

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
Lowell Alik

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

August 13th Cancelled

Next Meeting: September 10th

Willamette Heritage Center

1313 Mill St SE

Salem, OR 97301

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

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

MEETING AGENDA – UPDATED JULY 8TH

Tuesday, July 9, 2019

6:00 - 8:00 PM

Deepwood Museum & Gardens

1116 Mission St SE

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. June 11, 2019
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
 - a. Follow-up Report on the meeting between Facility Operators and Travel Salem
 - b. Definition of a "Major" Tourist Attraction and Cultural Facility Operator/Proposed Changes
 - c. Elsinore Theatre Event Change Request
 - d. Sub-committee on Grant Application Review Team - Update
6. Information Items
 - a. Cultural and Tourism Fund Reports – None
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – None
 - c. Facility Operating Grant Reports – **Deepwood Museum & Gardens**, Hallie Ford Museum of Art
 - d. Special Event Reports – Enlightened Theatrics – Sweeny Todd & A Tuna Christmas
 - e. Capital Improvement Reports – Deepwood Museum & Gardens –New Seating
 - f. Annual Reports – None
 - g. Upcoming Events
7. Appearance of Interested Citizens
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
TUESDAY, June 11, 2019
Travel Salem - Host

<p>MEMBERS PRESENT Scott Snyder, Chair Elaine Navarro, Vice Chair Jonathan Baker (arrived at 6:18 PM) Gaelen McAllister Laura Tesler Omar Alvarado Vacant</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II</p>	<p>MEMBERS ABSENT Rita Siong Claudia Vorse</p>
<p>GUESTS Denise Magee, SAA Kathleen Fish, SMA Alicia Bay, Gilbert House Yvonne Putze, Deepwood Museum & Gardens Sally Litchfield Puhek, Elsinore Theatre Roger Williams, Willamette Art Center Carlee Wright, Moxie Initiative/Press Play</p>	<p>GUESTS Ross Sutherland, Bush House Museum John Olbrantz, Hallie Ford Museum Jason Unruh, Hoopla Association Toby Olsen, Travel Salem Michelle Cordova, Willamette Heritage Center Sandra Burnett, SAA</p>

1. CALL TO ORDER

Chair, Scott Snyder, began the meeting at approximately 6:07 p.m. with 5 of 8 members present.

2. ROLL CALL

Members present: Scott Snyder, Elaine Navarro, Jonathan Baker (arrived at 6:18 p.m.), Gaelen McAllister, Laura Tesler, Omar Alvarado, and Chris Neider

Members absent: Rita Siong, Claudia Vorse,

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the May 14th, 2019 CTPAB meeting minutes.

Motion: To approve today's agenda and the May 14th, 2019 CTPAB meeting minutes with the correction that Elaine Navarro was absent.

Motion by: Laura Tesler
Seconded by: Gaelen McAllister
ACTION: APPROVED
Vote: 5-0

Aye: 5
Nay: 0
Abstentions: 0

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

5. **ITEMS REQUIRING ACTION**

- a. Memo to CTPAB on Travel Salem's deliverables to the City of Salem.
It was noted that more specific measurements, metrics and deliverables should be discussed for the next Travel Salem contract. Laura Tesler noted a 20-year contract would be unlikely. She would like to see a shorter contract when renewed. Scott Snyder gave some history on the original 20-year contract. Scott Snyder suggested the Board look at some other municipality's contracts with their destination contracting resources. He suggested the generalities were on purpose and desirable so that specifics can be defined in strategic plans that keep pace with the changing and hugely diverse needs. Conversation ahead of contract renewal between Travel Salem and the Cultural & Heritage Facility Operators, to hear how Travel Salem can best serve them, would be desirable.

Motion: It was moved to have the Cultural and Heritage Organizations and Travel Salem meet to review Travel Salem's survey results and share feedback and concerns of the Cultural Organizations with Travel Salem. The results of that meeting will be shared at the next CTPAB meeting.

Motion by: Laura Tesler
Seconded by: Omar Alvarado

ACTION: APPROVED

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

- b. Travel Salem presentation on Tourism in Salem and Services Officer by Travel Salem.

