

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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Board Members

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

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: July 14th

TBA

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

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MEETING AGENDA

Tuesday, June 9, 2020

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. March 10, 2020 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda – **To be provided to Chris via email before meeting**
5. Items Requiring Action
 - a. Update on adjustments to proposed budget approved by the City of Salem Budget Committee
 - b. Update on COVID19 impacts to TOT funded organizations and events
 - c. Update on TOT fund revenues (April activity received in May)
 - d. Planning for the Future, action plan or recommendation for City Council
6. Information Items
 - a. Cultural and Tourism Fund Reports – May 2020
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – May 2020
 - c. Facility Operating Grant Reports – Bush House Museum, Deepwood Museum & Gardens, Elsinore Theatre, Gilbert House, Hallie Ford Museum of Art, Salem Art Association, Salem Multicultural Institute, Salem Riverfront Carousel, Willamette Art Center and Willamette Heritage Center
 - d. Event Grant Reports – Deepwood 125th Birthday, Gilbert House – Day of Play, Oregon Symphony Association in Salem – Season and Youth Concerts
 - e. Capital Improvement Reports – Gilbert House – Phase I and Willamette Heritage Center – Flooring replacement
 - f. Annual Reports – None
7. Appearance of Interested Citizens– **To be provided to Chris via email before meeting**
(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, March 10, 2020
AC Gilbert's Children's Museum
116 Marion St NE – Salem, OR 97301

<p>MEMBERS PRESENT Scott Snyder, Chair Elaine Navarro, Vice Chair Jonathan Baker Gaelen McAllister (arrived at 6:10) Laura Tesler Omar Alvarado</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II</p>	<p>MEMBERS ABSENT Rita Siong Ryan Gail Lowell Alik</p>
<p>GUESTS Roger Williams, Willamette Art Center Kathleen Fish, SMI/World Beat Mary Van Natta, CH Reed Scott Reichlin, Willamette Master Chorus Sandra Burnett, Salem Art Association Yvonne Putze, Deepwood Alicia Bay, Gilbert House Children's Museum Jason Unruh, Hoopla Association</p>	<p>GUESTS Carlee Wright, Moxie; Press Play Sally Litchfield Puhek, Elsinore Theatre Kara Kuh, Travel Salem Laura Aguero, Oregon Symphony in Salem Michelle Cordova, Willamette Heritage Center Marie Bradford Blevins, Salem Riverfront Carousel John Olbrantz, Hallie Ford Museum of Art Ross Sutherland, Bush House Museum & Gardens</p>

1. CALL TO ORDER

Chair, Scott Snyder, began the meeting at approximately 6:08 p.m. with 5 of 9 members present.

2. ROLL CALL

Members present: Scott Snyder, Elaine Navarro, Jonathan Baker, Gaelen McAllister (arrived at 6:10 PM), Laura Tesler, Omar Alvarado and Chris Neider.
Members absent: Rita Siong, Ryan Gail, & Lowell Alik

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the February 11, 2020 CTPAB meeting minutes.

Motion: To approve today's agenda and the February 11, 2020 CTPAB meeting minutes.

Motion by: Laura Tesler
Seconded by: Omar Alvarado
ACTION: APPROVED

Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

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

Ross Sutherland of Bush House Museum, asked for feedback as to his Facility Operator Grant score of 14.79, and missing out on being funded. He asked for consideration of all 10 Facility Operators to be funded. Ross would like feedback on how to improve his score for the future.

Yvonne Putze of Deepwood Museum and Gardens proposed the \$51,610 unallocated funding be shared between the 10 facilities for unforeseen costs associated with Corona Virus cancelations and closures, as well as the homeless impact, which has been costing all local facilities extra.

Michelle Cordova, Willamette Heritage Center, expressed affirmation the \$51,610 be split between Facility Operators, and that Bush House and Riverfront Carousel be funded for Facility Operator Grants.

Sandra Burnett of Salem Art Association proposed that each facility receive less or more funding based on their score and the merit of their grant application, but that the Board would vote to reinstitute a fail-safe that approved facilities not go unfunded in any grant cycle.

Roger Williams, Willamette Art Center, also expressed his support that all 10 Facilities be funded.

Marie Bradford Blevins asked for feedback as to why Riverfront Carousel's scores were low and how to improve them for future grant cycles.

Sally Puhek. Elsinore Theatre, Alicia Bay, Gilbert House, and Kathleen Fish, Salem Multicultural Institute, all expressed agreement the \$51K be allocated to the Facility Operators, and that all ten Facility Operators be funded.

Mary Louise Van Natta commented on the rich history surrounding Women's Suffrage, and the benefit to all of the free exhibit available at the Reed Opera House, benefitting and enhancing Downtown Salem.

5. ITEMS REQUIRING ACTION

a. Review of Grant Scores

The board agreed they are willing to be an entity that gives feedback to grant applicants. Laura Tesler offered to be one of a committee that sees to feedback being given to interested grant applicants. Jonathan Baker and Gaelen McAllister agreed to participate as well.

The board discussed the ramifications of Rule #7, requiring a minimum passing score for Facility Operator applicants to receive funding. The board was not willing to make Facility Operator grant funding a fail-safe guarantee, but for this cycle, agreed to forego rule #7, and overlook the two non-passing scores. The board will give the unsuccessful applicants feedback as to what to change to bring scores up in future cycles.

Motion: Suspend rule #7 which requires a passing score of 15 or greater and adjust funding to allow all 10 Facility Operator Grant applicants to be funded, based on scores received.

Motion by:	Elaine Navarro
Seconded by:	Gaelen McAllister
<u>ACTION:</u>	APPROVED
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

The board held discussion regarding the unallocated funds remaining of \$51,610. The board gave a second look at events that received scores below 15. The board agreed to pass four events that each received a 14.88 score, allocating \$33,000 to fund them. The board agreed to allocate the remaining \$18,610 to be split among the 10 facility operators.

Motion: Allocate \$33,000 to fund four events that scored 14.88 each: Englewood Forest Festival (\$3k), Gilbert House's Dia Del Ninos (\$10k), Riverfront Carousel's Santa at the Carousel (\$10k), & Willamette Master Chorus's 16th Annual Master Chorus Veteran's Concert (\$10k) and allocate the remaining \$18,610 split between the 10 Facility Operators.

Motion by:	Scott Snyder
Seconded by:	Laura Tesler
<u>ACTION:</u>	APPROVED
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

b. Review and approval of Cultural and Tourism Fund budget FY 2021

The board discussed the City Manager's FY2021-22 Budget proposal.

Motion: The Cultural Tourism Fund budget for FY2021-22 is approved as presented.

