

## SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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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](mailto:cneider@cityofsalem.net) at least **2 business days** before the meeting; TTD/TTY telephone (503) 588-6439, is also available 24/7.

### Board Members

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

### City Staff

Chris Neider, Staff Liaison  
Kelly Kelly, Staff Support

**Next Meeting:** July 13th

**TOT Grant Process Review**

<http://www.cityofsalem.net/CTPAB>

It is the City of Salem's policy to assure that no person shall be discriminated against on the grounds of race, religion, color, sex, marital status, familial status, national origin, age, mental or physical disability, sexual orientation, gender identity, and source of income, as provided by Salem Revised Code 97. The City also fully complies with Title VI of the Civil Rights Act of 1964, and related statutes and regulations, in all programs and activities.

### **MEETING AGENDA**

Tuesday, June 8, 2021

6:00 - 8:00 PM

### **City of Salem Planning Division YouTube Channel**

**Link:** <https://www.youtube.com/channel/UCUsS60lpf8AGI1u24Yg248Q/>

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
  - a. April 13, 2021 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
  - a. Review of Subcommittee work/recommendation
  - b. CTPAB Survey Results graphs and write up at the end
6. Information Items
  - a. Cultural and Tourism Fund Reports – May 2021
  - b. Cultural and Tourism Fund Revenue (Tax) Reports – May 2021
  - c. Facility Operating Grant Reports – A.C. Gilbert's Children's House, Bush House Museum, Hallie Ford Museum of Art, Salem Art Association, Salem Riverfront Carousel, Willamette Art Center, and Willamette Heritage Center
  - d. Event Grant Reports – Salem Library Foundation – Salem Reads Event
  - e. Capital Improvement Reports – None
  - f. Annual Reports – None
7. Appearance of Interested Citizens  
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

**MINUTES**  
**CULTURAL AND TOURISM PROMOTION ADVISORY BOARD**  
**Tuesday, April 13, 2021**  
**Remote Meeting via ZOOM**  
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

<p><b>MEMBERS PRESENT</b>  Jonathan Baker  Gaelen McAllister  Elaine Navarro  Laura Tesler  Ryan Gail  Felipe Gonzales</p> <p><b>STAFF PRESENT</b>  Chris Neider, CD Management Analyst II  Kelly Kelly, CD Staff Assistant</p>	<p><b>MEMBERS ABSENT</b>  Scott Snyder, Chair  Rita Siong, Vice Chair  Omar Alvarado</p>
<p><b>GUESTS</b>  Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.</p> <p>Input, questions and updates ahead of the meeting were invited by Chris Neider.</p>	<p><b>GUESTS</b>  Ross Sutherland – Bush House Museum  Alicia Bay-Gilbert House Children’s Museum  Bryan Gonzales, Festival Chorale  Kathleen Fish, Salem Multicultural Institute  Sally Puhek Litchfield, Elsinore Theatre  Denise Magee, Salem Art Association  Yvonne Putze, Deepwood Museum  Roger Williams, Willamette Art Center  Michelle Cordova – Willamette Heritage Center  Irene Bernards – Travel Salem  Denise Magee – Salem Art Association  JoAnna Fields – Capital Futbol Club/Timbers U23</p>

**1. CALL TO ORDER**

Chris Neider began the meeting at approximately 6:09 p.m. with 6 of 9 members present.

**2. ROLL CALL**

Members present: Jonathan Baker, Gaelen McAllister, Elaine Navarro, Laura Tesler, Ryan Gail, Felipe Gonzales, Chris Neider & Kelly Kelly.

Members absent: Scott Snyder, Rita Siong, Omar Alvarado

Chris Neider opened the meeting and welcomed everyone to the virtual meeting, both those attending via Zoom and those tuning in via YouTube to watch:

<https://www.youtube.com/channel/UCUsS60lpf8AGI1u24Yg248Q>.

### 3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the March 9, 2021 CTPAB meeting minutes.

**Motion:** To approve today's agenda and the March 9, 2021 CTPAB meeting minutes.

<b>Motion by:</b>	<b>Ryan Gail</b>
<b>Seconded by:</b>	<b>Laura Tesler</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	5-0
Aye:	5
Nay:	0
Abstentions:	1

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

### 5. ITEMS REQUIRING ACTION

- a. Review of Grant Processes

Chris Neider invited any feedback on the Grant Application, Scoring and Review process. General consensus was the changes to the scoring rubric were helpful and worked well for the board members. Laura Tesler expressed concern about the current wording of the 3 goals being weighted equally. Felipe noted the board can word-smith the wording so that, for instance, lodging nights or cultural enrichment to the community have equal scoring weight. Chris Neider noted that currently the bonus points for answering yes to all three TOT goals had the effect of making sure applicants had a passing score, so he felt that worked in a positive way. Gaelen McAllister suggested sending out a short survey to all the organizations that applied to seek their feedback. Chris welcomed board input on the survey questions and will send out a Survey Monkey to the cultural and tourism organizations shortly.

**Motion:** To create and send a short, 4-question survey to cultural and tourism organizations to get their feedback on the TOT Grant Application Process.

<b>Motion by:</b>	<b>Gaelen McAllister</b>
<b>Seconded by:</b>	<b>Ryan Gail</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

Sally Puhek of the Elsinore asked if a Word Document with the Questions, Scoring Rubric and Space available to respond could all be on one document. Sally noted interest in

hearing how other organizations measure Diversity, Equity and Inclusion, as measuring these kinds of items is difficult for her organization, and she welcomes feedback and best practices from others. Chris Neider noted that topic and issue was a Parking Lot item and asked if the board wanted to tackle the issue this meeting. Gaelen McAllister suggested a sub-committee to look into best practices of other cultural and tourism organizations in other cities would be most effective and recommended formation of a sub-committee to report back to the group.

**Motion:** To create a sub-committee of Rita Siong, Scott Snyder, Omar Alvarado and Ryan Gail to look into best practices of other cities and organizations related to metrics to measure diversity, equity and inclusion policies and practices for their events.

