

## SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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

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

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

### Board Members

Michelle Cordova, Chair  
Scott Snyder, Vice-Chair  
Vacant  
Adam Kohler  
Laura Tesler  
Vacant  
Claudia Vorse  
Johnathan Baker  
Elaine Navarro

### City Staff

Chris Neider, Staff Liaison  
Kelly Kelly, Staff Support

**Next Meeting:** September 11th @  
City Library – Anderson Room B  
585 Liberty St SE  
Salem, OR 97301  
<http://www.cityofsalem.net/CTPAB>

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

### **MEETING AGENDA**

Tuesday, August 14, 2018

5:30 - 7:30 PM

Gilbert House Children's Museum  
116 Marion St NE, Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
  - a. May 8, 2018 and notes from June 12, 2018
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
  - a. Sub-committee Creation for Grant Application Review
  - b. Grant Application Recommended Changes
6. Information Items
  - a. Cultural and Tourism Fund Reports – None
  - b. Cultural and Tourism Fund Revenue (Tax) Reports – None
  - c. Facility Operating Grant Reports – Gilbert House Children's Museum, Deepwood Garden & Museum, Salem Art Association, Willamette Art Center, Willamette Heritage Center
  - d. Special Event Reports – Capital City Classic, Capital Futbol Club, Festival Chorale Oregon
  - e. Capital Improvement Reports – None
  - f. Annual Reports – None
  - g. Meeting & Tour Dates 2018
  - h. Upcoming TOT sponsored events
7. Appearance of Interested Citizens  
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

**MINUTES**  
**CULTURAL AND TOURISM PROMOTION ADVISORY BOARD**  
**TUESDAY, May 8, 2018**

<b>MEMBERS PRESENT</b> Laura Aguero, Chair Adam Kohler, Vice Chair Laura Tesler Michelle Cordova Elaine Navarro Scott Snyder  <b>STAFF PRESENT</b> Chris Neider, CD Management Analyst II	<b>MEMBERS ABSENT</b>  Gus Castaneda Jonathan Baker Claudia Vorse
<b>GUESTS</b> James Phelps, Willamette Heritage Center Helen Shafran, Willamette Heritage Center Ashley Relf, Enlightened Theatrics Sandra Burnett, Salem Art Association	<b>GUESTS</b> Ross Sutherland, Bush House Museum Alicia Bay, Gilbert House Children's Museum Don Russo, Elsinore Theatre Melanie Jones, Deepwood Museum & Gardens Roger Williams, Willamette Art Center Kathleen Fish, World Beat/SMI

**1. CALL TO ORDER**

Chair, Laura Aguero, began the meeting at approximately 5:34 p.m. with 6 of 9 members present.

**2. ROLL CALL**

Members present: Laura Aguero, Adam Kohler, Laura Tesler, Michelle Cordova, Elaine Navarro, Scott Snyder, and Chris Neider.

Members absent: Gus Castaneda, Claudia Vorse and Jonathan Baker

**3. APPROVAL AGENDA AND MINUTES**

a. Approval of today's agenda and the minutes from April 10, 2018.

**Motion:** To approve today's agenda and the April 10, 2018 CTPAB Board meeting agenda and minutes.

**Motion by:** Scott Snyder

**Seconded by:** Laura Tesler

**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.

None.

## 5. ITEMS REQUIRING ACTION

### a. Election of Officers (Chair & Vice Chair)

**Motion:** Adam Kohler moved to nominate Michelle Cordova as next Chair for the Cultural Tourism and Promotion Advisory Board.

<b>Motion by:</b>	<b>Adam Kohler</b>
<b>Seconded by:</b>	<b>Elaine Navarro</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	6
Aye:	6
Nay:	0
Abstentions:	0

**Motion:** Laura Aguero moved to nominate Scott Snyder as next Vice Chair for the Cultural Tourism and Promotion Advisory Board.

<b>Motion by:</b>	<b>Laura Aguero</b>
<b>Seconded by:</b>	<b>Michelle Cordova</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	6
Aye:	6
Nay:	0
Abstentions:	0

Michelle Cordova accepted the position of Chair and Scott Snyder accepted the position of Vice Chair for the CTPAB.

### b. Update on TOT Survey Monkey questions

### c. Information – City Council TOT Work Session held April 16, 2018

## 6. Information Items

- a. Cultural and Tourism Fund Reports – April 2018
- b. Cultural and Tourism Fund Revenue (Tax) Reports – April 2018
- c. Facility Operating Grant Reports – Gilbert House Children's Museum, Salem Art Association, Salem Multicultural Institute, Salem Riverfront Carousel, and Willamette Heritage Center
- d. Special Event Reports – Oregon Symphony Association in Salem – Concert Series
- e. Capital Improvement Reports – Willamette Heritage Center – Spinning Room Floor
- f. Annual Reports – None
- g. Meeting & Tour Dates 2018

A subcommittee will be selected at the June meeting, will meet in June to discuss any wanted revisions to the Grant Manual and Scoring processes, and will report their suggested changes to the Board at the August meeting. The Board opted to cancel the July meeting.

h. Upcoming TOT sponsored events

**7. APPEARANCE OF INTERESTED CITIZENS**

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

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

**9. ADJOURNMENT**

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

The next TOT meeting will be held June 12, at 5:30 PM, at the Salem Public Library, Anderson Room B. The July TOT meeting will be Canceled. The August TOT meeting will be Tuesday, August 14, 2018, at Salem Public Library, Anderson Room B, 585 Liberty St SE, Salem OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support



**MINUTES**  
**CULTURAL AND TOURISM PROMOTION ADVISORY BOARD**  
**TUESDAY, June 12, 2018**

<b>MEMBERS PRESENT</b> Chair: Michelle Cordova Vice Chair: Scott Snyder Laura Tesler  <b>STAFF PRESENT</b> Chris Neider, CD Management Analyst II	<b>MEMBERS ABSENT</b> Laura Aguero Adam Kohler Gus Castaneda Elaine Cordova Jonathan Baker Claudia Vorse
<b>GUESTS</b> (official roll call was not taken)	<b>GUESTS</b>

**1. CALL TO ORDER**

CTPAB Staff Liaison, Chris Neider noted there was not a quorum present. 3 of 9 members were in attendance: new Chair, Michelle Cordova, new Vice Chair Scott Snyder, and Laura Tesler.