Motion by:	Laura Tesler
Seconded by:	Jonathan Baker
<u>ACTION:</u>	APPROVED
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

6. INFORMATION ITEMS

- a. Cultural and Tourism Fund Reports – February 2020
- b. Cultural and Tourism Fund Revenue (Tax) Reports – February 2020
- c. Facility Operating Grant Reports – Deepwood Museum & Gardens and Salem Multicultural Institute
- d. Event Grant Reports – None
- e. Capital Improvement Reports – None
- f. Annual Reports – None
- g. Upcoming CTPAB Meetings – April 14, 6 p.m. Bush House Museum, 890 Mission St SE

7. APPEARANCE OF INTERESTED CITIZENS

Thank you to the guests who came in support of their grant proposals, cultural and tourism promotion and cultural diversity and quality of life events happening in Salem. The Board appreciates their interest and input in the grant awarding process and in cultural and tourism promotion in Salem. Many of the guests present tonight introduced themselves and their upcoming events.

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

Laura Tesler requested standards for attendance at Board Meetings be added. It is necessary to find a new member for Lowell Alik, who has not been able to be active on the Board. The board would like to add a minimum attendance requirement. Attendance required of 70% of meetings was suggested.

Per city staff review: the current standard is 75% attendance within the last 6 months.

Sandra Burnett suggested perhaps new board members could attend tours at the various Facility Operator locations. The board noted holding meetings at the various facilities is done for that purpose. Most facilities give tours before or after the CTPAB meeting.

It was suggested to add that it be required for applicants to attend the two meetings at which their applications will be reviewed.

Motion: It was moved to request a replacement for Board Member, Lowell Alik, for lack of attendance.

Motion by:	Laura Tesler
Seconded by:	Elaine Navarro
<u>ACTION:</u>	APPROVED
Vote:	6-0
Aye:	6
Nay:	0
Abstentions:	0

9. ADJOURNMENT

With no further business, Chair Scott Snyder adjourned the meeting at approximately 8:07 p.m.

The next regular TOT board meetings will be held Tuesday, April 14, 2020, at 6:00 p.m. at the Bush House Museum, 890 Mission Se SE, Salem OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Cultural and Tourism Fund
Fund Status Report - For the Period Ending May 31, 2020
Item 6.a.

	FY 2019-20		FY 2018-19		FY 18-19 to FY 19-20	
	Budget FY 2019-20	Actual Thru 31-May	Budget FY 2018-19	Actual Thru 31-May		% Difference
Resources						
Beginning fund balance	473,000	660,962	662,000	789,396	(128,434)	-16.27%
Tax collections	4,137,870	3,084,014	4,443,500	3,314,384	(230,370)	-6.95%
Other agencies	5,400	3,670	5,800	5,083	(1,413)	-27.80%
Interest earnings	2,500	13,006	4,100	9,536	3,470	36.39%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	11,000	12,000	13,500	(2,500)	-18.52%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	4,630,770	3,772,652	5,127,400	4,131,899	(359,247)	-8.69%
Expenditures by Division						
Conference Center Marketing	300,090	250,075	294,210	245,175	4,900	2.00%
Tourism Promotion - Travel Salem	1,030,720	740,023	1,110,880	743,592	(3,569)	-0.48%
City Programs/Parks/CIP	1,737,560	1,519,162	2,237,760	1,837,630	(318,468)	-17.33%
Administration	339,690	291,334	308,920	260,220	31,114	11.96%
Major Tourist Attractions and Cultural Facilities	618,000	551,464	600,000	497,357	54,107	10.88%
Contingency	120,000	17,481	120,000	-	17,481	0.00%
Total Expenditures	4,146,060	3,369,539	4,671,770	3,583,974	(214,435)	-5.98%
Total Resources Less Expenditures	484,710	403,113	455,630	547,925	(144,812)	-26.43%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2018-19	-	477,793	481,996	380,983	273,710	297,508	216,014	244,990	259,593	341,781	340,016	773,726	4,088,110	4,443,500
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	193,432	3,277,446	4,137,870
% Chg		9.10%	10.56%	-8.59%	32.77%	-4.84%	5.28%	-3.47%	10.69%	-40.20%	-76.63%	-75.00%	-19.83%	-20.79%

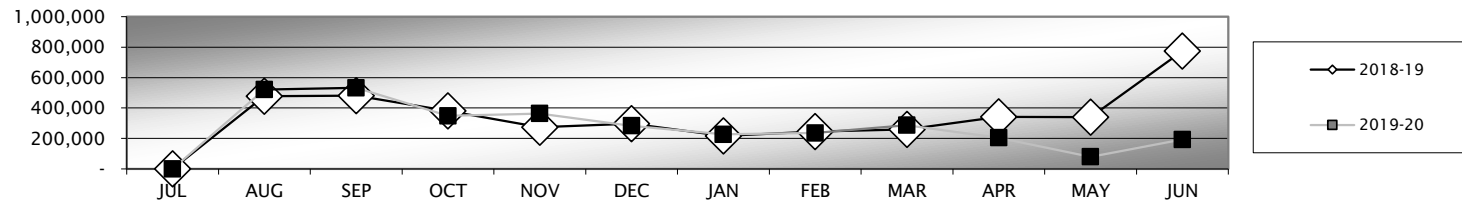


Chart and graph demonstrate actual revenue for FY 2018-2019 and FY 2019-2020.

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 2018-19	3,314,384
YTD May FY 2019-20	3,084,014
Variance FY 18-19 to FY 19-20	-6.95%

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

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

33

5. Total hours of operation

151

6. Volunteer hours for period

118

7. Total attendance at facility

4397

8. Operating expenses funded by TOT for the period

\$10,050.00

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

\$0.00

10. Total income from other sources

\$30,319.00

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

For the past decade, the Bush House Museum has participated in the Willamette Heritage Center's (WHC) Annual Heritage Invitational Exhibit. The WHC assigns a theme for the January to April exhibit, and invites Willamette Valley cultural | heritage organizations and social service clubs to develop an exhibit which relates to the theme. This year's theme, "Join the Club!" was inspired by the Rotary Club of Salem's 100th anniversary. The Bush House Museum developed the exhibit "The Salem Women's Club & Salem's Carnegie Library, 1912-1972". Lulu Bush, daughter-in-law of Asahel Bush, was the chair of the Salem Women's Club's Library Board of Directors, and visited the Andrew Carnegie Foundation in New York to increase their grant funding. It is estimated that approximately 250 people visited this exhibit before it was closed to the public on March 24, 2020, in compliance with the Governor's Executive Order 20-12.

To strengthen Salem's appeal as a tourist attraction, and enhance visitors' interaction with the Bush House Museum, staff and volunteers have been working during the 3rd quarter on three additional offsite exhibitions scheduled later this year. As a furnished house museum, the Bush House Museum does not have the appropriate exhibition space, or ability to allow visitors to view exhibits unattended, as other Salem cultural | heritage sites are able to do. The Bush Barn Art Center has offered the use of the Alcove Gallery, a 12' x 12' second floor exhibition space, to enable the Museum to share curated exhibits of historic photographs and associated historical documentation with visitors. These exhibits provide a unique educational opportunity for hands-on curation by student interns, as well as engage community partners such as the Salem Landmarks Commission and the Willamette Heritage Center's Library and Research Center.