6. **INFORMATION ITEMS**

- a. Cultural and Tourism Fund Reports – May
- b. Cultural and Tourism Fund Revenue (Tax) Reports – May
- c. Facility Operating Grant Reports – Bush House Museum, Elsinore Theatre, Salem Art Association
- d. Special Event Reports –Capital Futbol Club - Capital City Classic Tournament, Timbers U23, Festival Chorale Oregon - Mozart's Mass in C Minor, Oregon Symphony Association in Salem – Concert Season, The Moxie Initiative - TEDxSalem
- e. Capital Improvement Reports – None
- f. Annual Reports – Travel Salem 3rd Quarter Executive Summary

g. Upcoming Events

7. APPEARANCE OF INTERESTED CITIZENS

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

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

9. ADJOURNMENT

With no further business, Chair Scott Snyder adjourned the meeting at approximately 8:23 p.m.

The next regular TOT board meeting will be held July 9th, at 6:00 PM, at Deepwood Museum & Gardens, 1116 Mission St SE, Salem, OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

Cultural Tourism Promotion Advisory Board

FY 2020-2021 Proposed Changes

Cultural Facility Operator – A building, structure, or premises, (take out ‘or monument’) or other similar structure having its primary purpose the advancement or preservation of cultural aspects of human activity. As used in this definition, cultural aspects of human activity include; heritage, museum, visual art, literature, music, theatre and dance.

Requirements for Cultural Facility Operator Grant Applicants

1. Must have 501c 3 designation
2. The facility must provide programs and services 12 months per year
3. The facility must be open to the public or provide programs and services a minimum of 1000 hours per year
4. Major Performing Arts facilities must be open for a minimum of 100 performances per year.
5. The facility must invest a minimum of 3% of its annual operating budget on marketing via direct costs, radio, Facebook, mailings, etc.
6. Facility operators are limited to a maximum of three TOT grants per year
7. Copy of lease or rental agreement for non-owner occupied facilities (excludes city-owned facilities)
8. New Facility operators must have executed a minimum of three successful Special Event/Project or Capital Improvement grants

New applicants, having satisfied the above criteria, should provide a Letter of Intent prior to submitting an application as a Cultural Facility Operator

To: CTPAB Board members

Re: 2019-2020 event grant awarded to Elsinore Theatre for *My Fair Lady* production

This communication is to make you aware that the original plan to produce *My Fair Lady* has changed. In its place, we will be presenting a production of *The Drowsy Chaperone*. The Elsinore respectfully requests that the \$10,000 granted to *My Fair Lady* be granted to *The Drowsy Chaperone* due to this programming change.

About *The Drowsy Chaperone* - Winner of five Tony Awards, including Best Book and Best Original Score, *The Drowsy Chaperone* is a loving send-up of the Jazz Age musical, featuring one show-stopping song and dance number after another. When the houselights dim, a Man in a Chair appears on stage and plays his favorite record: the cast recording of a fictitious 1928 musical. The recording comes to life and *The Drowsy Chaperone* begins as the Man in a Chair looks on. Mix in two lovers on the eve of their wedding, a bumbling best man, a desperate theatre producer, a not-so-bright hostess, two gangsters posing as pastry chefs, a misguided Don Juan, and an intoxicated chaperone, and you have the ingredients for an evening of madcap delight!

In conjunction with our professional production of *The Drowsy Chaperone*, The Elsinore team is also embarking on an exciting and significant effort in the education arena for the upcoming year. We are starting a new audition-based educational theatre experience for talented high school students from around the state called the ***Shining Stars Program*** that we hope will become an annual program. It will have scholarships available to make it accessible for everyone. The project is being done in partnership with the Oregon Thespians and the 5th Avenue Theatre in Seattle that has a similar program called Rising Stars with eight years of success. The Shining Stars students will remount a student production of *The Drowsy Chaperone* after the closing of the professional show.