**2. ROLL CALL**

Members present: Chair Michelle Cordova, Vice Chair, Scott Snyder, Laura Tesler, and Chris Neider.

Members absent: Laura Aguero, Adam Kohler, Gus Castaneda, Elaine Cordova, Claudia Vorse and Jonathan Baker.

**3. APPROVAL AGENDA AND MINUTES**

a. With no quorum present, no official business was considered.

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

None.

**5. ITEMS REQUIRING ACTION**

None.

**6. Information Items**

- a. Cultural and Tourism Fund Reports – May 2018
- b. Cultural and Tourism Fund Revenue (Tax) Reports – May 2018
- c. Facility Operating Grant Reports – Elsinore Theater and Hallie Ford Museum of Art
- d. Special Event Reports – Cherry Blossom Day, Hoopla, and The Bite
- e. Capital Improvement Reports – Willamette Art Center – Replacement Kiln
- f. Annual Reports – None

- g.** Meeting & Tour Dates 2018
- h.** Upcoming TOT sponsored events

**7. APPEARANCE OF INTERESTED CITIZENS**

None.

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

The subcommittee formed to review the Grant Manual and Scoring Process will report at the August meeting.

**9. ADJOURNMENT**

Reminder that the July meeting is Canceled.

The August TOT meeting will be Tuesday, August 14, 2018, at Gilbert House Children's Museum, 116 Marion St NE, Salem OR 97301.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

# CTPAB Grant Changes for FY 2019-20 Applications

## Updates to applications:

1. Radio button selection for CTPAB Goals question 2.
2. Re-order CTPAB Goals economic impact, quality of life, then increasing tax revenues
3. Add statement that CTPAB goals are all equally valued/weighted
4. Hyperlinks to grant manual and/or Travel Salem Free support if mentioned in applications
5. Add word count for each fillable section/question box
6. Change General Instructions Statement from **“Events and projects must promote the use of Salem for general tourism”** to **“Events and projects must meet CTPAB goals.”**

## Changes to Non-501c Events **or Projects** Application:

1. Add a “projects” section for allowing organization without the IRS non-profit status to apply for funding of “projects” up to \$2,000. Essentially making the application the same as the IRS non-profit Event/Projects application except for the dollar amount and the limitation on the number of applying for the same event/project.

## Staff Recommended Changes:

1. **Capital Asset/Improvement Grant – Past Performance**
  - a. Change from providing three past projects within the last five years to two past projects/events in the last three years. See question 3.
  - b. Change from two cost estimates to provide three cost estimates for a capital improvement project. See question 4 h.

## CTPAB Completion Report

## TOT Funds Supporting Salem Tourism

### *Facility Operating Grant*

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

**Organization:** Gilbert House Children's Museum

**Name and location of facility:** Gilbert House Children's Museum

**Reporting period:** 1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ or 4<sup>th</sup> X quarter of FY 2017-18

**Total number of days open:** 80      **Total hours of operation:** 560

**Volunteer hours for period:** 318      **Total attendance at facility:** 26,303

**Operating expenses funded by TOT, \$**7,593**, and special project expenses funded by TOT, \$**0 **(i.e., one-time events, brochures, unanticipated repairs) for the period.**

**Total income from other sources:**    \$224,918

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

**Highlight one activity that occurred during the period.**

Gilbert House Children's Museum hosted our third annual Summer Learning Block Party. We invite partner organizations to host booths about their summer programs that help kids learn and continue healthy habits during the summer months. A few of our partners are Salem-Keizer Education Foundation, National Summer Learning Association and Oregon ASK. The event is free as well as admission to the Museum. Almost 2,000 people visited the Museum for our Summer Learning Block Party. According to our surveys at the entrance, 30% of the guests were not from Salem. Our Spanish language outreach was successful, with 20% of the attendees reporting that they learned about the event from an ad in Spanish.

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

The education staff at Gilbert House Children's Museum has focused on improving the classes offered for field trip groups to add on to the experience of visiting the Museum. The workshops are aligned with Next Generation Science Standards. In 2018, Museum staff taught three times as many workshops than the previous year. Grant funding made it possible for Gilbert House able to offer an erosion workshop to 200 second graders. Attendance for field trip groups this quarter was 5,373, a 10% increase over the previous year. Data was collected using our database software.

**Submitted by:** Alicia Bay

**Date:** 7-12-18



## Summer Learning Block Party

June 25, 2018



## Erosion Workshop

Aligns with second grade Next  
Generation Science Standard

**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:** 3<sup>rd</sup> quarter of FY 2017-18

**Total number of days open:** 50 (tour days) **Total hours of operation:** 200 (home tour hours)

**Volunteer hours for period:** 481 **Total attendance at facility:** 1866 (excludes garden visits)

**Operating expenses funded by TOT, \$ 7390, and special project expenses funded by TOT, \$0 (i.e., one-time events, brochures, unanticipated repairs) for the period.**

**Total income from other sources:** \$72,472

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

**Highlight one activity that occurred during the period.**

Deepwood Museum & Garden's Annual Native and Companions Plant Sale attracted local and out of town guests seeking native and specialty companion plants, as well as educational opportunities. The event is held the third weekend in March each year, as that is typically the time when the Erythroniums (Fawn Lilies) are in bloom throughout the Rita Steiner Fry Nature Trail at Deepwood. The event offers an extraordinary viewing of the stunning native flowers which most people are surprised to see one or two in other places. Along the trails guests see thousands of the Erythroniums during their short bloom season and the opportunity is even more special during the two-day fundraising plant sale as free guided tours are led though the trail paths to locate an array of natives that are thriving on the Deepwood estate.