This year's exhibits include:

- May 2-June 21 – Constance Fowler Prints and the Salem Historic Landmarks Commission Photography Exhibition | Alcove Gallery
- July 5-August 22 – Salem Remembers Project featuring selections from the Ben Maxwell Collection | Alcove Gallery
- September 4-October 25 – | Bush Family Photographers featuring selections from the Salem Fashion History Timeline | Alcove Gallery

In response to the current health crisis, the Alcove Gallery and the Bush House Museum are not open to the public for an indeterminate length of time. Museum staff will be reformatting these exhibitions for online access by visitors as a complement to a growing range of online media offerings. The Bush House Museum looks forward to reporting its online visitation numbers in the TOT 4th Quarter Report to take the place of the loss in onsite visitation during these months.

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

Salem residents and visitors purchase their tour tickets to the Bush House Museum at the Bush Barn Art Center from desk. They are asked for their residential zip code to enable the Museum to provide the following demographic information in the TOT Quarterly Reports.

- The 4,397 visitors to the Bush House Museum facility and offsite programming include: 168 paid visitors | 40 paid high school students | 171 grant funded educational program participants | 18 free social service program participants | approximately 3,750 to Sally's Bush's Conservatory and approximately 250 visitors to the Bush House Museum's exhibit, The Salem Women's Club & Salem's Carnegie Library, in the 10th Annual Heritage Invitational Exhibit at the Willamette Heritage Center.

The visitation numbers for this quarter have been impacted by the Museum's cancellation of guided tours on March 17, in response to the current health crisis, and the closure of the Willamette Heritage Center on March 24 in response to Governor Kate Brown's Executive Order 20-12.

- Of the 168 paid visitors: 63 live in Salem (37.5%) | 33 live out of town (19.5%) | 37 Oregonians live beyond 50 miles (22%) | 21 visitors came to the Bush House Museum from other states (12.5%) | 4 were from Canada (2.5%) and 10 did not provide residential zip code information (6%). Out of state visitors came from California, Idaho, Kentucky, Michigan, Montana, Nevada, Pennsylvania and Virginia.

- Based on these visitation numbers: 96 visitors live within 50 miles of Salem (57%) and 66 visitors live beyond 50 miles of Salem and are considered "overnight" visitors (37%).

The Bush House Museum was well on its way to meeting its benchmark of 3,500 to 4,000 visitors this year, which does not include visitation to the Sally Bush Conservatory. The health crisis resulted in a slowdown in visitation, the end of February and early March, before ceasing onsite guided tours on Tuesday March 17. As noted above, the Bush House Museum looks forward to reporting its online visitation numbers in the TOT 4th Quarter Report to take the place of the loss in onsite visitation.

13. Submitted by

Ross Sutherland

14. 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.

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

Friends of Deepwood

2. Name and location of facility

Deepwood Museum & Gardens, 1116 Mission Street SE, Salem, OR 97302

3. Reporting period

3rd quarter

4. Total number of days open

35

5. Total hours of operation

140

6. Volunteer hours for period

486

7. Total attendance at facility

581

8. Operating expenses funded by TOT for the period

\$10,257.50

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

\$0.00

10. Total income from other sources

\$14,704.00

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

In January we hosted our Downton Abbey teas and exhibit of fashions of the decades depicted in the series. The first of the teas sold out in 24 hours including several guests from more than 50 miles away with some as far as 140 miles away. We wanted to expand the appeal from just those attending the tea to also offer a compelling reason for those interested in the topic but not able or interested in a tea to come for a tour, so that inspired pulling fashions from the Edwardian era out for mid-January through February. We had a very strong interest in the exhibit and it also gave our members another reason to visit and in many cases bring guests with them to experience a tour. This was an excellent way to plan programming that would take advantage of the release of the Downton Abbey movie timing while interest was at its highest.

12. 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 volunteer hours total of 486 was still quite strong despite the fact that we were closed for historic preservation work in early January and had to close the second week of March due to the social distancing requirements and health concern (which included a major volunteer staffed event the Annual Plant Sale). Volunteer hours are tracked as they arrive whether it's to serve as a tour docent, assist with office projects or work with a special event. Time is clocked from arrival to departure and we categorize based on the role of the volunteer on the given shift which allows us to track volunteer responsiveness to needs, overall interest and demands of particular projects. We had 486 Volunteer hours in the first quarter despite mid-March COVID 19 closure and cancellation of events with 41 unique volunteers for the quarter which does not include garden volunteers.

13. Submitted by

yvonne putze

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

yvonne@deepwoodmuseum.org

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

[Museum Home Kitchen Set for Spring Visitors.jpg](#)
[Spring Beauty on the Grounds of Deepwood.jpg](#)
[Valentine Tea at Deepwood.jpg](#)
[Downton Abbey Tea Guests Dressed for the Era.jpg](#)
[Volunteers for the Downton Abbey Tea.jpg](#)
[Downton Abbey Upstairs Landing.jpg](#)
[Downton Abbey Exhibit Allas Room.jpg](#)
[Downtown Abbey Exhibit in nursery.jpg](#)
[Small Section of Valentines Exhibit.jpg](#)

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

Elsinore Theatre

2. Name and location of facility

The Elsinore Theatre 170 High St. SE, Salem, OR 97301

3. Reporting period

3rd quarter

4. Total number of days open

27

5. Total hours of operation

135

6. Volunteer hours for period

1790.5

7. Total attendance at facility

8294

8. Operating expenses funded by TOT for the period

\$10,257.50

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

\$0.00

10. Total income from other sources

\$274,585.37

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

On Saturday, February 9, 2019, the Elsinore presented the Michael Jr. Comedy Show to a sold-out house...approximately 1250 people. This was our highest attended show of the quarter and all proceeds from ticket sales went toward supporting Union Gospel Mission of Salem which helps men, women, and children break free from homelessness. The Elsinore offers Salem non-profits a discount on theater rental.

Patrons enjoyed a night of family-friendly fun and laugh for a cause. One of today's most gifted comedians, Michael Jr and his clean brand of comedy have appeared on The Tonight Show, Comedy Central, The Late-Late Show, Jimmy Kimmel Live, CNN, and more. His popularity combined with worthiness of the cause helped draw people from beyond a 50-mile radius. Available zip code information from E-tix shows 16% of tickets were sold to zip codes beyond a 50-mile distance.

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

For the 3rd quarter, Etix zip code report shows 17% of tickets purchased from beyond 50 miles. Our measurable outcome/goal for the year is 17% or better. This is based on the 27 events that happened before COVID-19 shut down all large venues in early March.

We had 9 more shows scheduled for the remainder of March that had to be cancelled or postponed. In addition, our first-ever touring musical had two shows cancelled in Washington after the cast and crew had arrived and set up in Wenatchee. It was a very sad month for the Elsinore team.