The Drowsy Chaperone is an homage to theatre which makes it a wonderful opportunity to focus on a wide variety of skills for Shining Star students to present. The 13 main roles each have an opportunity to shine as they each bring their moment to the stage. When looking at the upcoming season and everything involved from a staff resource perspective, it was clear that *The Drowsy Chaperone* is a better fit for our 2019-2020 season than a show the size of *My Fair Lady*.

Sally Litchfield Puhek
Development Director
503-375-3574 (0)
www.ElsinoreTheatre.com



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: Friends of Deepwood

Name and location of facility: Deepwood Museum & Gardens, 1116 Mission St. SE, Salem

Reporting period: 3rd Quarter 2018/2019 FY

Total number of days open: 52 (museum tours) **Total hours of operation:** 250

Volunteer hours for period: 619 **Total attendance at facility:** 1352 (excludes garden visits)

Operating expenses funded by TOT and special project expenses funded by TOT, \$0 (i.e., one-time events, brochures, unanticipated repairs) for the period: 9467.50

Total income from other sources: \$47, 777

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

During the quarter we took another step toward heightening our exposure and Salem's visibility for historical appeal through social media by doing more targeted marketing for events and experiences at Deepwood. We also introduced another social media feature 'What is it Wednesday' to engage followers of our social media. We regularly get comments like "I just love this game," which encourage us to continue exploring ways to engage with social media. Flashback Friday continues to be a popular feature with articles and photographs shared specific to the estate and families who called it home. Holidays and special occasions are also 'celebrated' on our social media with historic photos, postcard images, news articles, etc. Our followers have increased steadily over the past two years to our currently level of 4400.

Highlight one activity that occurred during the period.

Our annual plant sale was a highlight of the spring season with nearly 800 attendees. In addition to being a fundraiser the event serves as a educational tool about the array of native plants and companion plants that pair well with the natives. The vendors at the sale are also a valuable resource to the attendees as not only do they ask about plants they contemplate buying they often come with general questions about developing a native area on their property. Guided species identification tours of the Rita Steiner Fry Nature Trail are also highly valued by attendees looking to learn more about the array of species and how to recognize them.

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

In keeping with the information on our social media efforts, social media is one of the measurements we watch for engagement with the local community and out of market visitors. We have had steady growth of Facebook followers over the past few years to our currently level of 4400. We monitor views, comments, likes and shares to assess what is prompting engaging. If we're not seeing strong post engagement we assess how modification might be needed in the visual element or text content to try to drive action. However, it's also important to remember not everyone who enjoys a post will 'like' or comment we see this from the many comments we receive from people who have never done any visible engagement with a post. Assessment is done by week and month for performance metrics.

Instagram has been added to our social media focus since the start of 2018 with minimal use prior to that time. Instagram has had 288 posts, 1,100 followers and 973 currently following. Current retention rates for those who follow are much higher than they were prior to our regular posting schedule.

Submitted by: Yvonne Putze

Date: 6/5/19

Experience a virtual walk through the Rita Steiner Fry Nature Trail to get a sense of the beauty that abounds at the time of the annual Deepwood Plant Sale and Celebration of the Erythroniums 'Oregon Fawn Lillies'.




Click the image for trail video

Examples of Social Media Engagement by Deepwood Museum & Gardens

Deepwood Museum & Gardens
Published by Elizabeth Basalto
March 28 at 12:47 PM · 🌐


Thank you to everyone who participated in yesterday's "What Is It Wednesday!" As some of you figured out, this is a Victorian crimping machine, also known as a "fluter". These were used in the mid to late 1800s...
More



👍👍👍 Diane G Holliday and 17 others
1 Comment 4 Shares

👍 Like 💬 Comment ➦ Share

737 People Reached [Boost Post](#)




👍👍👍 Liked by the.o.rogue.onians and 26 others

deepwoodmuseum The week has flown by so quickly--Happy Flashback Friday! Today we have a photograph from 1895 of the Salem City Council. Judge George Bingham is seated at the table, third from the right. #flashbackfriday #salemregion #historicphoto

View 1 comment

MARCH 16, 2018

deepwoodmuseum




👍👍👍 Liked by katiepowellbanz and 68 others

deepwoodmuseum We will be offering guided tours of Deepwood's nature trails during our Plant Sale on Friday March 15th and Saturday March 16th. Take a tour and learn about the many native species we have on the property. The Nature Trail tours are free to the public and will start on the hour at 10, 11, 12, 1, and 2 both days! #plantsale #naturetrail #naturetour #nativeplants #pnwnatives #fundraiser #salemismopo #salemregion #events

Deepwood Museum & Gardens
Published by Elizabeth Basalto
April 21 at 6:00 AM · 🌐

Happy Easter!