While the sale is a fundraiser, it brings people to Deepwood during a time of year that is often cold and rainy (this year we even had a little snow) to explore the formal gardens and nature trail areas. Those selling plants are also a great source for the many questions guests have about growing native plants.



This year we did more social media marketing and found our geographic range and demographic diversity of attendees expand dramatically. The event was a tremendous success and brought many first-time guests to Deepwood Museum & Gardens, as we also kept the home open for tours on both event days.

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

Event attendance and fundraising per attendee are considerations for any event that has a fundraising element. Since the featured the Plant Sale event reported on above was so successful and attendance was up as well as fundraising let's look at tracking done for the event. To track the approximate 500 attendees, we do clicker counts at the door for busiest segments of the event, transaction count tracking and periodic counts of total attendance in the sale area and on nature tours to assess busiest times and times that perhaps we could consider adding attraction elements. Informal surveying is done of guests in terms of if they are first time attendees or returning guests from prior years. We also survey on where they are attending from and how they heard about the sale.

**Submitted by: Yvonne Putze**

**Date: 5/25/18**

**2018 Deepwood Native and Companion Plants Sale and Trail Images**



**Erythroniums in Nature Area – one of the major draws for attendees wanting trail educational tours**



**Interior Photos of Plant Sale – attendees value the educational interaction with vendors and volunteers.**

Photo credit to Holly Hayes



## CTPAB Completion Report Facility Operating Grant

## TOT Funds Supporting Salem Tourism

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

**Organization:** Salem Art Association

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

**Reporting period:** 1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ or 4<sup>th</sup> x quarter of FY 2017-18

**Total number of days open:** 79 Bush Barn Art Center 51 Bush House Museum

**Total hours of operation:** 493 Bush Barn Art Center 204 Bush House Museum

**Volunteer hours for period:** 717 Bush Barn Art Center 161 Bush House Museum

**Total attendance at facility:** 5523 Bush Barn Art Center 1396 Bush House Museum

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

**Total income from other sources:** \$181,792.79

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

### **Studio Art Quilt Associates: *Bridge***

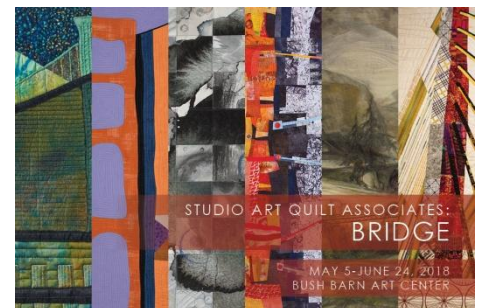
In their 5<sup>th</sup> Oregon Regional Exhibit, Studio Art Quilt Associates (SAQA) invited artist/members from around the state to exhibit an array of artwork using representational or abstract interpretations to reflect on the theme "Bridge". Artists executed the show's concept (stated in part below) using a diverse range of fiber techniques.



*Bridge the Gap, Mary H. Goodson*

Oregon is a state filled with bridges ranging from the mythological Bridge of the Gods to the contemporary Tilikum Crossing. The concept of "Bridge", though, is much broader....A bridge joins and unites. It spans time and traverses space. It reconciles differences creating harmony. It represents progress, stability, hope and transition.

The SAQA Bridge show has been traveling to multiple venues throughout the state, which began in September 2017 and continues until August 2019. From May 4-June 24, the Bridge show was held at the Bush Barn Art Center in the A. N. Bush Gallery, increasing statewide tourist appeal of Salem as a cultural destination. Thirty artworks were represented by 28 artists. Over 40% of the artists visited the show, coming from Portland, Beaverton, Eugene, Corvallis, Albany, Sisters, and Silverton, as well as two other regional quilt groups, including one from Portland. The show drew approximately 4,000 people with 229 attending the May 4th open reception.



**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 4:** 20,000 visitors to the Bush Barn Art Center, 2,700 visitors to the Bush House Museum, over 35,000 visitors to Salem Art Fair & Festival.

Over the period of the grant, SAA exceeded all of the benchmarks of Outcome 4. The Bush Barn Art Center provided art experiences to 22,205 people; the Bush House Museum offered guided tours to 3,738 visitors, and the Salem Art Fair & Festival drew over 36,000 visitors. Attendance was counted at the Bush Barn Art Center on a daily basis, at opening receptions, and at other free events. Attendance at the Bush House Museum was counted by daily admission sales and individually for free school tours and special interest groups. To track Art Fair attendance, audience members were determined by entrance ticket sales, advanced 3-day tickets sold, number of complimentary tickets given, number of children based on percentage reported by adults in marketing surveys, and estimates of free Sunday afternoon attendees.

**Submitted by:** Denise Magee

**Date:** 7/11/2018

**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: Friends of the Visual Arts dba Willamette Art Center

Name and Location of Facility: Oregon State Fairgrounds, 2330 17<sup>th</sup> St NE, Salem OR 97301

Reporting Period: 1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ or 4<sup>th</sup> X quarter of FY 2017-18

Total number of days open: 89 Total hours of operation: 777

Volunteer hours for period: 1053 Total attendance at facility: 2858

---

*Operating expenses funded by TOT, \$ 7,525 facility grant and special project expenses funded by TOT, \$ 10,000 capital grant (i.e., one-time events, brochures, unanticipated repairs) for the period.*

*Total income from other sources: \$ 20,158 Program Services (classes, tickets, passes) & \$20,000 Oregon Community Trust grant for Family Clay Sunday, new wheels & new extruder*

---

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

Visitors ranging from New York, Florida, San Diego, Washington and everywhere in-between came to the Oregon State Fairgrounds for the Airstream Club Convention June 19-29. Over 800 Airstreams filled the grounds. The Center doors were open and classes offered. Around 450 travelers entered the studio, filling eight classes, shopping in the gallery, and watching WAC clay and painting classes in action.