13. Submitted by

Sally Puhek

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

Sally@ElsinoreTheatre.com

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

[Michael Jr..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

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

65

5. Total hours of operation

520

6. Volunteer hours for period

422

7. Total attendance at facility

19643

8. Operating expenses funded by TOT for the period

\$10,480.00

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

\$2,664.00

10. Total income from other sources

\$380,919.00

11. 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 began construction on the first phase of The Inventor's Yard. This will improve the entrance appearance and access. It will also introduce two new exhibits, Bill's Bubble Factory and Nature's Workshop. We appreciate the support of the CTPAB for this project that will be completed in early summer. Gilbert House will remain closed until restrictions on nonessential businesses is lifted and it is safe for families to play at the museum. The pandemic will change our marketing approach for the opening of the new exhibits, but we hope they will be a source of happiness to children in our community.

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

Legacy of Play Day welcomed over 3,200 people to the museum. Thirty-four percent of the attendees were from outside of the Salem-Keizer area. This is the result of marketing efforts in Portland and Eugene markets. In February of this year we welcomed 26% more visitors than in February of 2019.

13. Submitted by

ALICIA BAY

14. 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)

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

59

5. Total hours of operation

390

6. Volunteer hours for period

93

7. Total attendance at facility

3338

8. Operating expenses funded by TOT for the period

\$0.00

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

\$9,469.50

10. Total income from other sources

\$196,634.50

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

During the third quarter of 2019-20, HFMA presented two exhibitions that attracted 3,338 visitors and 36 free education programs that attracted another 781 attendees from throughout the region and nation. Special exhibitions included "John Buck: Prints and Sculpture from the Collections of Jordan D. Schnitzer and His Family Foundation" and "Checkmate! Chess Sets from the Maryhill Museum of Art." Unfortunately, both exhibitions closed early when we closed HFMA on March 15 because of the coronavirus pandemic. Of the 3,338 people who attended before we closed, 2,278 (69%) were from Salem; 851 (26%) were from a 50 mile radius of Salem; 56 (2%) were from beyond a 50 mile radius of Salem but within Oregon; 112 (3%) were from outside Oregon but inside the United States; and we had 1 international traveler from Canada. Of the 169 potential overnight visitors, it is estimated that each visitor spent a minimum of one night in Salem. Based on a daily rate of \$166 per day for overnight visitors (Source: Travel Salem), it is estimated that HFMA had an economic impact of \$28,054 on cultural tourism during the third quarter of 2019-20. This figure, of course, does not include day visitors who eat in local restaurants and shop in local stores which at a rate of \$114 per day (Source: Travel Salem) could easily double our economic impact on cultural tourism during the past quarter.

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

One of HFMA's benchmarks over the past two years has been to grow its membership to 750 members by the end of the decade, and while we are a little behind schedule from where we'd hoped to be and will definitely fall behind because of the coronavirus pandemic, we continue to see a slow but steady rise in membership from quarter to quarter with very little attrition. During the third quarter of 2019-20, for example, HFMA continued to increase its membership at a rate of 2% per quarter, from 622 members as of December 31, 2019 to 634 members as of March 31, 2020. Although membership growth has come to a screeching halt because of the coronavirus pandemic, we have extended membership benefits to our members for the length of our closure and hope to continue to grow our membership once we reopen.

13. Submitted by

John Olbrantz

14. 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.

[Buck.Text.Panel.Artist.Quotes.pdf](#)

[Checkmate.Text.Panel.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

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

64

5. Total hours of operation

420

6. Volunteer hours for period

450

7. Total attendance at facility

4022

8. Operating expenses funded by TOT for the period

\$10,567.50

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

10. Total income from other sources

\$200,752.00

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

The Young Artists' Showcase (YAS), one of SAA's most highly attended exhibits, takes place in the A.N. Bush Gallery in the Bush Barn Art Center through the month of March and into mid-April. Although the Salem Art Association closed the Bush Barn Art Center and Annex on March 16 to ensure the safety of our community, we feel very fortunate that on March 7, before the closure, we were able to hold the 11th annual award's reception, which is the pinnacle of the Young Artists' Showcase. Many of the award winners were in attendance at the award's reception where they were personally presented with awards and art supply kits. At the award reception alone, 465 people were counted. The week following the show also brought many young artists into the gallery with a parent or grandparent in tow. Students took delight in showing family members to their artwork where it was exhibited in a professional art gallery. Many of the young artists took selfies in front of their work, creating lasting memories.

While the exhibit is not currently open to visitors, SAA's Gallery Director, David Wilson, took a novel approach to ensuring that the exhibit could continue to be viewed by young artists, their families, and the general public throughout the show's duration. Wilson hosted a virtual tour of the Young Artists' Showcase on March 20, 2020 extending the exhibit to the general public through social media. The enthusiasm was astounding, and over the course of just 4 days, over 1,266 people had viewed the virtual tour. It was a wonderful way to extend the audience for our young artists, and people continue to view the virtual tour on our Facebook page.

https://www.facebook.com/salem.art.association/videos/2654854594751801/?comment_id=2655035931400334¬if_id=1584725521796785¬if_t=video_comment

Students were thrilled to see their artwork live on social media, as were parents and teachers and people in our community. Many people posted positive comments during the live tour:

- Carole Duree-Jones · 4:51 Thank you for doing this. It broke my heart to think I missed seeing this exhibit. Love the Batman version of Van Gogh's Starry, Starry Night.
- Bridgette Stoffey Lohrman · 3:28 Eliza L - a young artist who has a piece of her art hanging in the gallery (Heron at Sunrise) is watching! Thank you for doing this!
- Chelle Bischoff · 3:41 Enjoyed this. Yes please make some instructional art videos! My 8 year olds request.
- Sarah Rohrs · 19:21 What a wealth of talent! Loving this tour
- Jessica Lyons Drake · 15:35 thank you! we weren't able to make it in before the closures. great work teachers and students!
- Jenifer Trivelli · 7:30 Karen it's Silverleaf School!
- Jane Cummins · 0:00 A wonderful way to see the Young Artist show and others at Bush Barn. Thanks, SAA staff!

The following statistics attest to the success of the Young Artists' Showcase even under these very difficult circumstances:

- 465 people attended the award reception on Saturday, March 7, 2020
- 20 schools and/or educational organizations participated
- 56 community artworks were submitted (these are students in our community who submitted their work independently)
- 700+ artworks were created for this year's exhibition
- 1,266 views of the Virtual Facebook tour of Young Artists' Showcase (as of 3/24/2020)

Community enthusiasm and support is key to the success of the Young Artists' Showcase. It truly is the community's event, and one that SAA is honored to be able to host year after year. We would like to thank the Salem Reporter who ran an article on March 6, highlighting the Young Artists' Showcase (see attachment).

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

- Outcome 1: SAA's Galleries Program will display 18 free exhibits in its three exhibition galleries and offer at least 15 free events: receptions, art talks, Fine Art Fridays, and the Young Artists' Showcase awards ceremony.

During the third quarter, SAA made significant progress in meeting Outcome 1 - SAA's Galleries Program offered 6 free exhibitions, 3 receptions (including the Young Artists' Showcase), and 3 free art talks.

