

## 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

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

### City Staff

Chris Neider, Staff Liaison  
Kelly Kelly, Staff Support

**Next Meeting:** Oct. 12th

**TOT Grant Orientation**

<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, September 14, 2021

6:00 - 8:00 PM

**City of Salem Planning Division YouTube Channel**

**Link:** <https://www.youtube.com/channel/UCUsS60lpf8AGl1u24Yg248Q/>

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
  - a. August 10, 2021 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
  - a. Salem Art Association – Change of Scope for TOT Grant Award
  - b. TOT Grant Orientation Announcement
  - c. Example On-line TOT Applications for FY 2023
6. Information Items
  - a. Cultural and Tourism Fund Reports – June 2021
  - b. Cultural and Tourism Fund Revenue (Tax) Reports – June 2021
  - c. Facility Operating Grant Reports – Elsinore Theatre and Salem Multicultural Institute
  - d. Event Grant Reports – None
  - e. Capital Improvement Reports – None
  - f. Annual Reports – None
7. Appearance of Interested Citizens  
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

**MINUTES**  
**CULTURAL AND TOURISM PROMOTION ADVISORY BOARD**  
 Tuesday, August 10, 2021  
 Remote Meeting via ZOOM  
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

<p><b>MEMBERS PRESENT</b>          Gaelen McAllister          Laura Tesler          Ryan Gail          Omar Alvarado          Felipe Gonzales</p> <p><b>STAFF PRESENT</b>          Chris Neider, CD Management Analyst II          Kelly, CD Staff Assistant</p>	<p><b>MEMBERS ABSENT</b>          Scott Snyder          Jonathan Baker</p>
<p><b>GUESTS</b>          Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.</p> <p>Input, questions and updates ahead of the meeting were invited by Chris Neider.</p>	<p><b>GUESTS</b>          Alicia Bay-Gilbert House Children's Museum          Sally Puhek Litchfield, Elsinore Theatre          Jim Ransom, Willamette Art Center          Kevin Herzberg, Willamette Art Center          Michelle Cordova – Willamette Heritage Center          Kate Von Ummersen, Salem Library Foundation          Ross Sutherland, Bush House Museum          Bryan Gonzales, Festival Chorale          Kathleen Fish, Salem Multicultural Institute          Melanie Jones - Deepwood Museum &amp; Gardens</p>

**1. CALL TO ORDER**

Chris Neider began the meeting at approximately 6:09 p.m. with 5 of 7 members present.

**Motion:** To have Felipe Gonzales act as CTPAB Chair pro tem for today's meeting.

**Motion by:** Ryan Gail  
**Seconded by:** Laura Tesler  
**ACTION:** APPROVED  
**Vote:** 5-0  
**Aye:** 5  
**Nay:** 0

Felipe Gonzales acted as chair pro tem.

## 2. ROLL CALL

Members present: Gaelen McAllister, Laura Tesler, Ryan Gail, Felipe Gonzales, Omar Alvarado

Chris Neider, Kelly..

Members absent: Scott Snyder, Jonathan Baker.

## 3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the June 8, 2021 CTPAB meeting minutes.

**Motion:** To approve today's agenda and the June 8, 2021 CTPAB meeting minutes.

**Motion by:** Laura Tesler

**Seconded by:** Felipe Gonzalez

**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.

Bryan Gonzales, Festival Chorale, had comments regarding Proposed Grant Manual changes. He noted 2 items of concern on the scoring criteria, pg 17. In the CTPAB Funding Goals, 2<sup>nd</sup> question, Quality of Life vs Inclusiveness and Diversity, more focus appears to be on inclusivity and diversity vs quality of life which leads to an imbalance in scoring it seems to him. Page 18, 3<sup>rd</sup> question, refers to "Facility" throughout and seems out of sync for the project section.

## 4. ITEMS REQUIRING ACTION

- a. Election of Officers

Laura Tesler nominated Felipe Gonzales as Chair. 2<sup>nd</sup> by Omar Alvarado.

**Motion:** To nominate Felipe Gonzales as the new CTPAB Chair.

**Motion by:** Laura Tesler

**Seconded by:** Omar Alvarado

**ACTION:** APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 0

Felipe nominated Gaelen for Vice Chair. Gaelen declined.