---

*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 has increased from 2,459 in 2017 to 2,858 in 2018, a 16.2% increase. Data was collected by daily hand tally.

Submitted by: Sue Karnosh, Financial Coordinator

Date: July 7, 2018

**Willamette Art Center**  
**Special Airstream Class Offerings**  
**Located on the Oregon State Fairgrounds**

**Make Something!**

That is our motto and our mission, to provide a fun, creative place for all ages and experience levels to explore the arts. Join us at the Willamette Art Center at the North end of the fairgrounds. Our outstanding instructors will be on hand to guide you on your art adventure.

**Clay Handbuilding:** a mug or vase

With instructor guidance, you will use a variety of techniques and texture mats and stamps to create a unique mug or vase. In the second session, you will glaze the piece so it is ready to fire.

**Monday and Thursday**—June 25 & 28

**Time:** 10:00—11:00

**Cost:** \$30

Supplies included.

**Majolica Ceramic Painting Class**

Choose a pot, glaze it, and we will fire it. It will be ready for pick up in 2-3 days. No experience necessary.

**Monday**—June 25

**Time:** 1:00—3:00 pm

**Cost:** from \$10 to \$35 per item.

Supplies and firing included.

**Raku Glazing and Firing Class**

Choose a pot, glaze it, and you can watch our Raku firing team fire it. It is ready to take away in about an hour. Enjoy the transformation from dull glaze to shiny, shimmering color. This is an extremely popular art experience.

**Tuesday**—June 26

**Time:** 10:00—12:00+ (as needed)

**Cost:** from \$5 to \$35 per item.

**Acrylic Pouring Class:** Very Popular!

Experience today's hottest trend in art. Pour paint on canvas, and watch the colors form, flow and come alive! No artistic talent required. Bring an oversized shirt or apron to protect your clothing. Come play in the paint and get your mess on!

**Tuesday**—June 26

**Time:** 10:00—1:00 pm

**Cost:** \$35.00

Supplies included.

**Beginning Watercolor**

Whether you are new to watercolor or skilled in other mediums, you will find the beauty of watercolors one that cannot be denied or ignored. Delicacy, transparency, imagination, all flow and dissolve into one fluid creation. Unlike other painting mediums, painting with watercolors offers a unique creative freedom.

**Wednesday**—June 27

**Time:** 10:00—12:00

**Cost:** \$20

Supplies Included

**Open Studio:** for Wheel-throwing or Hand building with Clay

Do you have clay experience? Come into the studio any time, buy a Day Pass and throw on the wheel or hand build using our tools. If you come early in the week, we will bisque fire your work. Return another day to glaze and prep your piece for the second firing.

**Cost:** \$12 per day

A small fee is charged for clay and firing.



willamette  
art center

*...a place to learn & grow in the arts*

2330 17<sup>th</sup> Street NE, Salem OR 97301 • (503) 365-3911 • [www.willametteartcenter.com](http://www.willametteartcenter.com)

Enter through the **YELLOW GATE** off Silverton Rd at the Oregon State Fairgrounds

## Beginning Watercolor Class at the Airstream Convention June 27th







...a place to learn & grow in the arts  
503-365-3911  
info@willametteartcenter.com

## WHAT'S HAPPENING AT THE WAC?

### Art Jam Needs You!

Join us for Art Jam, the WAC's own local art fair during the Marion County Fair, July 12-15. It takes at least seven cheerful volunteers to man the booths and studio during three shifts for each of the four days of the Art Jam event. The arts and crafts vendors are raring to go and so are we!

### Outside at the Raku Booths

**Cashier:** Take money for Raku firing, monitor the raffle baskets, refill the raku pots on shelves, sell water.

**Glaze Table:** Show patrons the various raku glaze options using sample pots. Give directions (no glaze on bottom, clean brush between colors, no paint = black). Refill the glaze containers and keep the area clean.

**Raku Firing:** Work with a partner to fire the patron's glazed pots. Some prior experience preferred.

### Inside the Studio

**Greeter:** Greet everyone who walks in the doors. Click the counter to keep track of how many visitors we have. Encourage them to tour the Gallery. Give them a Bookmark.

**Demonstration:** Throw pots for Empty Bowls. Answer questions posed by visitors.

**Cashier:** Handle all purchases. Write up receipts.

Please sign up in the studio soon, enjoy the fair and fellow artists, and demonstrate your support for the WAC!

### See Us At Saturday Market

Stop by for a chat at our Information Booth at Saturday Market where you'll find the latest news from the center. Write your name on the back of a ticket and

enter drawings to win a free pottery bowl, crafted by some of the WAC's finest.



### Oaks Gallery Reboot 2018 ... the Air Streams are HERE!!!

If you haven't been in the Oaks Gallery in the last month, we think you will be pleasantly surprised! The Gallery Committee has been busy as beavers (Oregon Beavers, of course) reorganizing and stocking the shelves for the Air Stream Rally. In addition to changing up the display space to accommodate more artwork for sale in the gallery, we also set up a display area for the Air Streamers to choose their pieces of pottery to glaze or paint. Stop by and check out the new look in the Oaks Gallery and take a peek at all the vintage trailers through the week! And big THANKS to the Gallery Committee for working to get things up and going ... Lori, Cindy, Wendy, Carla, Coni and Holly.



### How does it come out now?

The new reduction kiln is producing some interesting results. Of course, you need to give the glazes a try yourself to make the

discoveries but, here are some hints:

- Ohata Plum has a metallic look, somewhat like heavy red iron oxide.
- Copper Patina has fewer red blush hints. It goes green to blackish.
- Don's Red seems to come out better when dipped instead of sprayed.
- Blue crystal is quite runny so maybe use on the inside or at the top of pots.
- Woo Blue is working well
- Shino is awesome!