13. Submitted by

Denise Magee

14. 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.

[Salem Reporter Article.pdf](#)

[Young Artists' Showcase Awards.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

Salem Multicultural Insitutute

2. Name and location of facility

World Beat Gallery, 390 Liberty Street, SE, Salem, 97301

3. Reporting period

3rd quarter

4. Total number of days open

29

5. Total hours of operation

174

6. Volunteer hours for period

600

7. Total attendance at facility

250

8. Operating expenses funded by TOT for the period

\$10,125.00

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

10. Total income from other sources

\$41,682.82

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

On March 4, Window to Japan: A Glimpse of Japanese Culture, opened in the World Beat Gallery. The opening reception included a koto performance by Masumi Timson, and Rie Nishijima performed Kitsuke-Mai, which is the art of wearing kimono while dancing. Rie's teacher, Kitsuke master Miyo Tonegawa, came from Fukuoka, Japan. Speakers at the opening included Mayor Chuck Bennett, and Takashi Teraoka, the Consul General of Japan in Portland. Masumi curated the exhibit, which includes both personal items from members of the Japanese community living here in Oregon and artifacts on loan from the Consulate of Japan in Portland. There were 30 different workshops and classes slated to take place during this exhibit. Only the events scheduled for March 7 and 8, were able to take place. We have decided to continue this exhibit once restrictions are lifted and it is safe to do so. In the meantime, we are working on ways to hold some virtual workshops and performances. Potential activities include Japanese language classes for beginners, calligraphy and a koto performance.

The previous exhibit, Slainte: Celebrating Celtic Cultures, closed on February 13. In its final weeks, the exhibit hosted a well-attended workshop on Celtic arts; a group tour from the Pioneer Community Center in Oregon City; and Dr. Catalina de Onís, from Willamette University's Department of Civic Communication and Media brought a class to the gallery to study different means of communicating culture. We were also invited to take part in an interview about the Gallery on KMUZ's Celtic Music Hour. The group from Oregon City had also planned to come back to Salem for the festival in June.

We were also deep into planning for this year's World Beat Festival and Dragon Boat Races. As that all came to a screeching halt, we started making plans to carry the Filipino focus to next year's festival. We are taking a silver lining view, in that it gives us a whole extra year to plan and change some things up. In the meantime, the office and gallery are closed (except for visits to water the bamboo and visit the spiders that have taken up residence), staff hours have been cut and while the future is uncertain, we are trying to remain optimistic.

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

Benchmark: World Beat Gallery/World Beat Presents: >20% of visitors are from out of area.

Outcome for 3rd Quarter: 12% of visitors were from out of area, including guests from Japan.

As reported last month, our Gallery Team was working on steps to improve foot traffic and group tours of the gallery. Part of the plan included outreach to senior centers, home school groups and other organizations as well as to take steps to ensure that each exhibit had a certain number of ancillary workshops/performances/activities. That has been uneven for us as it often depends on the bandwidth of the group or individual curating each exhibit.

13. Submitted by

KATHLEEN FISH

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

kathleen@salemmulticultural.org

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

[Bon Dancing Class.jpg](#)

[Opening Reception.jpg](#)

[Oregon City Group.jpg](#)

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's Riverfront Carousel

2. Name and location of facility

101 Front St. NE

3. Reporting period

3rd quarter

4. Total number of days open

72

5. Total hours of operation

584

6. Volunteer hours for period

970

7. Total attendance at facility

21255

8. Operating expenses funded by TOT for the period

\$8,835.00

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

\$0.00

10. Total income from other sources

\$62,948.00

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

Cupids Night Out - An annual Event held on Saturday, February 8 from 5-7pm. This event is always sold out! It's a fun family event for children to make valentine cards, cookie decorating, photo booth, Cupid's Bingo, face painting and of course unlimited rides on the Carousel! This year we had 205 customers who attended this event. This event is advertised on all of our social media outlets, Travel Salem, Statesman's Journal event page and Channels 2, 6, & 8 out of Portland, Oregon.

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

Due to the outbreak of COVID -19, Salem's Riverfront Carousel was closed on March 13, 2020 that caused a substantial loss of income compared to what was budgeted for this quarter. -(37.7)

13. Submitted by

Marie Bradford Blevins

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

CNeider@cityofsalem.net

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

[image0.jpeg](#)

[image1.jpeg](#)

[image2.jpeg](#)

[image4.jpeg](#)

[IMG_5421.jpg](#)

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

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

73

5. Total hours of operation

620

6. Volunteer hours for period

910

7. Total attendance at facility

3192

8. Operating expenses funded by TOT for the period

\$9,590.00

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

\$0.00

10. Total income from other sources

\$24,957.00

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

The Willamette Art Center held our regular winter classes and workshops January through March 7. In February and March we held two well-attended Clay-a-Thons which produced pieces for our two major events of Empty Bowls and Artisans Village.

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

Facility attendance decreased from 3415 in 2019 to 3192 in 2020, a 6.53% decrease. Data was collected by daily hand tally. The decrease was due to our closure amid the COVID-19 pandemic. *NOTE: Our closing the studio cost the WAC over \$15,000 to date in lost tuition and sales as our spring classes were cancelled.

13. Submitted by

Roger O. Williams

14. 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 Quarter Supporting photos.pdf](#)

2. Thank You!

Thank you for submitting your report.

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 2019-2020 (January 1, 2020 – March 31, 2020)

Total number of days open: 63* **Total hours of operation:** Mon – Sat (10AM-5PM) - 442 hours

* WHC was closed starting March 14, 2020 for an indefinite amount of time due to COVID-19.

Volunteer hours for period: 1,782 **Total attendance at facility:** **9,056** (event rentals)
970 (museum admissions)
9,467 (total traffic through the front door – unsure of the purpose of their visit; could be duplicates from above)

Operating expenses funded by TOT: \$10,180

Special project expenses funded by TOT: \$ n/a

Total income from other sources: \$137,575

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 held our 10th Annual Heritage Invitational Exhibit – “Join the Club” (opened January 24 and was scheduled through April 20, 2020, although the museum has been closed since March 14th). From fraternal organizations, to service groups to kid's associations — clubs help shape our identity, widen our network and form community. They can provide a place of belonging and shared interests. They can also divide and exclude. In this, the 10th Annual Heritage Invitational Exhibit, we partnered with ten heritage and service organizations from around the Mid-Willamette Valley to showcase the deep history and great variety of clubs and organizations in our region.

Participants in this year's exhibit include: Bush House Museum, Daughters of Union Veterans of the Civil War, 1861-1865 Oregon Department, Evergreen Aviation & Space Museum, GeerCrest Farm and Historical Society, Hoover-Minthorn House, Keizer Heritage Museum, Oregon State Hospital Museum of Mental Health, Rotary Club of Salem, Silverton Country Historical Society, and the Western Steam Friends Association.