Gaelen nominated Ryan. Ryan declined.

Omar was suggested. He also declined.

Laura accepted the nomination for Vice Chair.

**Motion:** To nominate Laura Tesler for Vice President.

**Motion by:** Felipe Gonzalez

**Seconded by:** Gaelen McAllister

**ACTION:** APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 0

Congratulations to Felipe Gonzales who will be our new CTPAB Chair, and Laura Tesler who will be our new CTPAB Vice Chair.

**b. Review of Subcommittee Work & Recommendations**

Chris reviewed the survey results from 16 responses and their recommendations. Felipe Gonzales shared Sub-Committee's recommendations on possible changes to the Scoring or Grant Manual.

Felipe reviewed and facilitated a motion on each change recommended by the sub-committee:

- 1) Related to funding goals/scoring rubric, questions 2b, 2c. Adopting possible bonus points that can help an applicant's score for each goal area.

**Motion:** To accept change #1 presented by the sub-committee, related to scoring and the TOT goals.

**Motion by:** Laura Tesler

**Seconded by:** Gaelen McAllister

**ACTION:** APPROVED

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 0

- 2) Allowing Facility Operators to describe their financial situation or add clarifications about their ongoing challenges on question 4c.

**Motion:** Accept change #2 as presented by the sub-committee, allowing Facility Operators to describe their financial situation or add clarifications on question 4c.

**Motion by:** **Gaelen McAllister**

**Seconded by:** **Laura Tesler**

**ACTION:** **APPROVED**

Vote: 5-0

Aye: 5

Nay: 0

Abstentions: 0

3) Add a new line for applicant to provide their website address and other social media information.

**Motion:** To approve change #3 as presented by the sub-committee, adding line for website and social media information.

**Motion by:** **Laura Tesler**

**Seconded by:** **Omar Alvarado**

**ACTION:** **APPROVED**

Vote: 5-0

Aye: 5

Nay: 0

4) Update Scoring Rubric order to match CTPAB Funding Goals as listed on applications: Increasing Economic Impact, Quality of Life, Room Nights.

**Motion:** To approve change #4 as presented by the sub-committee, updating order of goals on Scoring Rubric.

**Motion by:** **Gaelen McAllister**

**Seconded by:** **Laura Tesler**

**ACTION:** **APPROVED**

Vote: 5-0

Aye: 5

Nay: 0

Gaelen McAllister referred back to Bryan Gonzales' concern about quality of life and diversity and equity being in balance. Gaelen believes quality of life is meant to be included as diversity, equity and inclusion are pursued.

Friendly Amendment: Facility generates quality of life enhancing content that promotes diversity, equity and inclusion.

**Motion:** To add the language of the Friendly Amendment.

**Motion by:** Gaelen McAllister  
**Seconded by:** Felipe Gonzales  
**ACTION:** APPROVED  
Vote: 5-0  
Aye: 5  
Nay: 0

5) Translate applications into Spanish and post to website.

**Motion:** To approve change #5 as presented by the sub-committee, adding applications available in Spanish and post to website.

**Motion by:** Gaelen McAllister  
**Seconded by:** Omar Alvarado  
**ACTION:** APPROVED  
Vote: 5-0  
Aye: 5  
Nay: 0

Chris Neider noted additional language translations can be provided upon request.

6) Addition of Gate Keeper questions on applications to guide the applicant to the correct application.

**Motion:** To approve change #6 adding Gate Keeper questions or statements to the applications..

**Motion by:** Gaelen McAllister  
**Seconded by:** Felipe Gonzales  
**ACTION:** APPROVED  
Vote: 5-0  
Aye: 5  
Nay: 0

Friendly Amendment: Add: Must be a non-profit 501-C-3 organization.

**Motion:** To approve the friendly amendment above.

**Motion by:** Gaelen McAllister  
**Seconded by:** Felipe Gonzales  
**ACTION:** APPROVED  
Vote: 5-0  
Aye: 5  
Nay: 0

7) Identifying and adding the character count for each section of the applications.

