and the Museum is free of admission. Attendance was 3,308, a 45% increase over previous events. We attribute the increase in attendance to marketing done to reach out of town visitors. Over 1,100 of the guests reported zip codes outside of the Salem area.

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

Attendance to the Museum this quarter has been a 20% increase over the previous year. We attribute this to new exhibits, including our spaces that provide guide programs for children. The Gilbert Engineering Studio and The Creative Space have been very popular with local and out of town families.

Submitted by: Alicia Bay

Date: 4-6-18

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: Salem Art Association

Name and location of facility: Bush Barn Art Center/Bush House Museum

Reporting period: 1st ___ 2nd ___ 3rd x or 4th ___ quarter of FY 2017-18

Total number of days open: 77 Bush Barn Art Center 38 Bush House Museum

Total hours of operation: 500 Bush Barn Art Center 152 Bush House Museum

Volunteer hours for period: 402 Bush Barn Art Center 33 Bush House Museum

Total attendance at facility: 5443 Bush Barn Art Center 643 Bush House Museum

Operating expenses funded by TOT, \$8072.50, and special project expenses funded by TOT, (i.e., one-time events, brochures, unanticipated repairs) for the period.

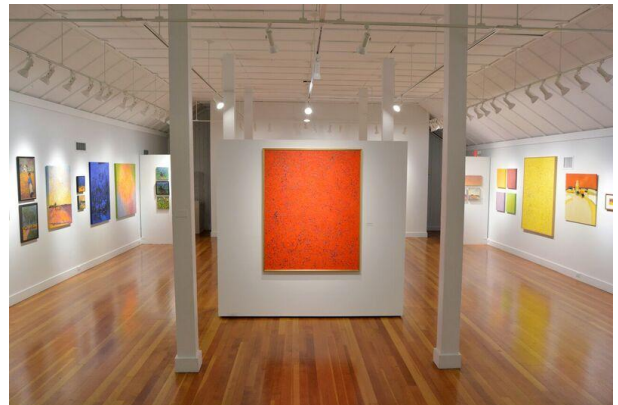
Total income from other sources: \$357,324

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

NANCY LINDBURG - *IMAGES OF TIME: 65 YEARS OF ART AND LIFE*

From January 20 – February 25, SAA exhibited a retrospective of Nancy Lindburg's work spanning six decades. Nancy's art has been celebrated all across Oregon and beyond, earning her the prestigious Governor's Arts Award, and a place in private and public collections, including the Hallie Ford Museum of Art, and the Oregon State Capitol.

Images of Time: 65 Years of Art and Life held in the A. N. Bush Gallery represented 65 artworks, 42 that were on loan. The exhibit presented a rare opportunity for the public to view the paintings showcased in one gallery for many years.



Over 250 people attended the open reception on Friday, January 19 from 5:30-7:30 pm. Approximately, one quarter of the visitors came from out of town, hailing from Portland, Eugene, California, and Washington. Her artist talk held on February 6th at 10 a.m. was conducted in an interview/Q&A format and was attended by 50 people, 10 who came from out of town.

The press release for her show described Nancy "as a painter drawn to the power and energy of color. 'Color, like music, attracts the deepest part of you. My narrative is the essence and the spirit

of the work.’ In her artwork, as in her countless interactions with the community, one experiences her great determination and passion.”

In addition to being a versatile career artist, Nancy has also been an arts administrator and a tireless advocate for the arts for over 65 years. She was the Executive Director of the Salem Art



Association from 1973-1978 and continued her work for the arts with the Oregon Arts Commission, Salem Public Art Commission, Museum Council of the University of Oregon Art Museum, and Oregon Artist Services Foundation.

SAA’s Gallery Director David Wilson says, “She identifies with the power of art—its possibilities for intellectual expression, for personal introspection, and



for assembling people together as advocates for change in Salem and across Oregon. Above all, she firmly believes “*art experiences are absolutely basic to the well-being of every individual.*”

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

SAA has met its first benchmark of displaying 18 exhibits by the end of the third quarter.

- **Outcome 1:** SAA’s Galleries Program will display 18 exhibits: six each in the A.N. Bush Gallery, Focus Gallery, and Camas Gallery.