**Motion by:** Gaelen McAllister

**Seconded by:** Laura Tesler

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

## **6. INFORMATION ITEMS**

- a. Cultural and Tourism Fund Reports – March, 2021
- b. Cultural and Tourism Fund Revenue (Tax) Reports – March, 2021
- c. Facility Operating Grant Reports – None
- d. Event Grant Reports – None
- e. Capital Improvement Reports – None
- f. Annual Reports - None

## **7. APPEARANCE OF INTERESTED CITIZENS**

(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)

Ross Sutherland – Bush House Museum, noted they have sent 1000 Art Kits to students, and are finishing up Salem Remembers timelines, which has been an amazing history of Salem project, as well as wrapping up the Cell Phone Tour of the outside grounds of Bush House. Alisha Bay, Gilbert House Children’s Museum, is excited to note they recently reopened to the public. They operate in 2-hour segments, with ½ hour between for cleaning. Bryan Gonzalez, Festival Chorale, noted they are still operating on a limited basis, hosting many virtual events to keep connected, working in concert with The Elsinore Theatre and looking forward to reopening. Denise Magee, Salem Art Association gave the update about their recent exhibits and activities. They are looking to a reopening, by appointment, in May. Irene Bernards, Travel Salem, is very pleased to see more Salem-area activity and events looking ahead, and reminded all to keep Travel Salem posted so they can help advertise and market everyone’s events. Irene also noted with excitement that Iron Man will be coming to Salem, July 25<sup>th</sup>, and will be a significant event for the area. Roger Williams, Willamette Art Center noted classes are up and running. Hopes

are still good for the Artisan's Village to operate at the Oregon State Fair this summer, with plans and approvals still in process. Roger also encouraged participation at their Summer Sale, 1<sup>st</sup> Saturday in May, downtown, near Saturday Market. Sally Litchfield Puhek, Elsinore Theatre, is preparing for the Inaugural Anniversary event, celebrating their 95<sup>th</sup> Anniversary, May 26<sup>th</sup>. There will be a Virtual Auction and Fund-Raising events. RSVP via the website and watch for more details as the event approaches. Yvonne Putze, Deepwood Museum, shared they are partially re-opened, with Thursday-Saturday hours for members. Rental bookings are beginning and available May 1<sup>st</sup>. Yvonne reminded the board the cultural and tourism organizations are happy to be involved in review and feedback of the grant process, and please feel free to call upon them for involvement. She thanked the board members for all they do throughout the year for the cultural and tourism organizations.

## **8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS**

## **9. ADJOURNMENT**

The next regular meeting will be Tuesday, May 11, 2021, 6-8 PM, via Zoom and YouTube Live. Contact Chris Neider ahead of the meeting to confirm your desire to participate and receive the meeting Zoom link. With no further business, Chris Neider adjourned the meeting at approximately 6:56 p.m.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Harvard University Tip Sheet: <https://cdn1.sph.harvard.edu/wp-content/uploads/sites/2102/2020/04/ORARC-Tip-Sheet-Inclusive-Demographic-Data-Collection.pdf>

Best practices for measuring / collecting demographic data: <https://blog.submittable.com/best-practices-for-collecting-demographic-data/> (age, race, ethnicity, gender, marital status, income, education, employment)

1. Determine what you need to know, and why?
2. How will you use this data?
3. How will it influence your marketing, decision-making, or actions?
4. Keep surveys as short as possible to get a greater number of responses. (survey your patrons via email)
5. Provide incentives for participation. (discounted tickets, free drinks or food, or any other form of compensation, gift cards, etc.)
6. Ask people from a wide range of demographic groups to help you.
7. Network and leverage cultural aspects, artists, musicians, schools (elementary through college), churches, influencers and groups. (Latino Business Alliance, Mano-a-Mano, Center for Hope & Safety, LGBTQ, etc.)

Tips:

1. Always provide/explain your why to others, help them understand why you want the information and how it will be used and who will see it.
2. Start with a short survey of existing patrons, this is your baseline and starting point upon which, you will improve.
3. Always send out an announcement prior to sending the actual survey and include basic facts about the survey, like when it will be sent and from whom, and explain why it is being sent and encourage participation.
4. Allow multiple choice options/answers and a fill-in box for every question, in case you have overlooked a possible response/answer and allow survey responses to be anonymous.
5. Search out and work with “network” with local community partners that work with or have diversity, equality, and inclusion specialists.
6. Show up in person to committee meetings or projects/events.

Best practices for Diversity, Equity and Inclusion surveys: <https://start.askwonder.com/insights/best-practices-developing-implementing-diversity-equity-inclusion-surveys-738u1fv8j>

1. Create two separate surveys: one focusing on diversity and one for inclusion.
2. These types of surveys are primarily focused on employees and not on visitors but can be adapted.



Questions Responses 16

16 responses



Accepting responses



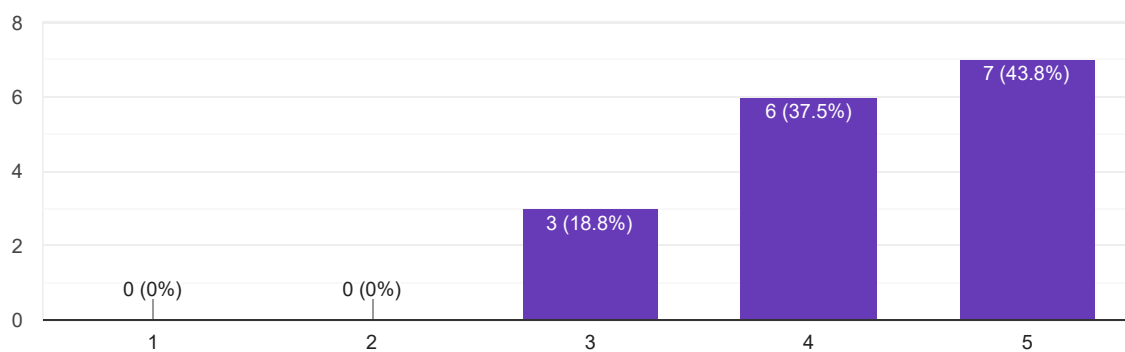
Summary

Question

Individual

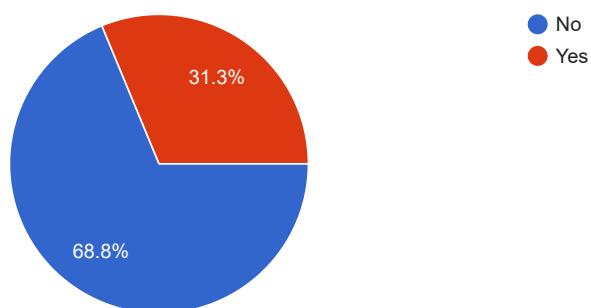
How was your experience with this year's TOT grant application process?

16 responses



Was the application a challenge for your organization to complete?

16 responses





Questions Responses 16

I think that the applications questions are basically geared to putting heads in beds and not slanted enough to the culturally side.

I am a Hispanic person, I am bilingual in some level but there is a lot of terminology that I needed to understand, specially in the budged procedure to fill up tin the righth way he applicationom

It was not "easy," but it did ask for some things that necessarily took some thought, calculation and effort. This is okay!