Remember to trim a foot or leave a gap at the bottom of the pot to avoid glaze running onto the very expensive new shelves.

### Need a Grind?

If you need to grind the bottom of your pots, ask a monitor to retrieve the grinder for you, stored in the office. It fits on a wheel. Be sure to keep it soaked with water, turn on high speed, and hold the pot firmly.

Also, if you would like to spray glaze on your pots but haven't done so before, ask a staff member, instructor, or experienced monitor to give you a spray booth tour. Be sure to follow instructions posted beside the booth.

### Donation?

New at Art Jam this year will be theme-based Raffle Baskets. The themes are:

- Movie night - In and Out
- Where Art Thou Yard Art
- Caught Ya In The Cookie Jar

So, as these snazzy names indicate, we're looking for theme related goodies; for example—a big box of Milk Duds, a movie pass, a cool ceramic flamingo or monkey,

gift certificates to a bakery, astrological cookie-cutters, the sky's the limit! If you would like to donate an item for a basket or help design the basket, please contact Karen Hackney or leave her a note at the front desk.

### A New Grant---Yahoo!

The Willamette Art Center is extremely grateful to the Oregon Community Trust for granting us \$20,000 to purchase new wheels, support Family Clay Sunday, and purchase a new extruder and stools.

### Summer Kids Clay (and a little Science!) Class Off to a Great Start

Twelve youngsters, ages 8 through 12, are expressing their creativity while gaining clay and observational skills. Projects for this 6-week Saturday class include making and glazing coasters, pinch-pot egg creatures and whistles, slab flower bird feeders, and slab bird or fairy houses. Teachers Eva Swanson and Pam Prorise are delighted with the enthusiasm and effort of this group of young artists.



In addition to creating useful art, students are documenting their observations about clay and glazes in a personal journal covered with their own marbled-paper art. Using the skill of comparison, these inquisitive youngsters are examining and recording characteristics, including shrinkage, of three types of clay, asking thoughtful questions about materials and processes, and exploring and recording results of different glazes and firing temperatures on the three different clays.

Willamette Art Center Board and staff members have stepped forward to add interesting activities to the class. Board President Jim Ransom will be teaching the art of whistle-making. Nikki Svarverud has provided students with background on the science of kiln-firing and an experience with Raku firing. Finally, Roger Williams will share with students the process of recycling clay. Two additional classes were arranged. As a final activity, students will create posters to share their learning, using

graphic arts techniques taught by Swanson, a professional graphic artist. Family members will be invited to view a student-produced gallery of projects and learning.

### Extreme Airstream

What a trip! The WAC doors were open and in they streamed, smiling, curious, friendly and ready to try our special class offerings. Around 450 Airstream Club members visited the center over the course of the week-long event featuring over 800 Airstreams from across the country. The first questions were, "Are these classes for non-artistic people, because that's me," and "Do you have a clay class for dummies?" After assurances that the projects were virtually foolproof, the patrons welcomed the challenges. The center offered Raku, Majolica, Clay Hand building, Acrylic Pouring, and Watercolor classes to the travelers, and they filled them to capacity. In fact, two our additional classes were arranged to accommodate the numbers of people requesting a spot.

The Oaks Gallery was a hit. Upon purchasing three of Beth Swain's plates, a woman said, "Tell the artist that her lovely plates will be used for a big wine tasting party tonight outside of a 1957 vintage Airstream." Another patron said, "We're so grateful and excited that your art center is here and offering such fun classes. At some venues there's very little to do. I've taken three classes, and they were great!" Thank you to Karen Hackney for volunteering many hours to schedule and monitor this event! Thank you Instructors and volunteers: Dea Edwards, Becca Hanson, Nikki Svarverud, Roger Williams, Ed Daly, Jim Ransom, Kelly Lawrence, Fred Hamman, Gordy Minten, Jan Prowse, Joseph Merino and many more. We couldn't have done it without our volunteers pitching in and doing a great job!

Marcia Decoster from San Diego Raku's



Becca and friends Acrylic Pouring

### Event Calendar

#### July:

12-15	Studio closed for Art Jam at the Marion County Fair
28	Classes end (some are extended)
28	Saturday Market

#### August:

11	Englewood Forest Fest
18	Saturday Market
23—9/3	Artisan Village
23—9/3	Studio Closed

#### September:

8	Saturday Market
16	Family Clay Sunday begins
17	Fall Term Classes begin

#### November:

10	Fall Classes end
17-18	Empty Bowls Sale

#### December:

2	Family Clay Sunday Ends
8-9	Holiday Sale
23-29	Holiday — Studio Closed

***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:** 4th quarter of FY 2017-18

**Total number of days open:** 78

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

**Volunteer hours for period:** 3352

**Total attendance at facility:** 29,718 (attendance and rentals)

**Plus 1,181 for Sheep to Shawl (5/12/18)**

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

**Total income from other sources:** \$178,696

**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 hosted our 33<sup>rd</sup> annual "Sheep to Shawl" FREE family/community event on Saturday, May 12, from 10:00 a.m. to 4:00 p.m., and it was a superb day of unique and memorable fun for all ages and abilities. The weather was gorgeous, and we welcomed 1,181 guests; we believe we hosted a record number of disabled and extremely young guests (we think the good weather enabled their participation). As in years past, it was the perfect opportunity to experience the full spectrum of wool fiber processing—from the shearing of sheep, alpacas, llamas, and rabbits, to the production of beautiful wool, lace, yarn, etc.—at the hands of expert fiber artists. Participants of all ages loved the crafts and activities that included fleece-dyeing, jump-rope-making, butter-churning with the Oregon Dairy Princess (from Oregon Dairy Women), making lamb's-ear hats, and duck races—always a family favorite—in the millstream (we had several rounds this year). As usual, kids and families enjoyed "The Lamb's-Tail Trail," a passport-type activity where they make their way to various on-site locations to receive "stamps," along with yarn-doll-making, and we also had "yarn bombs" hidden throughout the property, and a handful of fun raffles. Demonstrations included blacksmithing, spinning, and flint knapping. Singers included our favorite local madrigal group; fiddlers, a small band and a storyteller provided more entertainment, and local vendors tempted guests with hand-made and vintage items from soaps, candles, pottery and jewelry to products made from recycled materials and wool. The Model A Club once again brought their fabulous historic cars for folks to enjoy in our parking lot. And, naturally, no trip to the WHC would be complete without exploring our historic buildings; living history interpreters in period clothing gave tours of the 1896 woolen mill, church, historic homes and parsonage. [Photos follow]