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

One of our performance goals is to target out-of-town guests through Travel Salem, and Time Travelers reciprocal membership network, as well as work with external organizations. We use data tracked by admissions staff and volunteers. During this quarter, **26% of our visitors live 50+ miles outside of Salem.**

Broken further down by month, visitors for January 1 – March 13 (we closed due to COVID-19 on March 14) were as follows:

January: visitors from Salem and/or within 50 miles of Salem: 204; visitors who live more than 50 miles from Salem (including other states): 81; visitors from other countries: 15. **32% from 50+ miles outside of Salem**

February: visitors from Salem and/or within 50 miles of Salem: 299; visitors who live more than 50 miles from Salem (including other states): 122; visitors from other countries: 2. **29% from 50+ miles outside of Salem**

March: visitors from Salem and/or within 50 miles of Salem: 213; visitors who live more than 50 miles from Salem (including other states): 33; visitors from other countries: 1. **14% from 50+ miles outside of Salem**

Submitted by Michelle Cordova, Executive Director

Date: 3/30/2020

CTAB Completion Report-Event

1. (untitled)

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

Deepwood Museum & Gardens

2. Name of program or event

Deepwood's 125th Birthday Celebration

3. Location of program or event

1116 Mission Street SE

4. Description of activity

Family event with Victorian themed decor, games, strolling victorians, food, folk singer and much more.

5. Completion date(s)

1st quarter

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

200

7. Estimated volunteer hours to administer program or event

189

8. Amount of funds provided by TOT

\$6,000.00

9. Amount of funds provided by other sources

\$7,377.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

0

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

We utilized the resources of Travel Salem for marketing the event. Roth's provided a lot of support in terms of marketing with bag stuffers and supplied all the ice we needed for the event. We received a lot of marketing support with displaying posters and postcards across the area. A large percentage of volunteers were through the 50+ City of Salem organization which is very supportive of our family focused events. Small contribution from Smart Foodservice. Photography was done through the generosity of Ron Cooper. The Friends of Deepwood absorbed all personnel costs.

Performers supported event with reduced rates.

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?

While we don't know if there were actually overnights in hotels for the event we did hear two things consistently from our out of market guests....

1. We need to come spend more time in Salem
2. We decided to spend the day in Salem and enjoy other things too

Unfortunately while our registrations were very strong it looked like it could pour at any moment and the weather was quite threatening for the second of the two ticketed time- ultimately it absolutely poured causing a lot of people to not come that had registered.

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

This event was a great reminder to our local community of how fun our cultural attractions can be and the value of preserving historical attractions. The children were very excited to learn to play games that children played in Victorian times and they were so enthusiastic about them that we brought the burlap sack and egg on spoon races out for our Halloween event.

Another success of the event in term's of quality of life is it included a free tour ticket for a future visit to Deepwood and we saw those tickets being used in the months following the event.

By blending fun and education about history we were able to help families learn together while gaining a deeper appreciation of the history of Deepwood.

The feature display we did on the children who grew up at Deepwood also gave the little ones attending a way to better relate with the property as a home where children like them lived a long time ago. In the end this not only enriches the children, but it encourages them to be good stewards of the historic property for future generations.

15. How many attendees did your activity attract?

691

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

tickets reserved - not all came

17. Estimated percentage of Salem residents and/or guests

65%

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

25%

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

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

10%

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

questions on ticket orders

21. Report on the other measurable outcome documented in your application.

We had a outcome objective of increased awareness of Deepwood Museum & Gardens, the estate's history and the Victorian era. This objective was measured by day of and post communication with attendees. About 20% of attendees had not been to Deepwood and the remainder said they weren't fully aware of the history and everyone said they learned a lot about the foods and games that were part of the Victorian era.

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

Social Media was quite effective and when we saw the results for it were so strong we did a limited \$70 spend to add to the area of reach. We also utilized Travel Salem and all other area calendars, as we as extensive distribution of posters, postcards and press releases.

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

We did put out promotional materials in spanish in some targeted places.

24. Submitted by

yvonne putze

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

[burlap sack races in front of Victorian home.JPG](#)
[Families choosing costumes for photos.jpg](#)
[Red Yarn Performance.jpg](#)
[egg races at 125th party.jpg](#)
[Victorian Woman and Caesar the Llama on hopscotch.JPG](#)
[poster displayed by games.JPG](#)
[Classic Concessions History by food.JPG](#)
[families experiencing the museum home \(ron cooper\).JPG](#)
[Time for Popcorn \(ron Cooper\).JPG](#)
[Mother Daughter keepsake photo- Ron COoper.JPG](#)

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

yvonne@deepwoodmuseum.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

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

Gilbert House Children's Museum

2. Name of program or event

Legacy of Play Day

3. Location of program or event

116 MARION ST NE

4. Description of activity

Free event for families to visit Gilbert House Children's Museum and enjoy activities for children.

5. Completion date(s)

3rd quarter

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

150

7. Estimated volunteer hours to administer program or event

150

8. Amount of funds provided by TOT

\$2,664.00

9. Amount of funds provided by other sources

\$3,750.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

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

Portland General Electric, Cafe Yumm and Salem Clinic provided cash sponsorships. These organizations also participated in the event by hosting booths and providing activities for children. Imperfect Produce and a local girl scout troop educated attendees on their products and services.

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?

GHCM used TOT funds to target markets outside of the Salem-Keizer area. As a result, 34% of the attendees to the event reported zip codes that are from other cities than Salem or Keizer. Over 1,000 people visited Salem on President's Day to attend a free event at GHCM and we hope that they went to restaurants and other businesses in the area.

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

Over 3,200 people visited Gilbert House Children's Museum for this event. Many of the families that visited that day are unable to visit at other times because of admission costs. Legacy of Play Day invites families to enjoy the informal learning opportunities at Gilbert House and learn how they can continue that learning at home.

15. How many attendees did your activity attract?

3208

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

Count at gate

17. Estimated percentage of Salem residents and/or guests

66%

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

32%

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

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

2%

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

Survey at entrance

21. Report on the other measurable outcome documented in your application.

Attendance: Over 3,000 people attended the event. 89% of the attendees reported that they do not have a Gilbert House Children's Museum membership. We anticipated over 30% would be out of town guests and that 2% would be over 50 miles away. The 2020 event had 34% of the guests from out of town with 2% being from over 50 miles away. This information was gathered with survey questions asked of each group of guests at admission.

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

We surveyed guests to find out how they heard about the event. 37% said Facebook and 24% reported a school flyer. Facebook ads and school flyers were in English and Spanish. Print ads, Travel Salem's website calendar, and our online platforms were also used to market Legacy of Play Day.

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

Our two most effective marketing and promotion resources are Facebook and school flyers. The school flyers were in English and Spanish. Facebook ads were in Spanish as well, with GHCM paying for sponsored ads so that the event would be seen by target markets. GHCM was very pleased that 17% of the attendees answered that Spanish is the language primarily spoken in their home. This is a significant increase from the 11% response at Legacy of Play in 2019. We attribute the increase to the Spanish ads on Facebook and the school flyers. GHCM had staff and volunteers working the event that are bilingual so that Spanish speakers felt welcomed at the event.