Application fields for estimated attendance and budget did not calculate correctly

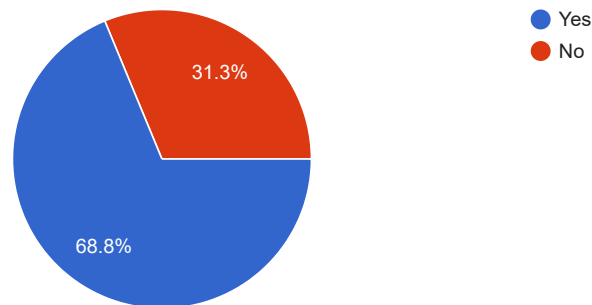
The challenges are related to the fact that the application is designed for businesses that are open and not dealing with COVID-19 pandemic restrictions. I am very familiar with the grant process for this application, so the challenges are not related to not understanding the application, etc.

The form cannot be saved between updates. We save the document and then copy/paste into the next iteration.

The character count is very challenging in several of the questions. When we copy/paste, it sometimes

Did the questions allow you to fully explain your organization/event?

16 responses







Questions Responses 16

We need more space for our narratives. I wasn't able to fully explain myself with the questions asked.

It would be helpful to have more character/word space to answer the following questions: 1c. Describe your organization's programs, services, activities, and staffing; 2a. Describe how TOT funding will be used to meet the following Cultural and Tourism Promotion Advisory Board's (CTPAB) goals; 2b. Identify two measurable outcomes for your facility related to the CTPAB funding goals. Provide a target for each outcome and the methodology to achieve each outcome. It would also be helpful to have more than two outcomes.

It can difficult to answer a question from a cultural standpoint that was presented from a position of increasing overnight tourism.

Still need to understand the different options or concepts of the diferent grant options I think I will be ready to apply for a large amount next year. But i need to know on which category i can do it.

Maybe a little more space would be helpful on the more open-ended, event description Q's that said they may be limited for a reason! I mean, I am not reviewing 50 of them!

...

What else do you want to share with us to improve the application process?

12 responses

I'm frustrated that the range of scores were so great from one board members to another. I understand and appreciate people's "different opinions" and that everyone's personal biases come into play, but some of the scores were so radically different (for example, the same question being rated an 8 by one member, and a 19 by another), it makes me think they ignored the rubric and just went by their emotions. The updated rubric was great and I was excited that there would be some consistency, but in the end, there didn't appear to be.

I appreciate that the TOT Board solicits feedback from grantees to improve the application process, as well as the board's continued assessment of the scoring process to ensure its efficacy. I wonder if it might be helpful during the public review of the grant applications for the board to send the questions that they have about an applicant's grant to them before the meeting in order for the nonprofits to prepare more cogent answers.

Many of the nonprofits by themselves, are simply not going to be a reason to bring people to the city for an overnight stay. I wish that could be openly acknowledged at some point. They, are however very important to the cultural enrichment of the community.

I think if there is a extra grant training procedure training with more time in advance and explaining concepts, and strategies to fill up application could help to new people who has none experience or



Questions

Responses

16

Hallie Ford Museum of Art

Salem Art Association

Helping Hands Resources

Willamette Art Center

ENLACE Cross-cultural Community Development Project

With gratitude, Capitol City Classic

Sally Litchfield Puhek, Elsinore Theatre

Festival Chorale Oregon

Gilbert House Children's Museum

16 total responses to the survey were submitted.

**On a scale 1 to 5:**

3 organizations scored the process 3 stars,

6 organizations scored the process 4 stars,

7 organizations scored the process 5 stars.

**8 responses provided insight to those who experienced challenges completing the grant applications:**

I think that the applications questions are basically geared to putting heads in beds and not slanted enough to the culturally side.

I am a Hispanic person, I am bilingual in some level but there is a lot of terminology that I needed to understand, specially in the budgeted procedure to fill up the right way the application

It was not "easy," but it did ask for some things that necessarily took some thought, calculation and effort. This is okay!

Application fields for estimated attendance and budget did not calculate correctly

The challenges are related to the fact that the application is designed for businesses that are open and not dealing with COVID-19 pandemic restrictions. I am very familiar with the grant process for this application, so the challenges are not related to not understanding the application, etc.

The form cannot be saved between updates. We save the document and then copy/paste into the next iteration. The character count is very challenging in several of the questions. When we copy/paste, it sometimes cuts off the response. We then have to delete extra spaces from within the response before we can type in the ending.

The Financials can always be a bit challenging as they are all based on P&L for the year, but depending on how annual reconciliation is done in terms of earned income, accruals, interest etc balance sheet is often a more accurate view of the financial status.

It's detailed and lengthy, but appropriately so in our opinion.

**8 responses to what question do you wish we would have asked:**

We need more space for our narratives. I wasn't able to fully explain myself with the questions asked.

It would be helpful to have more character/word space to answer the following questions: 1c. Describe your organization's programs, services, activities, and staffing; 2a. Describe how TOT

funding will be used to meet the following Cultural and Tourism Promotion Advisory Board's (CTPAB) goals; 2b. Identify two measurable outcomes for your facility related to the CTPAB funding goals. Provide a target for each outcome and the methodology to achieve each outcome. It would also be helpful to have more than two outcomes.

It can difficult to answer a question from a cultural standpoint that was presented from a position of increasing overnight tourism.

Still need to understand the different options or concepts of the different grant options I think I will be ready to apply for a large amount next year. But i need to know on which category i can do it.

Maybe a little more space would be helpful on the more open-ended, event description Q's that said they may be limited for a reason! I mean, I am not reviewing 50 of them!

I don't agree that applicants need more space to answer the questions. I know this is being considered. I believe there is plenty of space provided to explain our organizations and events. However, it would be helpful to have CTPAB members visit facilities to be familiar with our programs. For example, a tour of the facility operator sites could be an important part of an orientation process.

For Facility application- Would be nice to be able to clarify financials with a question- are there any other specific considerations or clarification you feel is needed to clarify financial reporting.

None - I think there was good opportunity to share our stories.

### **12 responses to What else do you want to share with us to improve the application process:**

I'm frustrated that the range of scores were so great from one board members to another. I understand and appreciate people's "different opinions" and that everyone's personal biases come into play, but some of the scores were so radically different (for example, the same question being rated an 8 by one member, and a 19 by another), it makes me think they ignored the rubric and just went by their emotions. The updated rubric was great and I was excited that there would be some consistency, but in the end, there didn't appear to be.