**Report on one of the benchmarks of performance measures used by your organization:** A community, regional and state treasure, one of our performance goals is to enhance the quality of life for Salem residents. The WHC offered this 33<sup>rd</sup> annual event completely free of charge, thanks in part to financial and in-kind support from Virgil T. Golden Funeral Services, Kettle Chips/Snyder's Lance, Salem Fiberarts Guild, and Wilco. Sheep to Shawl is a signature event that offers unique local heritage and cultural activities in a format encouraging increased family involvement in education, history, and hands-on participatory programs. Children and families, neighbors and friends all gained in understanding of our shared history and traditional skills and crafts (out-of-doors, with each other, and with *no screens involved*). Our fun and informative attractions and festive environment had a positive impact on nearly 1,200 community members and out-of-town visitors; staff stationed at the museum's warehouse entrance and the east outdoor gates tallied the guests as they arrived for the day. We're proud and grateful to have been able to engage our community with history and each other.

**Submitted by:** Helen Shafran, Development Director

**Date:** July 18, 2018







# CTPAB Completion Report      TOT Funds Supporting Salem Tourism

## *Special Event or Project Grant*

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

**Organization:** Capital Futbol Club

**Name of Program or Event:** Capital Cup Soccer Tournament

**Location of Program or Event:** various, including Capital FC Complex, Wallace Marine Park, Geer Park, Salem Academy, and Corban University

**Description of Activity:** Youth soccer tournament for kids ages 8-18

**Completion Date(s):**

1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ or 4<sup>th</sup> x quarter of FY 2017-18

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

Professional/staff hours \_\_\_700\_\_\_\_\_

Volunteer hours \_\_\_\_\_315\_\_\_\_\_

**Amount of funds provided by TOT, \$**\_\_\_10,000\_\_\_\_\_, **and by other sources,**  
**\$**\_\_\_\$2,500\_\_\_\_\_

**Admission** (checks or give amount): **Free** \_\_\_\_\_ **Admission** \$545-\$745/team  
depending on age group

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

Travel Salem continued as a fantastic partner, assisting with hotels and coordinating attractions for our out-of-town teams. The Grand Hotel lodged many of our guests as well as served as the spot for team check in.

We had vendors out at several of the locations, providing refreshments and food options for tournament attendees.

Our title tournament sponsor, US Bank, came out and provided snacks and water to keep guests cool at our main venue.

We also had involvement from the Timbers Army: Capital City Company, the Salem supporters group for the Portland Timbers. They organized a food drive for Marion/Polk Food Shares. They promoted and then volunteered at booths at all of our venues to gather food donations.

City of Salem Parks was also a great partner for us as they helped with two of our venues. The quality of the fields has significantly increased in the last couple years.

**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?**

One of the main ways we used funds from TOT was to incentivize out-of-town teams to bring their whole team to the tournament. This directly helped bring 22 teams to Salem, ranging from Pasadena, CA to Bellevue, WA. Each of these teams had an average room count of over 5 rooms per team over the weekend. These teams then spent money in Salem from Friday-Sunday on food, gas, souvenirs, tourism, etc.

Additionally, we had 8 more teams come and stay in hotels that we are aware of, resulting in over 80 additional room nights.

Another way we used TOT funds was to advertise the tournament through a national soccer tournament platform called GotSoccer. This drew out-of-town teams as well, and not only did we see numbers for the tournament go up by nearly 10%, and we saw the number of overnight teams grow by 7%.

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

The tournament enhances the quality of life for Salem residents by providing a safe and constructive family recreational activity and event to participate in and watch. Soccer fosters community, exercise, collaboration, and teamwork. Youth soccer helps teach life values through sport, and in our tournament setting, many young players learn about winning with humility and losing with dignity.

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

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

We had 139 teams this year and are able to track this accurately through our registration software. This equates to 2,200 players, 7,000 spectators, and 300 referees and staff members. This is a total of nearly 10,000 attendees.

**Estimated percentage of:**

<b>Salem residents and/or guests</b>	<u>27%</u>
<b>Out-of-town tourists</b>	<u>51%</u>
<b>Overnight tourists (hotel/motel)</b>	<u>22%</u>



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

Data collected from registration form includes zip codes for teams.

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

We fell short of our stated goal of 180 teams. This goal was put together before the 2017 Tournament, where our numbers went down as a trend in youth soccer started to emerge with lower tournament attendance across all tournaments in the state. That being said, we increased the number of teams from the 2017 tournament to this year as well as exceeded our goal for number of attendees at the tournament due to more older-aged teams with bigger rosters.

We had hoped for 25% in town guests and 75% out of town guests. We were extremely close to meeting this goal and made progress especially in the area of seeing more overnight tourists as a result of the event.

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

Our most effective method of marketing was via email marketing through Constant Contact. Second, we did see a direct correlation between the purchase of GotSoccer advertising and the number of out-of-town teams.

We did target Spanish-speaking groups, especially in the mid-Willamette Valley as we reached out to local leaders of smaller latino clubs in the area.

**Submitted by:** Collin Box

**Date:** 7/6/18

# 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:** Chris Roche Management, LLC

**Name of Program or Event:** Capitol City Classic

**Location of Program or Event:** Various schools and universities in Salem, Oregon: Willamette University (primary location); McNary High; West Salem High; & Sprague High.