👍👍👍 Rosemary Ellis Phillips and 55 others
4 Shares

👍 Like 💬 Comment ➦ Share

889 People Reached [Boost Post](#)

deepwoodmuseum




👍👍👍 Liked by katiepowellbanz and 22 others

deepwoodmuseum Thank you to everyone who participated in yesterday's What Is It Wednesday! As some of you guessed, this is an eye wash cup. These cups are filled with water or a solution and used to rinse the eye and alleviate irritation. While eye wash cups are still made today, eye drops are more commonly used. Check back next week for another #WhatIsItWednesday #discoverdeepwood #history #antique

Deepwood Museum & Gardens
Published by Elizabeth Basalto
April 26 at 6:00 AM · 🌐

Happy Flashback Friday! Just in time for spring, we have this photograph of the Scroll Garden. According to the note on the back of the photo, this was taken during the first planting stage of the garden in the 1930s.




👍👍👍 Adele Ash and 66 others
1 Comment 2 Shares

👍 Like 💬 Comment ➦ Share

👑 Top Fan
Susan Doubrava Frank
And then it matured.

912 People Reached [Boost Post](#)

Easter at Deepwood is extra special to us as Alice Brown Powell loved to host egg hunts on the grounds when this was her home decades ago. Such a fun day with all the families who came to Easter Extravaganza. Plus a big thanks to our special guest Caesar the No Drama Llama and all the volunteers who are critical to the event.



👍👍👍 Adele Ash and 20 others 1 Comment

**CTPAB Completion Report
Facility Operating Grant**

TOT Funds Supporting Salem Tourism

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

Organization: **Hallie Ford Museum of Art, Willamette University**

Name and Location of Facility: **Hallie Ford Museum of Art, 700 State Street, Salem, OR 97301**

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

Total numbers of days open: 78* Total hours of operation: 524*

Volunteer hours for period: 112* Total attendance at facility: 6,574* (*This quarter)

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

Total income from other sources: \$178,756.25

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

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

This past winter, HFMA presented several exhibitions that attracted visitors from throughout the region and nation. *Lucinda Parker: Force Fields* (January 19-March 31) was a major 60 year retrospective exhibition for this highly regarded Portland, Oregon painter and teacher whose work is strongly influenced by European and American modernism. *Kypriaka Chronika: Tales of Ancient Cypriote Ceramics in West Coast Collections* (February 9-April 28) presented a history of Cypriote ceramics from 2,500 BCE to 500 BCE as well as the story of how these objects ended up in West Coast collections. Finally, *Ian J. Cohn: The Faces of Phlamoudhi* (February 9-April 28) featured photographs by this New York architect and photographer that documented daily life in the remote village of Phlamoudhi on the northern coast of Cyprus before the

Turkish invasion in 1974 led to the village being abandoned by its Greek Cypriote population and its villagers being displaced.

In total, 6,574 people visited HFMA during the winter months: 3,519 (54%) were from Salem; 2,462 (37%) were from within a 50 mile radius of Salem; 90 (1%) were from outside a 50 mile radius of Salem but inside Oregon; 167 (3%) were from outside of Oregon but inside the United States; there were no international visitors; and 336 (5%) were unknown. Of the 593 potential overnight travelers (visitors from beyond a 50 mile radius of Salem), it is estimated that each visitor spent a minimum of one night in Salem. Based on a daily rate of \$166 per day for overnight travelers (Source: Travel Salem), it is estimated that conservatively, HFMA had an economic impact of \$98,438 on cultural tourism during the third quarter of 2018-19. This figure, of course, does not include those day visitors who eat in local restaurants or shop in local stores which at \$114 per day (Source: Travel Salem), could easily double our economic impact on cultural tourism during the past quarter.