**Motion:** To add the character count to each section of the application.

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

**c.** Draft Grant Manual and Applications for FY 2023.

**Motion:** To accept proposed changes to the Grant Manual and Scoring Rubric for the next grant funding cycle.

**Motion by:** Felipe Gonzales  
**Seconded by:** Omar Alvarado  
**ACTION:** APPROVED  
Vote: 5-0  
Aye: 5  
Nay: 0  
Abstentions: 0

**6. INFORMATION ITEMS**

- a.** Cultural and Tourism Fund Reports – Not Available
- b.** Cultural and Tourism Fund Revenue (Tax) Reports – Not Available
- c.** Facility Operating Grant Reports – Bush House Museum, Deepwood Museum, Gilbert House Children’s Museum, Hallie Ford Museum of Art, Salem Riverfront Carousel, Willamette Art Center, and Willamette Heritage Center
- d.** Event Grant Reports – None
- e.** Capital Improvement Reports – Willamette Heritage Center’s Caboose Exhibit
- f.** Annual Reports – None
- g.** Cultural Heritage Walking Tour Brochure

**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.)

Laura Tesler mentioned the poor condition of the Sculpture Garden located behind the Grand Hotel. Laura would like to see the site improved and maintained. Ross Sutherlin noted he thought the location was possibly going to be moved due to construction.

Action: Chris Neider will check with Urban Development and look into the maintenance of it and plans for it.

Omar Alvarado – Odyssey Co – upcoming event Sunday, 9/5, Keizer Stadium, car show, featured local artists and musicians, Community Resource Fair, featuring local businesses. All are invited. Ross Sutherlin, Bush House Museum, is pleased about the Community Brochure and the great group effort involved. Bush House is still not open to the public, but the virtual tour is available. Jim Ransom and Kevin Herzberg from the

Willamette Art Center invite all to join them for the Artisan's Village at the State Fair. Melody Jones, Deepwood Museum & Gardens, noted Deepwood is open on a modified schedule and rentals are again available. Teas for Fall will be happening. Michelle Cordova, Willamette Heritage Center, is getting a lot of visitors, literally from all over the world. A retailer space has become available at The Mill and a new retailer is wanted and welcome. Kathleen Fish, Salem Multicultural Institute notes they are open and welcomes all to come by. Dragon Boat Club is up and running. Events in cooperation with other culturals are happening. Alicia Bay, Gilbert House Children's Museum noted they are also up and running with restricted scheduling. Sally Puhek, Historic Elsinore Theatre, shared they have had a couple shows and are encouraged. The Elsinore is offering weekly tours and hosting some fun and diverse upcoming events. Body Builder Competition was a success. Clay Walker is coming 8/18, Dwight Yocum, 9/18, Comedy Trio of Women, My Name Is Not Mom, in December. Kate Von Ummersen, Salem Public Library Foundation, shared Salem Reads is doing a combination of some in person and some virtual events. The Library will be open to the public in their newly remodeled building Sept 1, with Grand Opening at the end of Sept. Laura Tesler asked if public meeting rooms policy has changed and become more restrictive? Kate noted there will be more rooms available in the newly remodeled building, but regarding policy change for room use, that is a library administration decision and they should be contacted directly.  
Action – Chris Neider can follow up on any changes to room rentals questions with Library Administration.

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

## **9. ADJOURNMENT**

The next regular meeting will be Tuesday, September 14, 2021, 6-8 PM, via Zoom and YouTube Live. Contact Chris Neider ahead of the meeting to confirm your desire to participate and receive the meeting Zoom link. Chris Neider noted we are about to begin another TOT Grant Funding Cycle with upcoming 2 Orientation meetings that will happen in the month of October. Usually the 2<sup>nd</sup> Tuesday evening meeting of the CTPAB becomes an official Orientation meeting, and a 2<sup>nd</sup> Orientation meeting is normally offered Thursday afternoon to accommodate those preferring a day schedule. Applications become available on-line shortly afterwards, and are due November 15<sup>th</sup>, 2021.

With no further business, Chris Neider adjourned the meeting at approximately 7:32 p.m.