I appreciate that the TOT Board solicits feedback from grantees to improve the application process, as well as the board's continued assessment of the scoring process to ensure its efficacy. I wonder if it might be helpful during the public review of the grant applications for the board to send the questions that they have about an applicant's grant to them before the meeting in order for the nonprofits to prepare more cogent answers.

Many of the nonprofits by themselves, are simply not going to be a reason to bring people to the city for an overnight stay. I wish that could be openly acknowledged at some point. They are however very important to the cultural enrichment of the community.

I think if there is a extra grant training procedure training with more time in advance and explaining concepts, and strategies to fill up application could help to new people who has none experience or knowledge about the grants concepts.

Nothing, it's solid to me.

The character allowance on some questions should be larger. Quantifying ethnic diversity of patrons is difficult and very subjective.

We would encourage the board to revise scoring to better value events that enhance quality of life for Salem residents without increasing room nights. Also, we would encourage the board to revise the scoring for the quality of life goal to include points for elements in addition to diversity and inclusion (all three available points are currently tied specifically to diversity and inclusion elements). Lastly, we would encourage the board to reconsider whether all organizations (especially those with a track record of successful applications) should be required to attend an orientation session.

It seems unnecessary to have the facility operators complete an application each year. I believe the process is to hold the operating facilities accountable to the board to receive funding each year. Reports are completed each quarter in which the businesses report on goals, attendance and programming. A yearly report or measurement of the quarterly reports would be a more accurate way for the CTPAB to hold the operators accountable than a yearly "describe your organization" application.

It is sometimes frustrating to see the board change tack during the scoring process. Do heads in beds matter? Do they matter for some activities and not others? How does the board make that decision? I understand that reviewing and scoring grants can be a somewhat fluid process and that processes are continually refined. But this area in particular seems to be a bit of a challenge. I am not sure if the word count on the funding application form is still an issue for some organizations. I am also a bit unsure about the "quality of life" activities for TOT funding. It seems that there is a definite priority for programming and events that puts "heads in beds". This issue may have been addressed with the scoring rubric which gives additional points for increasing visitors' overnight stays? Thanks!

I didn't feel comfortable in the review process. This was my first time as a grant applicant for the festival, and the board didn't seem very invested in our efforts. We are a small festival, and I felt that more attention was given to larger groups or sporting events.

I think applicants should be required to attend the session when they are being reviewed just as we are required to be at initial meeting before we apply. If they aren't at the session time gets wasted guessing about what they mean and then sometimes going through their application again. The application and overall process was much smoother. Well done by those who did the work on the process in advance and the Board for the scoring process.

**12 Organizations provided their names, 1 left a thank you:**

Hallie Ford Museum of Art

Salem Art Association

Helping Hands Resources

Willamette Art Center

ENLACE Cross-cultural Community Development Project

With gratitude, Capitol City Classic

Sally Litchfield Puhek, Elsinore Theatre

Festival Chorale Oregon

Gilbert House Children's Museum

Bush House Museum

Englewood Forest Festival

Friends of Deepwood

Thank you for your time and consideration! You do great work!

**Cultural and Tourism Fund**  
**Fund Status Report - For the Period Ending May 31, 2021**

**Item 6.a.**

	FY 2020-21		FY 2019-20			
	Budget	Actual Thru	Budget	Actual Thru	FY 19-20	%
	FY 2020-21	31-May	FY 2019-20	31-May	to FY 20-21	Difference
<b>Resources</b>						
Beginning fund balance	399,320	382,474	473,000	660,962	(278,488)	-42.13%
Tax collections	3,180,370	2,351,268	4,137,870	3,084,014	(732,746)	-23.76%
Other agencies	5,400	2,471	5,400	3,670	(1,199)	-32.66%
Interest earnings	2,500	6,150	2,500	14,165	(8,015)	-56.58%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	12,709	12,000	11,000	1,709	15.54%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
<b>Total Resources</b>	<b>3,599,590</b>	<b>2,755,072</b>	<b>4,630,770</b>	<b>3,773,811</b>	<b>(1,018,739)</b>	<b>-26.99%</b>
<b>Expenditures by Division</b>						
Conference Center Marketing	309,090	275,000	300,090	250,075	24,925	9.97%
Tourism Promotion - Travel Salem	795,090	529,356	1,030,720	740,023	(210,667)	-28.47%
City Programs/Parks/CIP	1,582,240	1,373,677	1,737,560	1,519,162	(145,485)	-9.58%
Administration	275,140	246,420	339,690	291,334	(44,914)	-15.42%
Major Tourist Attractions and Cultural Facilities	573,530	288,103	618,000	551,464	(263,361)	-47.76%
Contingency	64,500	19,131	120,000	17,481	1,650	9.44%
<b>Total Expenditures</b>	<b>3,599,590</b>	<b>2,731,687</b>	<b>4,146,060</b>	<b>3,369,539</b>	<b>(637,852)</b>	<b>-18.93%</b>
<b>Total Resources Less Expenditures</b>	<b>-</b>	<b>23,385</b>	<b>484,710</b>	<b>404,272</b>	<b>(380,887)</b>	<b>-94.22%</b>

### Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,117	238,457	323,419	287,170	186,529	165,617	145,527	242,655	239,423	308,353	290,940	2,642,207	3,180,370
% Chg		-58.92%	-55.25%	-7.13%	-20.98%	-34.12%	-27.18%	-38.46%	-15.55%	17.15%	287.97%	0.00%	-21.71%	-16.92%

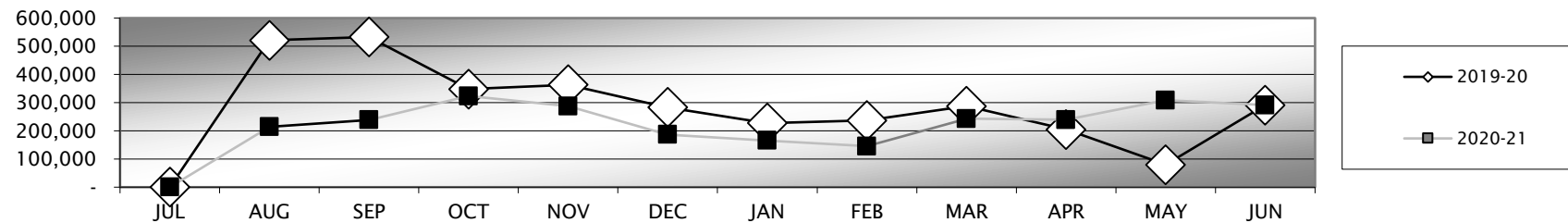


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021.