**Description of Activity:** The Capitol City Classic is the premier organized basketball event in the Mid-Willamette Valley. Featured events include a high school basketball tourney (with both varsity and sub-varsity team levels participating), a youth basketball tournament (boys and girls in grades 3-8) and a free kids clinic for area youth.

**Completion Date(s):**

1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ or 4<sup>th</sup> X quarter of FY 2017-18

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

Professional/staff hours 250      Volunteer hours 50

**Amount of funds provided by TOT, \$** 2,000 **, and by other sources, \$** 30,155

\$8 General Admission  
\$6 Seniors  
\$5 Students  
Free 5-and-under

**Admission** (checks or give amount): **Free** \_\_\_\_\_ **Admission** \$30 All Week

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

Local businesses are involved as sponsors, vendors and exhibitors at the event. Sponsors provided both financial support and in-kind support, much of the in-kind being in the form of marketing/advertising inventory. The Capitol City Classic works with Travel Salem to build relationships in town and help with marketing the event some, too. The tournament works with Willamette University, both as the host site of our high school event, but also to stage a Bearcat men's basketball game and to promote WU and its educational offerings to our CCC teams and fans. The Capitol City Classic works with our local high schools – Sprague, West Salem and McNary – to host the event's youth tournament. The CCC cross-promotes with Hoopla, the largest 3x3 basketball tournament in Oregon, held in Salem each summer.

**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?**

The Capitol City Classic attracts participants and fans from across the Pacific Northwest and beyond. Our high school tournament alone had a total of 16 varsity teams and 24 sub-varsity teams from Oregon, California, Arizona and Washington. These teams all have followers that came to support their teams and watch them play. This influx of out-of-towners not only contributes significantly to Salem's economy, but also gives visitors the opportunity to see that Salem is a diverse community as well. This year about 10,300 people attended the CCC. An estimated 55% of our fans were from the Salem area, while 45% were from out of the area. We project about 25% or so of our out-of-area attendees stayed in hotels. The CCC had teams this year come from virtually all parts of Oregon, in addition to the states noted above. With an all-time record number of teams in 2017 (95), we further project we had a record number of room nights sold in 2017 and improved our overall economic impact as well along the way.

The attendance figures shared relate only to our Capitol City Classic high school event. We also had a CCC Youth Tourney the weekend before the high school event, and we do not have good estimates for attendance at those events this year. However, with games going the majority of two days on six courts at three different sites, it is fair to say a substantial number of additional folks attended these events, some of whom were from out of the area, and they, too, had an impact on room nights sold and economic impact. We hope to get a solid figure on attendance for the CCC Youth Tourney in the future.

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

The Capitol City Classic enhanced the quality of life for Salem residents by helping fill an activity void in the space on the calendar right before Christmas. For young basketball players, it brings a youth tournament for boys and girls in grades 4-8 to participate in, featuring teams, coaches and players from both inside and outside the Salem-area. For high school kids, it brings a national-level, showcase tournament to Salem, something for which they can play in or aspire to participate in. Local businesses benefit from the out-of-town visitors that come and stay in Salem during the events – which lasted about 7 days on the calendar including both the youth tournament and the high school tournament at Willamette University. One additional fun event was the Jingle Skills basketball clinic, which drew an estimated 400 kids to a free day of play and instruction from many Salem-area basketball legends. This was a big hit and is something we plan to continue doing into the future.

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

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

The Capitol City Classic attracted 10,300 folks to Willamette University in Salem over the five days from December 18- December 22 of 2017. These figures were estimated based on partial day counts, ticket sales and gate receipts. They do not include any attendance from the CCC Youth Tourney which was held on December 9<sup>th</sup> and 10<sup>th</sup>.

**Estimated percentage of:**

**Salem residents and/or guests**

55%

**Out-of-town tourists**

33% (commuters only)

**Overnight tourists (hotel/motel)**

12%

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

In 2017, these percentages were estimates. We based them on the number of out-of-area teams, and then the distance of those teams. We also included in our projections attendance at games that included teams from significantly out-of-the-area, people who would be most likely to stay overnight in Salem. At some point in the future, we hope to survey our attendees to get a more precise picture of Salem residents v out-of-town tourists, and how many of those are overnight folks.

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

Teams: We grew a strong 10.5% from a total of 86 teams to 95 teams (varsity, sub-varsity and youth) in 2017.

Attendance: We achieved our attendance goal at the 2017 Capitol City Classic high school event, with a total estimated attendance of 10,300. 2017 was our best year of attendance without question, and gives us optimism for further growth going forward.

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

Our marketing efforts were greatly enhanced in 2017, due largely to a number of trade deals secured by the event. Radio, newsprint, online and billboard advertising all helped with top of mind awareness. We had live broadcasting of games by both CCTV and Oregon Sports Beat. The TOT funding helped us bring Red Mountain High School from Mesa, Arizona and featuring both Timmy Allen and Andre Harris to the event, something that helped us attract fans and which added prestige to the event. We could not have afforded to bring Red Mountain to the 2017 CCC without the support provided by TOT.

In terms of Spanish language efforts, or targeting underrepresented population groups, there were no specific efforts made in this area in 2017.