Respectfully Submitted,

Kelly Kelly, Board Staff Support



Salem Art Association (SAA) – Change of Scope for FY 2022 TOT Grant

Hi Chris,

As per our phone conversation, thank you for bringing forward to CTBAP this request for a "change a scope" revision to our 2021-2022 TOT Events Grant of \$7,500.

When we submitted our proposal last year, we expected to hold an in-person Art Fair and requested events funding to that end. Given concerns about Covid, we decided to make Art Fair a virtual event and, thus, didn't feel it was appropriate to expend Events Grants funding as originally proposed.

We are now requesting approval to repurpose the grant to support an SAA event on Saturday, October 16, 2021 here in Bush Park. In partnership with a pair of local curators, the event (which will be free, outdoors, masked, and open to the public) will feature the creation of temporary murals, and will be an opportunity to showcase local BIPOC and Latino artists. Pending the approval of appropriate City permits, we will invite food trucks as well as live music.

Our hope is to use the Events Grant to support marketing expenses (to include print, radio and social media advertising) as well as production costs such as paints and other materials and modest stipends for event organizers, curators and artists. None of the Event Funds will be used to support SAA staff or other in-house operations.

Thanks again for your help and guidance.

Best, Matthew



## **FOR IMMEDIATE RELEASE**

Wednesday, September 22, 2021

### **CONTACT:**

Chris Neider, Management Analyst II  
**City of Salem**, Community Development  
503) 540-2361 | [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net)

Si necesita ayuda para comprender esta información, por favor llame (503) 588-6207 x 1 Irma Dowd.

### **Salem Cultural, Historic Attractions and Events Grants Available**

Salem, Ore. — The City of Salem is accepting grant proposals from organizations that want to host historic, cultural, and tourism-related events in Salem.

Grant awards of up to \$2,000 are available for small events and up to \$7,500 for large events hosted by nonprofit 501(c) organizations listed with the Internal Revenue Service. **All events must take place within Salem city limits, be open to the public, and occur between July 1, 2022 and June 30, 2023.**

The grants are funded by the Transient Occupancy Tax, also known as a hotel tax. The grants provide marketing and promotion support for various historic and cultural facilities and events in Salem.

**Attendance at one of these pre-application meetings is a requirement for applying:**

**Tuesday, October 12, 2021, 6:00 - 8:00 p.m.**

Via Zoom Meeting, organizations must submit email request for the link to [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net) or [kskelly@cityofsalem.net](mailto:kskelly@cityofsalem.net).

**Thursday, October 14, 2021, 2:00 – 4:00 p.m.**

Via Zoom Meeting, organizations must submit email request for the link to [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net) or [kskelly@cityofsalem.net](mailto:kskelly@cityofsalem.net).

**Applications will be available beginning October 14, 2021** both online at <http://www.cityofsalem.net/Pages/cultural-and-tourism-promotion-advisory-board.aspx> and by contacting the City of Salem at (503) 540-2361. **Applications will be due November 15, 2021.**

For more information about Transient Occupancy Tax grants, please contact the City of Salem at (503)-540-2361.



## COMUNICACION INMEDIATA

Miércoles, 22 de septiembre, 2021

### Contacto:

Chris Neider, Analista de Administración II

**Ciudad de Salem, Desarrollo Comunitario**

(503) 540-2361 [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net)

Si necesita ayuda para comprender esta información, por favor llame (503) 588-6207 x 1 Irma Dowd.

## Salem Cultural, Atracciones Históricas y Subvenciones para Eventos Disponibles

Salem, Ore. — La ciudad de Salem está aceptando propuestas de subvención de organizaciones que quieren brindar eventos históricos, culturales, y turísticos-eventos relacionados en Salem.

Los premios de becas de hasta \$2,000 están disponibles para eventos pequeños y hasta \$7,500 para grandes eventos organizados por organizaciones sin fines de lucro 501(c) que figuran en el Servicio de Impuestos Internos. **Todos los eventos deben tener lugar dentro de los límites de la ciudad de Salem, estar abiertos al público y ocurrir entre el 1 de julio de 2022 y el 30 de junio de 2023.**

Las subvenciones están financiadas por el Impuesto de Ocupación Transitoria, también conocido como impuesto hotelero. Las subvenciones proporcionan apoyo de comercialización y promoción para diversas instalaciones y eventos históricos y culturales en Salem.