In addition to serving as a tourist destination and cultural attraction through its encyclopedic permanent collection of Western and non-Western art and world-class temporary exhibitions, HFMA organized a number of free lectures, gallery talks, films, and special receptions and tours in conjunction with its collections and exhibitions that further enhanced the quality of life in Salem. During the past quarter, for example, these included lectures by artist Lucinda Parker (200), photographer Ian J. Cohn (80), and art historian Ann Nicgorski (75); a film by Rupert Barclay on the faces of Phlamoudhi (57) and films on Lucinda Parker (58); and a gallery talk led by Lucinda Parker (100) as well as a gallery chat between Parker and curator Roger Hull (75). In addition, staff-led, docent-guided, faculty-led, or self-guided tours of our collections and exhibitions reached another 716 participants, from children and college students to adults, seniors, alumni, and parents of prospective students.

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

One of the Hallie Ford Museum of Art's benchmarks or performance measures for the past five years has been membership development. For the first fifteen years of our existence, membership held steady at about 250 members, but over the past four years, we have experienced a steady rise in membership to more than 600 members as of March 31, 2019. Moreover, based on the demographics of Salem and the mid-Willamette Valley as well as the quality and diversity of our collections, exhibitions, and programs, we have established what we believe to be an achievable membership goal of 750 individual, family, and business members by the end of the decade and 1,000 members by our twenty-fifth anniversary in 2023.

In order to achieve this goal, membership/public relations manager Andrea Foust (whose position was recently funded through 2025 by a major gift from one of our donors) has or will implement various membership strategies, initiatives, and drives, including recruitment receptions, telethons, direct mail drives, special members' tours, etc. Moreover, we recently unveiled our new business membership program that will offer exceptional partnership opportunities for local businesses and corporations,

including increased visibility; business entertainment opportunities; membership benefits that can be transferred to employees; exhibition and program sponsorship; and an opportunity to partner with one of the best small college art museums in the country that has had a significant impact on the local economy and tourism for the past 20 years and has helped make Salem a great place to live, work, visit, and stay. As of March 31, 2019, we have four business members.

Similarly, another benchmark or performance measure has been to increase our visitation, and for the past two years, we have seen a steady rise in attendance from 16,000-20,000 visitors per year a decade ago to our current level of approximately 24,000 visitors per year. Moreover, as of March 31, 2019, we have 2,955 e-newsletter recipients, 2,252 Facebook followers, 2,056 Facebook Likes, 238 Twitter followers, and 1,157 Instagram followers.

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

Submitted by:

Date:

John Olbrantz

June 12, 2019

CTPAB Completion Report
TOT Funds Supporting Salem Tourism
Special Event or Project Grant

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

Organization: Enlightened Theatrics

Name of Program or Event: Sweeney Todd The Demon Barber of Fleet Street

Location of Program or Event: Salem's Historic Grand Theatre

Description of Activity: Event- Musical Production

Completion Date(s):

1st ___ 2nd ___ 3rd ___ or 4th X quarter of FY 2018-19

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

Professional/staff hours: 3681

Volunteer hours: 243

Amount of funds provided by TOT, \$10,000, and by other sources, \$ 6,750.00

In Kind: \$13,423.00 for use of the theatre.

Admission (checks or give amount): **Free** _____ **Admission:** \$ 54,137.64

How did local businesses or organizations assist in this activity?

Common Era Collective, our branding agency, utilized downtown businesses for promotional shots (ex. Rafn's, Archive, Ritters, Venti's, Dolce Mamas, W. Wallace). Many of those businesses engaged on social media, and the posts generated a lot of interaction with our followers.

Rich Duncan Construction assisted with the set.

KMUZ Radio Theatre Talk hosted the lead actors.

Broadway Rose Theatre loaned props.

Venti's Downtown partnered with a large poster space trade.

Roth's Fresh Markets donated water.

Local barber, Great Do by Sweet Lou, partnered to offer half off your first service with a Sweeney Todd program.