**Submitted by:**  
Chris Roche

**Date:**  
June 11, 2018

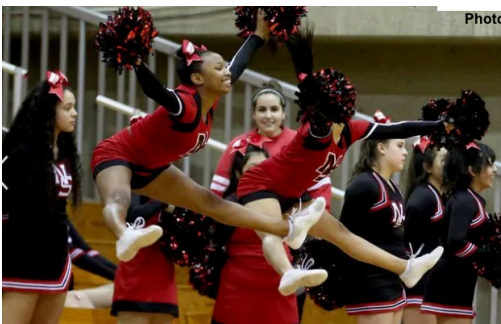


# 2017 CAPITOL CITY CLASSIC

DEI (ca) • MCNARY • NORTH SALEM • RED MOUNTAIN (az) • SILVERTON • SKYVIEW  
 3RD ANNUAL  
**TREY ANDERSON**  
 senior | mater dei catholic (ca)  
**TEAGAN QUITORIANO**  
 senior | sprague (or)  
**DRE HARRIS**  
 junior | red mountain (az)  
**TIMMY ALLEN**  
 senior | red mountain (az)  
**WILLAMETTE UNIVERSITY**  
 SALEM, OR  
 DECEMBER 18TH - 22ND, 2017  
 GET TICKETS NOW AT [WWW.CAPITOLCITYCLASSIC.COM](http://WWW.CAPITOLCITYCLASSIC.COM)

CLACKAMAS • CLEVELAND • CORVALLIS • CROOK COUNTY • LINCOLN • MATER DEI (ca) • MCNARY • NORTH SALEM • RED MOUNTAIN (az) • SILVERTON • SKYVIEW • SPRAGUE • STAYTON • SPRINGFIELD • WILSONVILLE • WOODCREEK (co)

adidas  
 PACIFIC OUTDOOR ADVERTISING  
 capital city  
 CITY OF SALEM  
 SPORTS 102.5 THE GAME  
 LES SCHWAB  
 orthopedics  
 LAMAR OUTDOOR ADVERTISING  
 RIDDLE PRESS  
 HOOPLA  
 WILLAMETTE



**RED MOUNTAIN LIONS (az)**  
 2017 Arizona 6A East Valley Section Champions  
**CAPITOL CITY CLASSIC**  
 WILLAMETTE U | DEC 18-22 | [CAPITOLCITYCLASSIC.COM](http://CAPITOLCITYCLASSIC.COM)

**CTPAB Completion Report**  
***Special Event or Project Grant***

**TOT Funds Supporting Salem Tourism**

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

**Organization:** Festival Chorale Oregon

**Name of Program or Event:** Messiah Parts 2 and 3 by G. F. Handel

**Location of Program or Event:** Historic Elsinore Theater, Salem, Oregon

**Description of Activity:** Choral performance

**Completion Date(s):** April 22, 2018

1<sup>st</sup> \_\_ 2<sup>nd</sup> X 3<sup>rd</sup> \_\_ or 4<sup>th</sup> \_\_ quarter of FY 2017-18

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

Professional/staff hours 450

Volunteer hours 473

**Amount of funds provided by TOT, \$**8,000.00**, and by other sources, \$**2,000.00 **(MCDC)**

**Admission** (checks or give amount): **Free** 23 tickets **Admission** \$13,321.04

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

Local businesses and organizations assisted FCO's Messiah Parts 2 and 3 by G. F. Handel through financial support of program advertisements, and helped with promotions and marketing by allowing us to display posters at their places of business. They provided board meeting space (PH TECH) and rehearsal space for our organization (Holy Cross Lutheran Church.) Historic Elsinore Theater was our concert venue and also provided promotion as part of their mission. McKay High School for instrument rental, and PageWorks Graphic Design.

**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?**

This concert was a large-scale production with both local and out-of-town orchestra performers and soloists. Interest was generated throughout the mid-valley for families, friends and associates to spend time in Salem area and enjoy the downtown core surrounding Elsinore Theater. While in town, visitors frequented Salem businesses, including restaurants and hotels.

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

Festival Chorale Oregon's event contributed to Salem's reputation as a destination for high quality choral concerts with orchestra. Messiah by G. F. Handel is hardly ever performed in its entirety due to the length of the piece. By splitting the piece into concerts, we provided the public an opportunity to hear the rarely performed Parts 2 and 3. Many singers and concert-goers joined us this season just to experience the entire piece. Festival Chorale Oregon also provides an educational opportunity to local singers to participate and enhance their musical skills.

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

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

650 attendees by ticket sales.

**Estimated percentage of:**

<b>Salem residents and/or guests</b>	<u>62%</u>
<b>Out-of-town tourists</b>	<u>38%</u>
<b>Overnight tourists (hotel/motel)</b>	<u>0.0%</u>

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

FCO performed a volunteer user survey.

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

Goal 1 - Audience attendance of 600.

Outcome - We exceeded this outcome with attendance of 650.

Goal 2 - Program advertising sold by chorale members to cover 100% of program costs.

Outcome – Advertising income of \$1,393.50, covered 100% costs of printing \$1,187.85.

Goal 3 - Audience survey conducted.

Outcome – FCO created and distributed a volunteer survey at the performance and collected 71 completed surveys. See attached for results.

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

Direct promotions of concert posters, postcards and brochures were our most successful resource, with online calendars including Travel Salem and social media following. We did not specifically target Spanish language or underrepresented population groups, but will be looking to include that in planning for future events.

**Submitted by:** Victoria L. Roberts

**Date:** June 8, 2018

## CTPAB Meetings & Tour Dates

Tuesday June 12, 2018 (**regular meeting**) **No Quorum**

@ 5:30 pm –**City Library, Anderson Room B, 585 Liberty St SE, Salem, OR**

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

@ 5:30 pm –**City Library, Anderson Room B, 585 Liberty St SE, Salem, OR**

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

@ 5:30 pm –**Gilbert House Children's Museum, 116 Marion St NE, Salem, OR**

Tuesday September 11, 2018 (**regular meeting**)

@ 5:30 pm –**City Library, Anderson Room B, 585 Liberty St SE, Salem, OR**

Waiting list:

Deepwood Museum & Gardens

Gilbert House Children's Museum

Willamette Art Center

Salem Riverfront Carousel

# CTPAB Parking Lot

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

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

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

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

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

## Completed

Post application survey for development, similar to survey monkey. (Kohler and Tesler, July 11, 2017)

Discussion on Travel Salem services available to TOT recipients. (Jan. 9, 2018 meeting notes) – [Workshop w/Travel Salem scheduled for April meeting.](#)