This revised hotel tax revenue chart - which is a fiscal year to fiscal year comparison rather than a "running year" comparison - reconciles to the City's general ledger. Tax receipts are recorded on a cash basis throughout the fiscal year and modified in June to record revenues earned in June and received in July. As the result, general ledger reports reflect no cash receipts in July of each fiscal year and two months of cash receipts in June.

YTD May FY 2019-20	3,084,014
YTD May FY 2020-21	2,351,268
Variance FY 19-20 to FY 20-21	-23.76%



# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Gilbert House Children's Museum

#### 2. Name and location of facility

Gilbert House Children's Museum

#### 3. Reporting period

3rd quarter

#### 4. Total number of days open

10

#### 5. Total hours of operation

150

#### 6. Volunteer hours for period

350

#### 7. Total attendance at facility

425

#### 8. List the attendance and each type of activity

Museum tours / gallery visits : 255

Children's Entertainment : 20

Off site activities / events : 150

#### 9. Operating expenses funded by TOT for the period

\$8,095.00

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

\$0.00

#### 11. Total income from other sources

\$38,618.00

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

We reopened! Gilbert House welcomed people back onsite after more than a year closed to the public. The county was in the Extreme Risk category when we began planning for Spring Break, so we opened our brand new exhibit, Bill's Bubble Factory for single family reservations. The county moved to High Risk and Gilbert House prepared to reopen for ticketed admissions. In our phased reopening, Recess was the last week of March. Up to 25 people could purchase a ticketed admission online to play in Bill's Bubble Factory and the Outdoor Discovery Area. The Gilbert House team worked very hard to prepare the facilities, exhibits, and technology to reopen following COVID-19 protocols during the third quarter of the fiscal year.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

Outcome: Increase number of visitors with out of town zip codes

Goal: 41% of paid admission guests from other cities

Method to track: Point of Sale software.

Gilbert House Children's Museum reopened for onsite visits in March. We used our database to track the zip codes of sales of ticketed admissions. Twenty-seven percent of the purchases were by people outside the Salem-Keizer area. The original goal had been set prior to COVID-19 related closures and capacity guidelines.

**14. Submitted by**

ALICIA BAY

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

executivedirector@acgilbert.org

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

## **2. Thank You!**

---

**Thank you for submitting your report.**

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Bush House Museum

#### 2. Name and location of facility

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

#### 3. Reporting period

3rd quarter

#### 4. Total number of days open

0

#### 5. Total hours of operation

424.5

#### 6. Volunteer hours for period

158

#### 7. Total attendance at facility

1800

#### 8. List the attendance and each type of activity

Museum tours / gallery visits : 0

Films / performances : 0

Student attendance : 0

Children's Entertainment : 0

Classes, Workshops, Camps : 0

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 431

Rentals : 0

#### 9. Operating expenses funded by TOT for the period

\$6,445.00

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

\$0.00

## 11. Total income from other sources

\$24,519.00

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

Due to the COVID-19 health crisis, the Bush House Museum was not open for afternoon guided tours during January, February and March 2021. While the Museum was not physically open to the public, Salem residents and visitors, as well as those living outside Salem, could access a virtual guided tour of the Museum's interior at <https://bushhousemuseum.org/> To date this two-part video has been viewed by 523 individuals and classrooms.

During these three months, the Bush House Museum continued working to enhance Salem's appeal as a tourist attraction. Ross Sutherland, Director has been working with part-time staff and student interns to complete the first phase of the Salem Remembers Timeline Project. This three phased project focuses on compiling a timeline website of documentation on Salem's traditionally underrepresented residents, using this information to enhance Bush House Museum programming and developing a downtown walking tour of Salem, which highlights this history and the related sites.

In contrast to the wealth of historical documentation on white pioneers, business people and politicians, the historical documentation on Salem's traditionally underrepresented residents is scattered among numerous primary and secondary sources. Over the past few months, the Bush House Museum staff, volunteers and interns have been working on the Salem Remembers Timeline website. The timeline website, funded with a \$6,000 grant from the Oregon Heritage Commission, contains over 500 entries with nearly 100 illustrative materials.

The Salem Remembers Timeline website provides a "texture of daily life" glimpse into the lives of Salem residents of Black, Chinese, Irish, Japanese, Jewish, Mexican descent and those involved with the Oregon School for the Blind and the Oregon Schools for the Deaf. This website also provides a context for this local history, with historical information on related state, regional and national events, along with descriptions of discriminatory laws in Oregon and the U.S. <https://bushhousemuseum.org/salem-remembers-Timeline website/>

From January to March, three Museum staff members and three Willamette University student interns have worked collaboratively on the Salem Remembers Timeline website. Project Director, Ross Sutherland, has located relevant newspaper articles and other materials for transcriptionist Robin Cunningham. Researcher Diane Huddleston has been compiling historical documentation to provide a broader context for Salem history. Student interns, Lauren Burchinal, Katherine Locker and Anna Jones have been researching the transfer of ancestral land ownership from the tribes to the settlers, discriminatory laws and the impact of early pandemics on Oregon tribes, respectively. Much of their 158 total hours of research has been incorporated into the Salem Remembers Timeline website.

What has been most unexpected with this research project is the way traditionally underrepresented Salem residents were truly a part of the life of Oregon's capital city. While research has uncovered discrimination in Salem, there is also a description of the June 21, 1914 graduation ceremony at the University of Oregon where, "the warmest applause at the ceremony of granting the degree went to Woo Sun of Salem, a full dozen of whose Chinese relatives were present to see him honored with the rank of bachelor of science in engineering." Three years later, Marie Maxwell, a beloved Black soprano in Salem, performed with Lena J. Douglas in concert at the First Methodist Church. The July 24, 1917 newspaper article describes Douglas as ". . . perhaps one of the foremost negro composers of the United States . . ."

A September 16, 1920 newspaper article, describes the "formation of a colored business men's club" with Johnny Jones serving as club president. In a September 28, 1929, Bits for Breakfast, Johnnie Jones' business in Salem is described, "In 52 years, few high society banquets have been held in Salem without Johnnie Jones presiding in the refectory. The Rotarians or Kiwanians or Lions or other such organizations cannot have a successful picnic now without the presence of Johnnie Jones."

When the Bush House Museum reopens for tours later this summer, documentation from the Salem Remembers Timeline will be incorporated into the interpretation of the Bush's Family's interaction with People of Color and others. Research will continue to add more entries to the Timeline and locate the original site of businesses, homes and other sites related to Salem's traditionally underrepresented residents.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

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

The Bush House Museum ended the 2nd quarter of 2020-2021 with 726 Instagram followers and 357 Facebook followers. At the end of the 3rd quarter there was a 1.7% increase in Instagram followers, to 738 and a 5.9% decrease in Facebook followers, to 336. Some of this decline may be attributed to the February ice storm in Salem and the extended clean-up period after this storm.