The Bush Barn Art Center held 6 exhibitions free of charge: Nancy Lindburg – *Images of Time: 65 years of Art and Life*, Jan. 20-Feb. 25, A.N. Bush Gallery; Emerging Artist: Aaron Wilson, Jan. 20-Feb. 25, Focus Gallery; Featured Artist: Stephen Kekule, Jan. 20-Feb. 25, Camas Gallery; The annual Young Artists’ Showcase, Mar. 10-Apr. 21, A.N. Bush Gallery; Aron Michael Johnson: *The Art of Observation*, Mar. 10-Apr. 21, Camas Gallery; *(Co)Habitants*, artworks by Oregon State University students, Mar. 10-Apr. 21, Focus Gallery.

By the end of the third quarter, SAA has far exceeded offering 10 free events open to the public, and it has held two free exhibition openings to date.

- **Outcome 2:** SAA will offer at least ten free events: six exhibition openings at the Bush Barn Art Center and four Open Museums at the Bush House Museum.

In addition to the 6 exhibitions, the following 13 free events were open to the public: **Galleries** – Aron Michael Johnston, Art Talk, Jan. 2; Fine Art Friday Reception, Jan. 19; David Wilson, Art Talk, Feb. 6; Aaron Wilson Art Talk, Mar. 6; Exhibit Receptions, Mar. 9; Young Artists’ Showcase awards reception, Mar. 10; Tracy Templeton Art Talk, Mar. 13. **Annex** –Matthew Boulay: *Combat Grass* installation, Jan. 10-Feb. 18 and reception Jan. 19; Artist-in-Residence: Eilish Gormley, Jan. 16-30; *Braids and Brawn: The Power of Girls*, Diane Beals, Feb. 22- Mar. 31; Artist-in-Residence: Casey Newman, Feb. 1-15; Artist-in-Residence: Jo Hockenhull, Mar. 18-31.

Submitted by: Denise Magee

Date: 4/26/18

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 ___ 3rd X or 4th ___ quarter of FY 2017-18

Total number of days open: 62- Office/52 - Gallery **Total hours of operation:** 558 – Office/ 360 - Gallery

Volunteer hours for period: 1500 (est) **Total attendance at facility:** 642

Operating expenses funded by TOT, \$ 8,130 **and special project expenses funded by TOT, \$** - **(i.e., one-time events, brochures, unanticipated repairs) for the period.**

Total income from other sources: \$47,614

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

Highlight one activity that occurred during the period.

Our exhibit, *Finding Home Again: Stories from our Refugee Neighbors* opened on February 7 and features refugees who have been resettled in Salem over the past couple of years. The Gallery opening featured food prepared by new residents from Cote d'Ivoire, Pakistan, Egypt, Somalia and Democratic Republic of Congo and a performance by Sakumuna.

The exhibit also includes the work of the ESL students at Waldo Middle School. The students shared their stories, observations of their new hometown, photos and artwork. The entire class (54 students) visited the Gallery on a field trip so they could see their work displayed.

This year we also participated in the Capitol's *Passport for Fun!* during Spring Break, which was very successful for us. 200 people visited the Gallery that week. We had visitors from LaGrande, Eugene, Astoria, Portland and Mexico as well as Salem and surrounding counties. We didn't keep official stats on it, but it was astonishing to hear how many Salem residents had never been in the Reed Opera House before.

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 goal was to have 2,000 visitors to the Gallery each year. There were 1660 visitors during the first three quarters of FY 2017-18.

Submitted by: Kathleen Fish

Date: April 10, 2018



**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 2nd 3rd X 4th quarter of FY 2017-18

Total number of days open: 90 (during reporting period) Total hours of operation: 676

Volunteer hours for period: 1624

Total attendance at facility: 53,999
(Paid riders, parties, and events & school visits)

Operating expenses funded by TOT, \$7,055 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$104,270

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

January 1 2018 – Happy New Year! On New Year's Day we offered free rides to all and our board members run the Carousel, and we were busy! During the four hours that we were open we had over 1000 happy riders! All visitors are encouraged to bring a food donation to support the Marion Polk Food Share.

This event is promoted in part with Travel Salem's event calendar, The Statesman Journal and our entire social media outlets.