24. Submitted by

ALICIA BAY

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

[Copy of FY 20-21 Event Grant Budget Sheet \(002\).pdf](#)

[Bills Bubble Factory Groundbreaking.pdf](#)

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

executivedirector@acgilbert.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

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

Oregon Symphony Association in Salem

2. Name of program or event

2019/2020 Oregon Symphony Season in Salem

3. Location of program or event

900 State Street, Salem, OR 97301

4. Description of activity

The Oregon Symphony has performed five concerts at Willamette University's Smith Auditorium for a total of 4,684 audience members.

5. Completion date(s)

1st quarter

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

612

7. Estimated volunteer hours to administer program or event

320

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$196,000.00

10. Was the event free?

No

11. Amount of admission ticket, if any

42

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

We received \$10,000 in operating support from Capital Manor, the local retirement community. We received additional funding from Capital Auto, the Salem Foundation, Glantz Law Group and Salem Health. We received in-kind support from Roth's and Andante, as well as discounted rates from Willamette University. We have volunteers from around the region who are employed in a variety of businesses, from teachers and lawyers to professionals at Salem Health as well as retirees.

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?

We had ticket purchasers from as far away as Alaska and New York. Though the largest volume of our tickets were used by Salem residents, we did hear anecdotally from guests staying at the Grand who had the concert suggested to them. We do not capture where people stayed, just billing zip code, so we cannot quantify how much room revenue was generated in concert with our season.

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

The value of orchestral performances to a city is somewhat inestimable; however we will try to quantify the benefits that Salem receives from having a symphony of this caliber perform here. The quality of life for Salem residents is improved by having cultural events within city limits rather than having to drive out of the city. Salem residents may spend more in the downtown commercial core as they go out to dinner before the concert or get a drink afterwards. We bring in dozens of people from surrounding communities who would otherwise spend their time and money elsewhere. For the first time this season, we offered free tickets to Willamette University students, who may not be Salem residents year-round, but who do contribute to the vitality of the city as a whole. Symphony performances lift spirits, inspire us to create beauty, and engage the community in a shared experience that is at its core a communion of our higher selves.

15. How many attendees did your activity attract?

4684

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

Ticket sales

17. Estimated percentage of Salem residents and/or guests

80%

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

18%

**19. Estimated percentage of overnight tourists (hotel/motel)
(Overnight tourists are defined as guests traveling greater than 50 miles for an event)**

2%

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

estimate based on zips

21. Report on the other measurable outcome documented in your application.

We averaged 936 attendees per concert this year, up from 760 in our 2018/19 season. Additionally, of those patrons who pre-purchased tickets, 41% made an additional donation at some level. We did not meet the goal of 75% patron donation, but as we did not have a clear count from which to grow, this is a good baseline metric. Our number of subscribers did not grow as aggressively as we had hoped; we sold 517 subscriptions for 2019/20, 33 short of our goal.

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

We found that marketing in conjunction with the Oregon Symphony on All Classical was effective, as were listings in Press Play Salem the Statesman Journal, and Facebook. We did not recognize significant benefits from Travel Salem opportunities but will continue to work with them as we promote our 2020/21 season.

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

Not specifically re: Spanish language. We continued outreach to Oregon Trail Cardholders, and maintained a solid 5-10 tickets sold to those individuals. We did additional outreach to students, both Willamette and others. We had groups come from a home for developmentally disabled adults, as well as a group of students from Chemawa Indian School.

24. Submitted by

L Beth Yockey Jones

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

[2020 Salem Production Summary.PDF](#)

[Example of support acknowledgement from program book.pdf](#)

[Invoice - Orchestra CL1.pdf](#)

[Invoice - Orchestra CL3.pdf](#)

[Invoice - Orchestra CL4.pdf](#)

[Invoice81102 9.27.19.pdf](#)

[Invoice OSAS 1.29.20.pdf](#)

[Invoice OSAS 2.7.20.pdf](#)

[Invoice OSAS 2.7.20.pdf](#)

[Invoice - Orchestra CL9.pdf](#)

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

byockeyjones@orsymphony.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

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

Oregon Symphony Association in Salem

2. Name of program or event

2020 Salem Young People's Concert

3. Location of program or event

Smith Auditorium, Willamette University

4. Description of activity

The Oregon Symphony performed two seatings of the Young Person's Guide to the Orchestra for approximately 2,400 students and chaperones on March 9, 2020.

5. Completion date(s)

3rd quarter

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

35

7. Estimated volunteer hours to administer program or event

120

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$42,200.00

10. Was the event free?

No

11. Amount of admission ticket, if any

5

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

Willamette University assisted in the event by allowing us to use Smith Auditorium for a reduced rate, and let the kids eat lunch on the quad. Willamette Valley Music Company provided a sponsorship of \$1000 and also produced word searches for the kids to occupy the time before the concert. Additionally, we had 30 volunteers from Salem and surrounding communities there on the day of to assist in getting kids seated, on buses and into and out of the concert hall.

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 contributes to the quality of life and the reputation of Salem as a viable destination.

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

For many students, the Salem Youth Concert is their first exposure to classical music. Due to financial restraints, many students are not able to attend these types of quality musical performances with their families. Reaching these students, exposing them to live classical music, encouraging their understanding and appreciation of the arts is one of the most important things the Symphony does to help improve the quality of life of these young Salem residents. One teacher said "This concert was the best one yet. I would request that this program be done every year. ... My students were raving about how "cool" it was. Superb job this year on the Symphony's part!"

The 79% arrived at below is based on the percentage of students in Marion or Polk Counties. 34% of the attending students were from Title 1 schools. I had conversations with students awaiting the second concert about how the grass at WU looked "too pretty to be real" and it was a challenge to convince them otherwise. Anecdotally, not only the kids who attended but also our volunteers were just thrilled with the program and the opportunity. Our quality of life was definitely enhanced, and we were so thankful to get to do this and actually have it happen prior to the restrictions we are now dealing with. Photos are available

<https://www.dropbox.com/sh/55y3ttsc4cj7zvo/AADQdnOxlpXW6fS2y8PWcW1sa?dl=0> -- you can see how joyous the event was!!!!

15. How many attendees did your activity attract?

2400

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

ticket "sales"

17. Estimated percentage of Salem residents and/or guests

79%

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

21%

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)

school location

21. Report on the other measurable outcome documented in your application.

As provided in the attached documentation, 100% of teachers were satisfied or better with the event.

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

We found that snail mail worked best to reach the schools.

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

We had several schools whose primary language spoken was Spanish, but we did not provide a Spanish-language program announcer. We will review next year whether this is a need.