The overall decrease in social media followers was 0.8% decrease from 1,083 followers at the end of the 2nd quarter to 1,074 followers at the end of the 3rd quarter. At the end of the 3rd quarter the Museum had 9 fewer followers.

There was an average of 32 Likes on Instagram posts and an average of 24 Likes on Facebook posts. The average Reach increased 8% from 284 to 307 and Likes stayed almost even with 57 followers decreasing to 56 followers.

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

**14. Submitted by**

Ross Sutherland

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

ross@BushHouseMuseum.org

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

[TOT 3rd Quarter Attachment.docx](#)

## **2. Thank You!**

---

**Thank you for submitting your report.**

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Hallie Ford Museum of Art

#### 2. Name and location of facility

Hallie Ford Museum of Art, Willamette University; mailing address: 900 State Street; street address: 700 State, Street; Salem, OR 97301

#### 3. Reporting period

3rd quarter

#### 4. Total number of days open

28

#### 5. Total hours of operation

140

#### 6. Volunteer hours for period

164.5

#### 7. Total attendance at facility

3005

#### 8. List the attendance and each type of activity

Museum tours / gallery visits : 2812

Films / performances : 0

Student attendance : 193

Children's Entertainment : 0

Classes, Workshops, Camps : 0

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 0

Rentals : 0

#### 9. Operating expenses funded by TOT for the period

\$0.00

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

\$7,742.50

## **11. Total income from other sources**

\$192,096.25

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

Although we were only open for 28 days during the third quarter of 2020-21 due to a spike in coronavirus cases in the fall and Governor Kate Brown's closure order which shut down the Hallie Ford Museum of Art from November 20, 2020 to February 18, 2021, we nevertheless enjoyed exceptionally robust attendance during the last two weeks in February and the month of March, due in part to people wanting to get out of their houses after months of being locked down and in part to three really great exhibitions on view that people found intriguing and were anxious to see.

"Forgotten Stories: Northwest Public Art of the 1930s" was the first major exhibition to celebrate the bounty of artwork created in Washington, Oregon, Idaho, and Montana under the New Deal Federal Arts Projects in the 1930s. Organized by the Tacoma Art Museum, the exhibition featured work by such notable Pacific Northwest artists as Louis Bunce, Kenneth Callahan, Arthur Rundquist, and Minor White, among others. As a special feature, the exhibition included furniture and other items from Timberline Lodge, a major WPA project created in the late 1930s.

However, there was some question about whether or not the exhibition would ever see the light of day. The exhibition was only shown in Tacoma for two weeks before they had to close down and they never reopened. We were scheduled to open the exhibition the end of November and when we were forced to close down, we were afraid that we too, would not be able to show it. However, once Governor Brown opened up Marion County in February, we were able to finally reopen the exhibition and we had a number of visitors from Portland and Washington State who made the trek to Salem to see it. The exhibition closed on March 27.

"Gold of the Caliphs: Medieval Islamic Coins from the Gary Leiser Collection of the Hallie Ford Museum of Art" offers a fascinating glimpse into Islamic art, history, politics, economics, and religious beliefs as reflected in coins minted in locations from Spain to Central Asia. Organized by guest curator Gary Leiser, who holds a PhD degree from the University of Pennsylvania in medieval Islamic history, the exhibition features more than 75 coins of the more than 500 coins that Leiser donated to the Hallie Ford Museum of Art in 2017, including the world's oldest coin. The exhibition was originally scheduled to open in early January and run through the end of April, but because of Governor Brown's closure order, we weren't able to reopen until February 18; however, because of the popularity of the exhibition and the fascination that many visitors have with the subject matter, we decide to extend the exhibition through August 14.

Finally, "Crow's Shadow Institute of the Arts Biennial" is a biennial exhibition that we present that features a selection of contemporary prints by native and non-native artists created at Crow's Shadow Institute of the Arts on the Umatilla Reservation in northeastern Oregon every two years. Organized by Rebecca Dobkins, an anthropology professor at Willamette University and curator of Native American art at the Hallie Ford Museum of Art, the exhibition was originally intended to open in early January and run through the end of April. However, because of Governor Brown's closure order and the sheer volume of high quality work created at Crow's Shadow during the last two years, we decided to present the exhibition in two installments: the first exhibition, part 1, opened on February 18 and closed on April 24; the second exhibition, part 2, opens on May 8 and closes on August 14.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

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

Attendance was robust during the 28 days we were open in February and March, although in light of our closures last summer and this past winter, I doubt we will achieve our goal to increase attendance by 10% in 2020-21. However, during the brief time we were open, we had 3,005 visitors or approximately 107 visitors per day, driven in large part by the WPA, Islamic coins, and Crow's Shadow exhibitions. Of those 3,005 visitors, 2,906 visitors (97%) came from within a 50 mile radius of Salem; 22 visitors (1%) came from beyond a 50 mile radius of Salem but within Oregon; and 77 visitors (2%) came from outside of Oregon but within the United States.

While we have enjoyed excellent attendance during the past two months, reaffirming the value that Salem residents and others have in our collections, exhibitions, and what we have to offer, we have not witnessed a similar increase in the number of out-of-town travelers and tourists.

During the months of February and March, for example, we only had 99 potential overnight visitors compared to several hundred overnight visitors per quarter in previous years. This is clearly the result of the coronavirus pandemic and travel restrictions and will hopefully change once we reach herd immunity, travel restrictions are lifted, and people feel safe to travel. Still, if you take our 99 potential overnight visitors and if they each spent a minimum of one night in Salem based on a daily rate of \$166 per night (Source: Travel Salem), we had an economic impact of \$16,434 during the second quarter. This figure, of course, does not include our 2,906 day visitors who, at an average daily rate of \$114 per visitor (Source: Travel), had a significant financial impact on the local economy.

Similarly, because of social gathering restrictions imposed by the State of Oregon, education programs planned in conjunction with our exhibitions have been cancelled through the fall of 2021 and we are therefore unable to implement our goal of increasing attendance at lectures, films, gallery talks, and the like by 10% this year. However, thanks to an NEH CARES grant, we developed a series of virtual tours, lectures, and films in conjunction with our current WPA exhibition that were broadcast on our website this past winter and had 1,102 views for the virtual tour, 661 for the virtual lectures, and 397 for the virtual film series as of March 31, 2021.