Token sales 2018 \$49,267

Token sales 2017 \$45,816

7% increase over 2017

Data is collect from our P & L reports

Submitted by: Marie Bradford Blevins

Date: April 24, 2018

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: Willamette Heritage Center

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

Reporting period: 3rd quarter of FY 2017-18

Total number of days open: 78

Total hours of operation: 10:00 – 5:00 Mon.-Sat. (546 hours)

Volunteer hours for period: 2522

Total attendance at facility: 19,341 (attendance and rentals)

Operating expenses funded by TOT, \$ 7,995 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$140,620

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 is about to wrap up our 8th Annual Heritage Invitational Exhibit. The history of the Mid-Willamette Valley is woven together from the stories of countless individuals and experiences. In this exhibit, "Arrival—Stories of Migration, Immigration and Journeys in the Mid-Willamette Valley," which opened January 27 and will close on April 21, distinctive heritage and cultural organizations from all over the Valley came together to explore the concept of arrival, and to focus on many and varied types of journeys and how they have been used to support, commemorate, and understand our community's past. Participating organizations include Bush House Museum, Deepwood Museum and Gardens, GeerCrest Farm, Gorman House, Keizer Heritage Center, Linfield Anthropology Museum, Oregon Forest History Center, Oregon State Hospital Museum of Mental Health, Polk County Historical Society, Silverton Country Museum, Washington County Museum, and Woodburn Historical Museum.

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

Goal: Number of exhibits displayed during 2017(-18): in addition to the day-to-day exhibits, the Willamette Heritage Center will put on three full special exhibits.

Measure: Staff will plan and mount three exhibits and one show at the Willamette Heritage Center.

Actual Outcome: Not only did WHC staff plan and mount three full special exhibits—including the profound and inspirational "Courage and Compassion: Japanese American Experience in WWII" exhibit (July 14 – October 7) <https://www.willametteheritage.org/courageandcompassion/> that was in only 10 communities in the entire US and for which staff engaged in specific outreach to honor and include regional community members—and a show, but also mounted an additional special exhibit in partnership with the Salem Fire Department and the Salem Fire Foundation, "Fire: Celebrating 160 Years of the Salem Fire Department" <https://www.willametteheritage.org/fire-celebrating-160-years-salem-fire-department/> that ran November 7 – December 23 (through the end of Magic at the Mill). This additional, collaborative exhibit was a truly meaningful and memorable community display that invited a great cross-section of visitors and fire department/fire-fighting supporters and aficionados to our site that might not have visited otherwise; we always treasure the opportunity to partner with our fellow community organizations and businesses to explore and celebrate our shared history.

Submitted by: Helen Shafran, Development Director

Date: April 19, 2018

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: Oregon Symphony Association in Salem

Name of Program or Event: Oregon Symphony Concerts in Salem

Location of Program or Event: Smith Auditorium, Willamette University, Salem

Description of Activity:

Our 2017/18 event was a full season of eight concerts, including six traditional concerts featuring classical instrumental music performed by the world-renowned Oregon Symphony based in Portland, as well as two special concerts – The Mariachi Vargas and The Fab Four. The 2017/18 concert dates and times were as follows:

- 9/17/2017 at 2:00p.m. The Mariachi Vargas
- 10/27/2017 at 8:00p.m. Carlos Kalmar-conductor, Garrick Ohlsson-guest soloist
- 12/1/2017 at 8:00p.m. Leo Hussain-conductor, Andre Watts-guest soloist
- 1/26/2018 at 8:00p.m. David Danzmayr-conductor, Benjamin Beilman-guest soloist
- 2/8/2018 at 8:00p.m. Carlos Kalmar-conductor, Natasha Paremski-guest soloist
- 3/16/2018 at 8:00p.m. Carlos Kalmar-conductor, Vadim Gluzman-guest soloist
- 3/23/2018 at 8:00p.m. The Fab Four
- 4/20/2018 at 8:00p.m. Jeremie Rhorer-conductor, Sarah Kwak-guest soloist

Completion Date(s):

The final concert was held on April 20, 2018, in the 4th quarter of our FY 2017/18

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

Professional/staff hours: 9,750

Volunteer hours: 1,300

Amount of funds provided by TOT: \$10,000

And by other sources: \$ 357,735

Admission

Average paid ticket price was \$42/ticket

How did local businesses or organizations assist in this activity?

For this event, we received support from a total of 32 local business or organizations including 13 local grantors and sponsors, 14 advertisers, and 6 in-kind contributors.