YMCA of Marion and Polk Counties provided rehearsal space.

Local Season Sponsors: Meduri World Delights, Pioneer Trust Bank, City of Salem, Red's Mountain Blues, CD Redding Construction, Mountain West Investment Corp, The Kitchen on Court Street, Statesman Journal, Doty, Pruett, Wilson CPAs, Premier NW Insurance, Salem Weekly, Willamette Valley Vineyards, Huggins Insurance, Rich Duncan Construction, Club at Paradiso, Allied Video Productions, Cherry City Electric, Cooke Stationery Company, Gallagher

Fitness Resources, Gilgamesh Brewing, Bentley's Grill, Grand Hotel, Venti's, Ritter's, Wild Pear, Salem Convention Center.

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?

At over 2500 attendees over the course of 4 weeks, the average patrons ancillary spending (by Americans for the Arts) is averaged at \$24.60 above the cost of the ticket, totally \$63,369.60 into the downtown economy during Sweeney Todd.

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

Sweeney Todd: The Demon Barber of Fleet Street was a production that had yet to be produced in Salem, Oregon until 2018. It was exciting to provide an adult production that the community so warmly responded to, providing high quality theatre in our charming downtown contributes to the ongoing vibrancy of our downtown and Salem in general.

The single most important thing a city can do is provide a community where interesting, smart people want to live with their families. Malcolm Gladwell, author of The Tipping Point and Blink

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

(Example: ticket sales, count at gate or estimate)

Ticket Sales: 2576

Estimated percentage of:

Salem residents and/or guests	1696
Out-of-town tourists (less than 50 miles)	<u>.05</u>
Overnight tourists (hotel/motel)	<u>.03</u>

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

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

Estimate based upon addresses of attendees that were further than 50 miles, estimated that 50% of those patrons chose to spend the night, and the remainder chose to travel.

Report on the other measurable outcome documented in your application.

One measurable outcome for the project is the anticipated attendance for Sweeney Todd: The Demon Barber of Fleet Street. Enlightened Theatrics anticipated attendance over the four-week run at 1600 patrons, which we surpassed at over 2500. The demographics projected an expected 70% of attendees would be Salem residents, while 30% of attendees were anticipated to travel from out of town.

The second measurable outcome for the project is the expansion of Enlightened Theatrics' patron database as a large portion of our audience for this production were completely new to Enlightened Theatrics.

What was the most effective resource used for marketing and promotion? Did you target any Spanish language or underrepresented population groups? (Explain)

The most effective marketing source we use is social media/ online digital media. The second source is posters displayed in downtown Salem.

We did not offer any publicity in multiple languages.

Submitted by: Theresa Yvonne

Date: 6/25/2019

CTPAB Completion Report

TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

Organization: Enlightened Theatrics

Name of Program or Event: A Tuna Christmas

Location of Program or Event: Salem's Historic Grand Theatre

Description of Activity: Event- Theatrical Production

Completion Date(s):

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

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

Professional/staff hours: 845 Volunteer hours: 157

Amount of funds provided by TOT, \$7,500, and by other sources, \$ 5,000.00

In Kind: \$12,990.00 for use of the theatre and \$1000.00 for rehearsal space.

Admission (checks or give amount): **Free** _____ **Admission:** \$ 34,837.00

How did local businesses or organizations assist in this activity?

First Presbyterian Church donated rehearsal space.

Local Season Sponsors: Meduri World Delights, Pioneer Trust Bank, City of Salem, Red's Mountain Blues, CD Redding Construction, Mountain West Investment Corp, The Kitchen on Court Street, Statesman Journal, Doty, Pruett, Wilson CPAs, Premier NW Insurance, Salem Weekly, Willamette Valley Vineyards, Huggins Insurance, Rich Duncan Construction, Club at Paradiso, Allied Video Productions, Cherry City Electric, Cooke Stationery Company, Gallagher Fitness Resources, Gilgamesh Brewing, Bentley's Grill, Grand Hotel, Venti's, Ritter's, Wild Pear, Salem Convention Center, Umpqua Bank, Connection Life Church.

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?