**14. Submitted by**

John Olbrantz

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

jolbrant@willamette.edu

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

## **2. Thank You!**

---

**Thank you for submitting your report.**



# CTAB Completion Report-Facility

## 1. (untitled)

---

### **CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant**

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

#### **1. Organization name**

Salem Art Association

#### **2. Name and location of facility**

Bush Barn Art Center and Annex

#### **3. Reporting period**

3rd quarter

#### **4. Total number of days open**

5

#### **5. Total hours of operation**

429

#### **6. Volunteer hours for period**

195

#### **7. Total attendance at facility**

242

#### **8. List the attendance and each type of activity**

Museum tours / gallery visits : 225

Events, Festivals, Experiences, Other Programs : 17

Off site activities / events : 125

#### **9. Operating expenses funded by TOT for the period**

\$7,977.50

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

\$0.00

#### **11. Total income from other sources**

\$168,817.00

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

The Collaborative Body Project:

In 2021, the economic impact that artists have been experiencing since the pandemic began has continued to worsen. As people have been unable to travel, or have been wary of traveling, the focus on programming in the Bush Barn Annex has been on the need to come together as community.

The Collaborative Body, a dynamic group project, came together during Covid-19 in response to artists wanting to interact with other artists in a safe way that encouraged playfulness, experimentation, and collaboration. Beginning last fall, the ongoing project spanned the course of 5 months, continuing through January, February, and concluding with a closing reception mid-March 2021.

The Salem Art Association's Annex was transformed into an interwoven, living piece of art, infused with the creative minds and practices of 17 collaborating artists. Participating artists were Eilish Gormley, Rich McCloud, Corrine Loomis Dietz, Bonnie Hull, Erik Brambila, Grace Lundblade, Heidi Preuss Grew, Jessica Amos, Jo Hockenhull, Jim Hockenhull, Jodie Garrison, Katy Vigeland, Leo Cuanas, Cassandra Deatherage, Dayna Collins, Nicole Servin, and Tim Knight. Artists created work directly on the walls and other surfaces of the Annex, as well as creating installations throughout the space.

The project was loosely based on various ideas in the surrealist game Exquisite Corpse, in which players would take turns drawing a portion of a body (head, torso, legs) on paper. The previous artist's contribution was folded over and hidden until the end, when the paper was unfolded to reveal the "exquisite corpse" – the unusual, unplanned, and eclectic interpretation of the body. Although the ever-changing nature of the Collaborative Body project was unlike the corpse, it created a series of interactions between socially distanced artists staying connected through varying iterations and interpretations that resulted in a growing body of very human work.

The Closing Reception held Saturday, March 13 from 1 pm - 3 pm in the Bush Barn Art Center Annex drew 75 visitors with 6 visitors (face masks required) at a time invited into the space in addition to artists.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

Outcome 2 – Increase participation of underrepresented groups/individuals  
Goal Target: Offer 40% of art programming in Annex to underrepresented groups  
Method Used: Attendance/quality of feedback/comfort level/request for more events

SAA's board recently updated its DEI policy, and the interim leadership has started a process of planning with staff how to approach justice issues differently. As we move into a more formal process with strategic planning, SAA will have a more focused priority on further advancing its DEI work to promote social and racial justice.

SAA's goals are to expand programming that promotes social and racial justice throughout the galleries in the Bush Barn Art Center/Annex by revising our exhibition schedule to ensure that artists from historically underrepresented communities have access to all of our gallery spaces and opportunities to exhibit more shows, as well as more frequently throughout the year. We recognize that our commitment must be ongoing to ensure that all artists have equitable access.

During the Collaborative Body project, 6 of the 17 artists that participated during the project's duration were from underrepresented communities.

**14. Submitted by**

Denise Magee

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

denise@salemart.org

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

[Collaborative Body Project Photos.pdf](#)

## **2. Thank You!**

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Thank you for submitting your report.

# CTAB Completion Report-Facility

## 1. (untitled)

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### **CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant**

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

**1. Organization name**

Salem's Riverfront Carousel

**2. Name and location of facility**

SRC 101 Front St. NE

**3. Reporting period**

3rd quarter

**4. Total number of days open**

14

**5. Total hours of operation**

112

**6. Volunteer hours for period**

45

**7. Total attendance at facility**

3128

**8. List the attendance and each type of activity**

Children's Entertainment : 3128

**9. Operating expenses funded by TOT for the period**

\$6,305.00

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

\$0.00

**11. Total income from other sources**

\$67,311.00

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

Due to COVID our organization had been closed from January 1 - March 5, 2021. We re-opened again on March 6, 2021. During the shut down we continued to engage our customers through our social media avenues with activities/games for children. On March 2, 2021 KGW news came to Salem to do a segment on Salem's Riverfront Carousel, on how we have prepped our venue for COVID and how our organization is fairing going into one full year of COVID. Not only were we able to promote SRC and the city of Salem, I was able to mention how all of us (non-profits) are being creative to stay in business and engaging our customers. We were excited to re-open on March 6 and to welcome our customers back. Attached are photos of our re-opening.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

We were not able to meet any of our benchmarks due to being closed.

**14. Submitted by**

Marie Bradford Blevins

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

marieb@salemcarousel.org

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

[155557009\\_2775310692729834\\_7318522245536503254\\_o.jpg](#)

[155839226\\_2775310686063168\\_869081790050515430\\_o.jpg](#)

[163487566\\_2789105661350337\\_6585128996568204932\\_n.jpg](#)

[Resized\\_20210303\\_121950\(1\).jpeg](#)

## **2. Thank You!**

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**Thank you for submitting your report.**

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Friends of the Visual Arts dba Willamette Art Center

#### 2. Name and location of facility

Oregon State Fairgrounds, 2330 17th St NE, Salem OR 97301

#### 3. Reporting period

3rd quarter

#### 4. Total number of days open

66

#### 5. Total hours of operation

602.5

#### 6. Volunteer hours for period

451

#### 7. Total attendance at facility

2063

#### 8. List the attendance and each type of activity

Museum tours / gallery visits : 0

Films / performances : 0

Student attendance : 96

Children's Entertainment : 0

Classes, Workshops, Camps : 83

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 0

Rentals : 0

#### 9. Operating expenses funded by TOT for the period

\$7,275.00

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

\$0.00

**11. Total income from other sources**

\$26,559.00

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

The Willamette Art Center held a full slate of Winter classes, with limited open studio attendance, through the end of March.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

Facility attendance decreased from 3192 in 2020 to 2063 in 2021, a decrease of 35.36%. Data was collected by daily sign-in sheets. The decrease was due to statewide COVID-19 restrictions, decreases in classes, students and studio pass patrons.