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?

Because the concerts do not begin until 8PM, many attendees elect to either buy dinner at a local restaurant prior to the concert or have drinks or dessert afterwards. Attendees say they can justify this added expense as they are saving money by not having to drive to/from Portland to hear the Oregon Symphony.

We are focusing on growing our market share in the Albany/Corvallis/Eugene corridor, as it is much closer to attend the Oregon Symphony concerts in Salem than in Portland for these Oregonians. Many of our concert goers are older and prefer not to drive at night especially in bad weather. To address this issue, in 2017/18 we began offering a shuttle service to transport Corvallis-based residents to/from each Salem concert. The shuttle dropped off guests in downtown Salem at 5:30p.m. in time to have dinner at a restaurant of their choice prior to the 8p.m. concert. We plan to further promote this shuttle service in our upcoming 2018/19 season to attract more of the 80 existing Corvallis-based OSAS ticket buyers to take advantage of this new service. We are also considering expanding this shuttle service to Albany and other nearby areas to meet demand.

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

The City of Salem is the only US city without a major orchestra, yet still has local access to a major orchestra for a series of concerts every year. Providing an easily accessible and affordable series of musical concerts adds to the quality of life for residents of Salem and surrounding communities. In addition, we have partnered with "Salem for All" to make \$5 tickets available to lower income populations as well as offering \$10 student tickets. Our concerts bring people together - pre or post concerts - to eat, drink and spend time - whether they live near the city center or far away. Importantly, these concerts keep local symphony fans - of which there are many - spending their entertainment dollars in Salem instead of traveling to Portland to see the Oregon Symphony.

Efforts are being made by local officials and others to elevate the profile of Salem and neighboring areas, making these communities even more attractive to both existing and potential new residents. One area of focus is improved, more sophisticated arts and cultural programs similar to those offered in Portland and Seattle. Performances by the Oregon Symphony add to Salem's quality of life. Local individuals, the Salem Area Chamber of Commerce, and businesses are proud to have a nationally-recognized symphony as a regular part of city life.

Several other musical organizations exist in Salem. However, concerts offered by the Oregon Symphony differ significantly from these other local organizations, due to the Oregon Symphony's professional level of musical talent, its sophisticated and well-researched program selections, and its tendency to attract a more knowledgeable and discerning audience.

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

We reached a total of 6,000 attendees at our eight 2017/18 concerts, as measured by ticket sales.

Estimated percentage of:

| | |
|----------------------------------|-----|
| Salem residents and/or guests | 88% |
| Out-of-town tourists | 10% |
| Overnight tourists (hotel/motel) | 2% |

(The above percentages are estimates)

Report on the other measurable outcome documented in your application.

Our second measurable outcome was to attract a broader demographic than our traditional audience that tends to 55 years and older, middle class to affluent, retired, empty nesters, and passionate about music. Initially, we had planned to offer small ensembles and lower cost events to accomplish this. However, we instead decided to offer two larger concerts - The Mariachi Vargas and The Fab Four - to expand our outreach to a new demographic. This proved to be a good decision as we saw minimal overlap (estimate of 15%) between attendees at these two special concerts versus attendees at our traditional classical concerts. In fact, The Mariachi Vargas concert with a predominately Latino audience was the most popular concert (based on # tickets sold) of our 2017/18 season offerings.

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

The most effective media resource was the media coverage we received in both the local newspapers (Statesman Journal, Keizertimes, Mid-Valley & Salem Weekly) and radio (KMUZ in Salem, All-Classical 99.1 statewide, KWAX in Eugene, and KGAL/KSHO in Corvallis).

We also have increased our social media outreach, primarily through Facebook. As of today OSAS has 2,106 followers up from 1,405 last year. Travel Salem has helped us with crafting press releases and gaining publicity. We also have a video about our concerts on the Travel Salem website and use the Travel Salem e-calendar to help promote our events.

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

Yes, we launched our 2017/18 season with Mariachi Vargas – the world's most famous mariachi band – to honor the strong Latino population and heritage of Salem and neighboring communities. The concert was a huge success with 918 attendees, over 85% Latino. The local Ballet Folklórico Tlanese student dance troupe performed prior to the concert and also handed out concert programs, making for a family-friendly atmosphere. OSAS staff, board members and volunteers conducted

extensive community outreach in the months prior to the concert, including speaking and sharing Spanish-language Mariachi Vargas posters and brochures at Salem’s Hispanic Heritage Week, the Latino Business Alliance and Woodburn Rotary Club. We also scheduled interviews with local Hispanic media and partnered with local Hispanic-owned businesses for in-kind donations.