At over 1500 attendees over the course of 4 weeks, the average patrons ancillary spending (by Americans for the Arts) is averaged at \$24.60 above the cost of the ticket, totally \$ 37,392.00 into the downtown economy during A Tuna Christmas.

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

In the case of A Tuna Christmas, this was a family friendly show that appealed to a much broader audience than our previous production. It was encouraging to see the collaborative efforts from the surrounding businesses to include Enlightened Theatrics in the holiday programming for downtown.

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

(Example: ticket sales, count at gate or estimate)

Ticket Sales: 1520

Estimated percentage of:

Salem residents and/or guests	1188
Out-of-town tourists (less than 50 miles)	<u>.05</u>
Overnight tourists (hotel/motel)	<u>.03</u>

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

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

Estimate based upon addresses of attendees that were further than 50 miles, estimated that 50% of those patrons chose to spend the night, and the remainder chose to travel.

Report on the other measurable outcome documented in your application.

One measurable outcome for the project is the anticipated attendance for A Tuna Christmas. A very conservative estimate based on previous shows, the anticipated attendance over the three-week run is 1,050 patrons. Current demographics project an expected 70% of attendees will be Salem residents and guests, while 30% of attendees are anticipated to travel from out of town.

The second measurable outcome for the project is the expansion of Enlightened Theatrics' patron database as we saw an increase of attendees that were first time patrons.

What was the most effective resource used for marketing and promotion? Did you target any Spanish language or underrepresented population groups? (Explain)

The most effective marketing source we use is social media/ online digital media. The second source is posters displayed in downtown Salem.

We did not offer any publicity in multiple languages.

Submitted by: **Theresa Yvonne**

Date: 6/25/2019

UP COMING EVENTS

TOT SPONSORED AND LOCAL CULTURAL HERITAGE AND TOURISM EVENTS

CherryFest NW

(formerly Bite & Brew of Salem)

Thursday, July 4, – Sunday, July 7, 2019

Riverfront City Park, 200 Water St NE, Salem, OR

Deepwood Museum & Gardens

John Ritter Program – The Secret History of Salem's Underground Tunnels

Friday, July 12, 2019

6 PM – 8 PM

1116 Mission St SE, Salem, OR

\$20 - Tickets at

www.DeepwoodMuseum.org

Deepwood Museum & Gardens

Garden Brunch Tea at Deepwood

Tuesday, July 16, 2019

10 AM – Noon

3 Course High Tea in the gardens

1116 Mission St SE, Salem, OR

\$35 - Tickets at

www.DeepwoodMuseum.org

Salem Art Association

70th Annual Salem Art Fair and Festival

Friday-Saturday, July 19—20, 2019, 10 AM – 7 PM

Sunday, July 21, 2019, 10 AM – 5:00 PM

Bush's Pasture Park, 890 Mission St SE, Salem, OR

\$5 Day

\$10 Three Days

FREE-16 and Younger

Bush's Pasture Park

600 Mission St SE

Englewood Forest Festival

Saturday, August 10, 2019

10 AM – 4 PM

1260 19th St NE, Salem, OR

www.engagewoodforestfestival.org

CTPAB Parking Lot

Actions Taken in GREEN:

Schedule Tour and Meeting Dates for the next 3 months - **Scheduled Willamette Heritage Center.**

Diversity and Inclusion question for next grant cycle (Siong, Dec. 2018) – **Waiting for Rita to lead the discussion.**

Grant writing training and Board communication to applicants on what a board member looks for on an application. (Snyder and Tesler, March 2019) – **Possibly Mid-Valley Development Professionals, or**

The Following to be covered/review by the sub-committee for recommendation in September:

Discussion of small grant – serving new groups and events (McAllester and Kohler, March 2019) – **Currently a small grant of \$2,000 or less is available to groups or organizations who don't have an IRS non-profit tax status.**

Discussion of a grant to serve underserved populations and groups (McAllester and Kohler, March 2019) – **may need better promotion to get the word out and Board acknowledgement when scoring such applications.**

Discussion of “one and done” grants (Tesler and McAllester, March 2019)