**14. Submitted by**

Roger O. Williams

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

cotton\_60@msn.com

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

[3rd Qtr Supporting photos.pdf](#)

## **2. Thank You!**

---

**Thank you for submitting your report.**

# CTAB Completion Report-Facility

## 1. (untitled)

---

### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Willamette Heritage Center

#### 2. Name and location of facility

1313 Mill St. SE, Salem OR 97301

#### 3. Reporting period

3rd quarter

#### 4. Total number of days open

0

#### 5. Total hours of operation

0

#### 6. Volunteer hours for period

625

#### 7. Total attendance at facility

0

#### 8. List the attendance and each type of activity

Museum tours / gallery visits : 0

Films / performances : 0

Student attendance : 0

Children's Entertainment : 0

Classes, Workshops, Camps : 80

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 0

Rentals : 0

#### 9. Operating expenses funded by TOT for the period

\$7,420.00

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

\$0.00



**11. Total income from other sources**

\$206,118.00

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

WHC's second round of "Zooming Back to History" started in February. We have one speaker each month present about a local, historical topic via a zoom chat room. We had over 60 people register for the entire event and about 40 "attendees" at each presentation (each month). Volunteers continue to support our work by providing at home database management and work on different research projects from the safety of their homes.

**13. Report on one of the benchmarks or performance measures used by your organization. Include the outcome, goal and method used to track as provided in your application.**

The WHC indoor museum exhibits were closed for this quarter due to the Covid pandemic and government restrictions, however, we have tenants that rent space on our site and the majority of those tenants were open, even though our indoor museum site was closed. Because of that, we had 1,112 visitors to our site during this quarter to visit our tenants or view our outdoor exhibits (which were available to visitors if they wanted to walk our grounds).

**14. Submitted by**

Michelle Cordova

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

michellec@willametteheritage.org

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

[Online History Speaker Series 2021 print postcard.pdf](#)

**2. Thank You!**

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**Thank you for submitting your report.**

# CTAB Completion Report-Event

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

**1. Organization name**

Salem Public Library Foundation

**2. Name of program or event**

Salem Reads: One Book, One Community

**3. Location of program or event**

Various locations around Salem

**4. Description of activity**

A book is chosen by public vote, citizens read the book, in February a month of programs around the themes of the book are produced.

**5. Completion date(s)**

3rd quarter

**6. Estimated professional/staff hours to administer program or event**

460

**7. Estimated volunteer hours to administer program or event**

150

**8. Amount of funds provided by TOT**

\$8,487.87

**9. Amount of funds provided by other sources**

\$22,618.80

**10. Was the event free?**

Yes

**11. Amount of admission ticket, if any**

0.00

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

Elsinore Gallery provided space for four week display of the Salem Reads Art Exhibit  
Artists in Action members coordinated 18 local artists for the Art Exhibit  
Gallagher Fitness taught a work shop  
Northwest Hub held an everyday biking forum  
Salem City Club hosted a meeting featuring the Willamette Humane Society  
Willamette Humane Society and Marion County Dog Services held a dog adoption seminar  
KMUZ hosted two radio programs, Talking About Art and Willamette Wake Up  
Friends of the Salem Public Library hosted the outdoor book give away  
LivBar gave product for the book give away  
Press Play Salem helped with planning programs and marketing  
Willamette Wanders created 1, 3, 5k walk routes in River Front Part  
Salem Public Library provided infrastructure to host on line events

Sponsored by:

Capitol Toyota  
Home Smart Realty  
Salem Library Advisory Board  
Pioneer Trust Bank  
Sherman Sherman Johnnie and Hoyt  
Grove Mueller Swank  
Amerititle  
Ticor Title  
Fidelity National Title  
Saalfeld Griggs

**13. How did this event contribute to the CTPAB's goal of increasing room nights/revenue and increasing the overall economic impact of tourism in Salem?**

It did not contribute to increasing room nights. Usually we host the author and speakers to total about 5 room nights. Covid forced everything virtual.

**14. How did this event contribute to the CTPAB's goal of enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem's residents?**

Salem Reads kept residents engaged and entertained during Covid. At our outdoor book give away, a woman drove up, jumped out of her car and exclaimed, "I am so happy to be at a Library event!!!" Our programs allowed for connection to others in a time of severe isolation.

The Zoom platform allowed for an intimate level of participation that can not be replicated in person. A room full of people were all participating in the same conversation, getting to know each other, and building a sense of community. It allowed people to participate from all walks of life, mobility abilities, and attend events they usually couldn't or wouldn't. One woman from Dallas was at almost every event. She loved it because she doesn't drive into Salem after dark, Zoom allowed her to participate in a really meaning way.

Attendees were from a larger swath of Salem's population then In person events. We had more people of color, more varied age range, and more differently able attendees that past Salem Reads. Our promotion in Spanish demonstrated the welcoming culture of the Library, though we were unable to measure the level to which that encouraged people to attend.

**15. How many attendees did your activity attract?**

2714

**16. How were attendees counted (Example: ticket sales, count at gate or estimate)?**

The event was virtual. We counted

**17. Estimated percentage of Salem residents and/or guests**

96%

**18. Estimated percentage of out-of-town tourists (less than 50 miles)**

4%

**19. Estimated percentage of overnight tourists (hotel/motel)**

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

0%

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

Based on Zoom meeting introductions, Regional Library circulation, and participant survey

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

Community Partners, see list above of business, organizations and sponsors. 2021 was our best year ever for community participation. We are very grateful for all the support, especially when we didn't have use of our building because of construction and Covid. We couldn't have done it so well without them. We measured this by the logos that represent our community partnerships on our event schedule.

Our first year, 2017 we had \$9,500 in sponsorships from six businesses, 8 local organizations gave in-kind support  
In 2020 we had \$11,900 in sponsorships from 13 businesses, 9 local organizations gave in-kind support  
In 2021 we had \$19,500 in sponsorships from 11 businesses, and 15 local organizations gave in-kind support

We as the Library Foundation fund the difference between the cost of the program and the community support gathered.

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

Library email 6,000 contacts and FaceBook 10,000 contacts

We are able send weekly reminders about events and we heavily boosted our frequent FaceBook posts.

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

All posters, email, and event messages were in both English and Spanish. Spanish print books, ebooks and eaudio books were all available for patrons to check out from the Library. We distributed 100 free Spanish copies of the books during our book give away and through other community outlets.

**24. Submitted by**

Kate Van Ummersen, Executive Director of Salem Public Library Foundation

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

[CTPABT~1.PDF](#)

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

salemlibraryfoundation@gmail.com

**2. Thank You!**

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**Thank you for submitting your report.**