As stated above, in 2017/18, we shifted our season program content from 100% classical to more diverse offerings with the goal of reaching a broader demographic. This shift supports a core value of the City of Salem’s 2017 strategic plan, “**Accessibility**—Salem is open and inclusive”. One way to successfully communicate across cultures is through music. The largest minority population in Salem is Latinos at 20%, increasing to 60% in neighboring Woodburn. This segment is familiar with and appreciates the music of traditional Mariachi bands.

The 2017 Mariachi Vargas concert provided a fun and affordable high-quality musical performance accessible to all members of the local Hispanic community. The audience was very engaged in this Spanish language only concert, wearing traditional festive attire, singing and clapping to the songs, and demanding the concert run 30 minutes longer than scheduled. This level of enthusiasm exceeds what we typically see at our traditional classical concerts.

At the 2017 Mariachi Vargas concert, students, Oregon Trail card holders, and “Salem for All!” participants could purchase tickets for only \$5-10. We also provided complimentary tickets and a “meet and greet” photo opportunity to 20 members of the Woodburn High School Mariachi Band and their guests. We invited the Ballet Folkloric Tlanese dancers and their family members (100 total) to attend the concert at no charge.

Submitted by:

Pam Wasson
Director of Development

Date:

April 21, 2018

CTPAB Completion Report

TOT Funds Supporting Salem Tourism

Capital Asset or Improvement Grant

Please use this form to report how this capital project has enhanced Salem tourism or cultural opportunities for residents.

Organization: Willamette Heritage Center

Location of project: Willamette Heritage Center, Mill Building, 3rd Floor, 1313 Mill Street, Salem, OR 97301

Description of project: Replacement of the old Spinning Room floor in the historic Thomas Kay Woolen Mill Building

Date completed: March 14, 2018

1st ___ 2nd ___ 3rd X or 4th ___ quarter of FY 2017-18

Staff to administer project (estimate number):

Professional/staff hours 35

Volunteer hours 30

The amount of funds provided by TOT, \$10,000 (pending), and by other sources, \$13,000

How many local businesses or organizations assisted with this project?

In addition to Sean O’Harra (Director of Operations for the WHC) being the lead for the project, the WHC had many volunteers assist with the prep work before the installation of the floor. The prep work and installation of the new flooring went smoothly. JK Carpets of Salem was contracted for the project, and they completed the preparations and installation within just one week. We had anticipated that the project would take about nine to ten working days, but they completed it in only six working days. The end result was a total transformation of that room.

In addition to the approved vital funding from the City of Salem, the WHC was fortunate to have local funding support for the project from both the Salem Downtown Rotary Club and Salem City Club. Both of these organizations use the Spinning Room for luncheons throughout the year, so they have a vested interest in the space. The initial response from the Salem City Club (during their first luncheon after the installation of the floor) was utter amazement at how much better the space looks with the new floor.

How does this completed project increase opportunities for tourists in Salem?

The dramatically improved ambience and increased attractiveness and safety of the event space makes it a more viable option for many groups planning meetings, weddings, and celebrations of life, all of which draw out-of-town visitors. Every visitor that takes a ride through our glass elevator gets an opportunity to experience a preview of the cultural offerings of our site and what our city has to offer. It is a great form of marketing for our site and this community.

The appearance of a well-maintained infrastructure both inside and out instills an air of confidence and professionalism about an organization; it is difficult to put a value on a good reputation, and dilapidation raises a lack of trust in an organization. Upgrading our facility by replacing the floor of the Spinning Room has enhanced our general appearance and assures tourists and area visitors that the facility, and—by extension—our collections, are receiving professional care and handling. This engenders public trust, which in turn increases the ownership and involvement of community members.