24. Submitted by

L B Yockey Jones

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

[2020 Salem Young Peoples Concert Feedback.pdf](#)

[Invoice - Orchestra.pdf](#)

[Invoice OSAS 3.9.20.pdf](#)

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

byockeyjones@orsymphony.org

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Asset

1. (untitled)

1. Organization name

Gilbert House Children's Museum

2. Location of project

Gilbert House Children's Museum

3. Description of project

The Inventor's Yard

4. Date completed

4th quarter

5. Estimated professional/staff hours to administer program or event

60

6. Estimated volunteer hours to administer program or event

40

7. Amount of funds provided by TOT

\$10,000.00

8. Amount of funds provided by other sources

\$515,000.00

9. How many local businesses or organizations assisted with this project?

20

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

Businesses supported the project with financial sponsorships, including Hope Orthopedics, Maps Community Foundation, Mountain West Investment Corp., Oregon Community Foundation, and Willamette Valley Visitors Associations. Other businesses are supporting the project with inkind donations, including C&R Design Remodel and Dalke Construction.

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

The Inventor's Yard will greatly improve the appearance of the front entrance of the museum. It will also make the entrance and ramps ADA compliant increasing accessibility. Gilbert House will offer two new exhibits for guests, Bill's Bubble Factory and Nature's Workshop. This will be a draw to the area and the museum for visitors when travel resumes.

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

The ramps and entrances removed from the area were no longer ADA compliant. The wood posts that lined the ramps were in bad shape. Gilbert House staff worked closely with the Historic review staff to create a plan that will preserve the structural integrity of the historic buildings on site.

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

The improved appearance and new exhibits will attract new out of town visitors. The Bubble Room was a community favorite since the opening of Gilbert House in 1989. We are excited to bring back this exhibit and look forward to welcoming guests to the site when it is safe to do so. However, once we are operating under more normal circumstances we expect to have increased visitors to Gilbert House as a result of the new exhibits and improved accessibility.

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

The planned maintenance will be the ongoing costs for the soap for the bubble exhibit and minor upkeep for the buildings. Gilbert House will fund this through admissions revenue.

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

Project Funding: Gilbert House met our fundraising goals to finance the first phase of The Inventor's Yard. The request from the City of Salem is to support the fencing completed in this phase. The current Covid-19 crisis has disrupted the fundraising for phase 2 of the project. Consequently, this will be delayed by a couple of years. The second phase will replace parts of the wood play structure.

Project Timeline: The first phase includes a new entrance, ADA compliant ramps, secure fencing for the front, Bill's Bubble Factory, and Nature's Workshop. The original timeline was for this to be completed by May 2020. Delay in permits set us back two months. Covid-19 has necessitated a closure of Gilbert House through most of the summer. It has also delayed production of some exhibit components. The first phase will be completed by August 2020. Current pictures of the project are attached.

16. Submitted by

Alicia Bay

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

[Dalke Construction Invoice.pdf](#)

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

executivedirector@acgilbert.org

CTPAB Completion Report
TOT Funds Supporting Salem Tourism
Capital Asset or Improvement Grant

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

Organization: Willamette Heritage Center

Location of project: Willamette Heritage Center, 1300 Mill St., Salem, OR 97301

Description of project: Thomas Kay Woolen Mill, Dye House, and Warehouse Carpet & Vinyl Flooring Replacement

Date completed:

3rd quarter of FY 2019-20

Staff to administer project (estimate number):

Professional/staff hours 60

Volunteer hours 25

The amount of funds provided by TOT, \$10,000, and by other sources, \$11,900.48.

How many local businesses or organizations assisted with this project?

J/K Carpet Center at 985 Broadway NE, Salem, OR 97301, replaced the vinyl flooring in the bathrooms, kitchen and common area of the Mill Building, the carpet in the Mill Building, and the vinyl flooring of the bathrooms in the Dye House and Warehouse Buildings (see bill attached).

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

The new commercial-grade carpet just installed on the first floor and Card Room of the Thomas Kay Woolen Mill Building, vinyl flooring in the common hallways, bathrooms, and kitchen of the Mill Building, and vinyl flooring in the bathrooms of the Warehouse and Dye House Buildings replaces the old, worn out and beat up flooring in these spaces. The general appearance of the buildings - through which nearly all our thousands of guests walk - is greatly improved. The old carpet had become a serious trip hazard, which was especially dangerous for our many older and/or differently abled patrons and visitors, and additionally dangerous when crowds were walking together. The new carpet and flooring will help ensure that the WHC can

retain our high-quality tenants who share our goal of welcoming and serving the community as well as meet the needs of our event venue guests.

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

The vinyl flooring in the bathrooms, common areas, and kitchen as well as the carpet had been in place far beyond its life expectancy, had begun delaminating, and was failing structurally. Due to its delamination, the safety and security of our guests was compromised, and we were increasingly and ever more gravely concerned about someone sustaining an injury while with us. The carpet and vinyl flooring of the WHC's most-traversed buildings are now both protected and keeping our buildings safer and much more intact for the long term.

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

The WHC is a significant historical site in Salem and a key heritage tourism destination for the Willamette Valley. WHC offers facilities rentals for weddings, business meetings, dances, and various other large-scale events that allow non-residents to engage with Salem's unique history. The buildings that received updating through this project must be both presentable and safe. The new carpet and vinyl flooring has significantly enhanced the visibility, professionalism and welcoming atmosphere of the spaces in and around all of the buildings for what will be many years to come.

The appearance of well-maintained buildings and infrastructure represent an organization's level of professionalism and demonstrates that the place is worth investing in. Replacing the worn carpet and vinyl flooring in our main buildings - where visitors spend time shopping, eating, and engaging with current tenants and the WHC - has enhanced the general appearance and is assuring both tourists and area visitors that the facility (and by extension the museum and its collections) receive professional care and handling. This will engender public trust, and in turn increase the feeling of ownership and involvement by community members.

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

Planned maintenance will include regular vacuuming, shampooing, and spot-cleaning as needed, and in accordance with the carpet manufacturer's and vinyl flooring guidelines. No additional cost will be incurred by the WHC, as this maintenance will be completed as part of the normal, assigned tasks of our staff.

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

Goal: The Mill, Dye House, and Warehouse flooring and seating project will reduce operating costs.

Objective: This replacement project will reduce operating costs by making possible a significant decrease in needed, regularly scheduled and contracted special maintenance.

Measurable Outcome: The maintenance costs will--after project completion--become part of regular daily operating expenses. Less staff time and less resources are used to maintain and preserve the new floors and chairs.

Goal: The project will enhance, safeguard and improve the patron and visitor experience.

Objective: The new carpet and vinyl flooring in several of the WHC's most heavily used spaces, and the new chairs, is a vast improvement to share with everyone from the tourists that we work hard to attract, to the community members that we host on a regular basis.

Measurable Outcome: Patrons and guests no longer encounter flooring that is a tripping hazard, stained, unsightly, or leaking, and they are now seated in comfortable, clean chairs even at the largest events that our spaces accommodate. Rental clients have provided positive reviews of the new flooring and chairs made available to them.

Submitted by: Michelle Cordova, Executive Director

Date: April 13, 2020