The WHC is one of the more significant historical sites in Salem and was already a key heritage tourism destination for the Willamette Valley. Out-of-state visitors traveling through the area often check online for museums and heritage sites to visit, which is where they find WHC. In the third quarter of 2016, 41% of WHC visitors were from outside Oregon. According to the *Travel Scope Survey* in 2003 by the Travel Industry Association of America, those tourists who specifically travel to visit heritage sites spend more (\$623 vs. \$457) and stay longer (5.2 nights versus 3.4 nights) than general tourists. We know from our surveys that the WHC attracts heritage tourists and, statistically, those visitors increase room nights and tax revenues when they are staying overnight.

How does this completed project preserve the structural integrity of the building?

Because of gaps between the seams of the plywood over-floor, spills and floor-washing fluid would often leak/migrate into the historic subfloor and the exhibit spaces on the second floor. Replacing the old over-floor with the new, non-permeable interlocking vinyl pieces is now preventing seepage from occurring, and protects the structural integrity of the subfloor—which can get eaten away by continuous exposure to liquids—and provides an even better barrier to keep spills upstairs and away from the understructure and from our priceless artifacts below.

How does this completed project enhance operations and contribute to the viability of the facility as a major tourist attraction or cultural facility?

Besides being a benefit for the preservation of the artifacts, the completed floor is now set to

have a direct impact on the number of visitors coming to the Salem area, because that event rental space is so significantly improved in terms of both the aesthetic appeal of the much “warmer” space and the comfort level of guests. Additionally, with less chance of damage to the museum equipment, we can now increase the historic materials we are able to display. Increased revenue from the Spinning Room rental provides more funding to the organization to help maintain and preserve the history of the Mid-Willamette Valley, thereby allowing us to continue to improve our visitor experience to the museum, and supporting the cultural and historical objectives of the organization as well as its sustainability. The new floor is also now a sound barrier if an event is going on in the Spinning Room and there are museum guests on the second floor of the Mill Building.

We are continuing to provide a unique heritage experience, unlike any other in the City of Salem or the State of Oregon. The improvements to the Spinning Room are already proving to be extremely important to the overall health of the WHC. Each potential client to whom we have shown the space since the installation/project completion has been very impressed by the outcome. This project will have a lasting, positive impact on the WHC.

Describe any planned maintenance requirements for the completed project, including estimated cost.

Sweeping and mopping after each event in the Spinning Room: \$20 per occurrence.

Report on two measurable outcomes (*the same measurable outcomes described in grant application*).

1) Diversified project funding:

Intended Outcome: WHC will secure other sources in addition to the TOT grant to make up the difference in cost of the capital project.

Measure: Measurement will be done to track the number of donors, grants and other revenue sources that contribute to this capital project.

Result: Major donors in addition to the City of Salem are the Salem Downtown Rotary Club, Salem City Club, and The Kinsman Foundation (Milwaukie, OR).

2) Amount of Time from project implementation to project completion

Intended Outcome: The installation of the floor will be completed within 30 business days.

Measure: The WHC’s Director of Operations, Sean O’Harra, will note the day the project begins and total number of days it takes to complete the project.

Result: The project began on Wednesday, March 7 and was completed on Wednesday, March 14; the work took place during a total of six (6) normal business days, March 7-9 and March 12-14.

Submitted by: Helen Shafran, Development Director

Date: April 25, 2018

J/K CARPET CENTER INC.

985 Broadway NE • Salem, OR 97301
503-363-6033 • Fax 503-399-4656
COB# 44061

Phone: 503-363-6033
or 503-363-6035
FILE COPY

March 15, 2018

MAR 20 2018

Willamette Heritage Center
1313 Mill st se
Salem or. 97301

RE: 1313 Mill st se

| | |
|--------------------------------------|-----------|
| 7,699.50 sq ft of LVP & labor @ 2.39 | 18,401.81 |
| Adhesive | 1,195.00 |
| Floor prep | 2,500.00 |

Total now due \$22,096.81

Thank you
TW / JH

TERMS: Payment to be cash on completion. Purchases not paid within 30 days from date of completion will be charged a FINANCE CHARGE computed by a PERIODIC RATE of 1 1/2% per month (or a minimum charge of 50 cents per month for balances under \$33.00) which is an ANNUAL PERCENTAGE RATE of 18%.

IS 001





UP COMING EVENTS

Salem Art Association

Fractals of Identity

April 4- May 6th

Bush Barn Art Center, 600 Mission St SE, Salem, OR

LGBTQ+ focused, *Fractals of Identity* is an exhibition curated by Kai River Blevins and Byron J Kimball.

Salem Art Association

Fractals of Identity

Exhibit Reception

Friday, May 4, 2018

5:30-7:30 PM

Salem Art Association

Artist-in-Residence: Deidre “Dee” Moore

April 10-May 4th, 2018

Bush Barn Art Center, 600 Mission St SE, Salem, OR

Photographer Deidre “Dee” Moore will be participating as Artist-in-Residence during the LGBTQ+ focused exhibition, *Fractals of Identity*. Dee invites others from the LGBTQ+ community to visit and be photographed, thus allowing the “models” to reclaim their voices, to reclaim their personhoods, to fully become their authentic selves and choose how they speak and are seen.

Artist-in-Residence: Deidre “Dee” Moore

Exhibit Reception

Friday, May 4, 2018

5:30-7:30 PM

Salem Art Association

First Tuesday Art Talk with Jim Hockenhull

Tuesday, May 1, 2018

10 AM

Bush Bark Art Center, 600 Mission St SE, Salem, OR

World Beat Gallery

Finding Home Again: Stories from our Refugee Neighbors Exhibit

Open now through May 23, 2018

Gallery is open 10 AM-5 PM Mon-Friday and Saturdays by appointment.

The exhibit was created in collaboration with Salem for Refugees and Waldo Middle School’s ESL class. It features stories of refugees who have relocated to Salem, their portraits and their art.

Salem Art Association

Studio Art Quilt Associates-*Bridge*

May 5-June 24, 2018

Bush Barn Art Center, 600 Mission St SE, Salem, OR

Studio Art Quilt Associates invited artists to submit work that reflects the theme of “Bridge” either in a representational or abstract interpretation.

UP COMING EVENTS

The Moxie Initiative

Make Music Day

Thursday, June 21, 2018

9 AM-9 PM

Locations all around the Salem Downtown area.

Go to: makemusic.org/salem; or [Make Music Day - Salem Facebook](#) page to track where to find live performances, family-friendly events like a harmonica, ekulele or bucket drumming lesson, etc.

Titanium Racing

Salem 4th of July Stars & Stripes

5K Run (and kids ½ mile)

www.salemstarsandstripes.com

Salem's Waterfront Park, 200 Water St NE, Salem OR

Wednesday, July 4, 2018

8:30 AM

Titanium Racing

Inaugural Spirit of Oregon

Half Marathon and 5K Run

www.spiritoforegonrun.com

Starts and Ends at the State Capitol in Salem

900 Court St NE, Salem, OR

Sunday, October 7, 2018

7:00 AM - Half Marathon

7:15 AM - 5K

9:30 AM – Kids ½ Mile

CTPAB Meetings & Tour Dates

Tuesday May 8, 2018 (**regular meeting**)

@ 5:30 pm –[City Library, Anderson Room B, 585 Liberty St SE, Salem, OR](#)

Tuesday June 12, 2018 (**regular meeting**)

@ 5:30 pm –[City Library, Anderson Room B, 585 Liberty St SE, Salem, OR](#)

Tuesday July 10, 2018 (**regular meeting**)

@ 5:30 pm –[City Library, Anderson Room B, 585 Liberty St SE, Salem, OR](#)

Tuesday August 14, 2018 (**regular meeting**)

@ 5:30 pm –[City Library, Anderson Room B, 585 Liberty St SE, Salem, OR](#)

Waiting list:

Deepwood Museum & Gardens

Gilbert House Children's Museum

Willamette Art Center

Salem Riverfront Carousel

CTPAB Parking Lot

Add to Event report: How did you acknowledge the City of Salem's TOT funding during your event? (Kohler, Aug. 8, 2017)

Motion to add Travel Salem's Free Services Flyer to annual application packet.

Facility Operator grant application and funding process review, to ensure all applicants receive funding no matter their score. (Kohler and Orcutt, March 13, 2018)

Review the value of a High/Low scoring methodology for next grant cycle. (Aguero and Kohler, March 13, 2018)

Review criteria for Facility Operator grants. (Orcutt and Aguero, March 13, 2018)

Motion to discuss the pros and cons of a mandatory grant orientation meeting to a highly recommended attendance. (Snyder, Kohler April 10, 2018)