**La asistencia a una de las reuniones previas a la solicitud se es un requisito para solicitar:**

**Martes, 12 de octubre, 2021, 6:00 - 8:00 p.m.**

A través de la reunión por Zoom, las organizaciones deben enviar una solicitud por correo electrónico para el enlace a [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net) o [kskelly@cityofsalem.net](mailto:kskelly@cityofsalem.net).

**Jueves, 14 de octubre, 2021, 2:00 – 4:00 p.m.**

A través de la reunión por Zoom, las organizaciones deben enviar una solicitud por correo electrónico para el enlace a [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net) o [kskelly@cityofsalem.net](mailto:kskelly@cityofsalem.net).

**Las solicitudes estarán disponibles a partir del 14 de octubre, 2021** tanto en línea en <http://www.cityofsalem.net/Pages/cultural-and-tourism-promotion-advisory-board.aspx> o poniéndose en contacto con la Ciudad de Salem al (503) 540-2361. **Las solicitudes vencen el 15 de noviembre, 2021.**

Para obtener más información sobre las subvenciones de Impuesto de Ocupación Transitorio, póngase en contacto con la Ciudad de Salem al (503)-540-2361.

# Transient Occupancy Tax (TOT) grant - Major Tourist Attraction or Cultural Facility Application: Fiscal Year 2022-2023

**1. Project information - – This form is for major tourist attractions and cultural heritage operators. Must be a non-profit 501(c)3 or 501(c)4 organization.**

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**1. Facility name**

Test #4 - A.C. Gilberts

**2. Year established**

1989

**3. Name of non-profit applicant**

DRAFT - Gilbert House Children's Museum

**4. Tax ID**

99-123456789

**5. Contact information**

**Contact First Name**

Chris

**Contact Last Name**

Neider

**Contact Title**

Jack of all Trades - Master of None

**Company Name**

**Mailing Address**

555 Liberty St SE Suite 300

**Apt/Suite/Office**

**City**

Salem

**State**

OR

**Zip**

97301

**Country**

**Phone Number**

503-540-2361

**Web address**

www.cityofsalem.net

**Other social media links (type "none" if not applicable)**

none

**Email Address**

cneider@cityofsalem.net

**Fax Number****Mobile Phone****6. Are you a new facility operator applicant?**

Yes

**2. Organizational narrative**

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**7. Please provide your organization's mission statement**

The mission of Gilbert House Children's Museum is to "Inspire children to learn through creative play". This is accomplished with 17 hands-on exhibit rooms and outdoor learning that cover a range of topics designed to facilitate learning on site and encourage continued family learning at home. The Museum also provides educational programs, field trips, and membership program with admission to hundreds of science centers.

**8. Square feet open to public**

26700

**9. Total number of hours open to the public annually**

2310

**10. Describe your facility.**

DRAFT- Gilbert House Children's Museum is a unique blend of up to date interactive exhibits housed in three renovated homes providing a historical and welcoming backdrop to current learning. Seventeen indoor exhibit rooms offer multiple hands on learning experiences for children ages 2 to 10 years old. The 20,000 square feet outdoor learning area provides gross motor skill development and science based learning activities.

This box is still a work in progress... plenty of characters and spel check red underlined words. it works! :) no emojis :  
(

**11. Describe your organization's programs, services, activities and staffing:**

DRAFT-- EXAMPLE

Gilbert House Children's Museum ignites the imagination of children by providing engaging exhibits that offer a variety of narrative play and hands-on options that focus on STEAM (Science Technology Engineering Arts Math). The 20,000 square foot outdoor area includes a science based exhibit, a 21 feet spiraling slide, a 50 feet Erector Set replica and nature play area. Field trips, birthday parties, daily admission, annual memberships and science-based workshops are ways that children engage with our facility when we are open. Our organization currently has five staff, three of whom are full time and is governed by a nine person Board of Directors. During our extended closure, the reduced staff is working to provide programs to children in small groups, through video and delivery boxes. Our programs support parents and educators in their efforts to provide informal learning opportunities for children. Instructions have been provided in English and Spanish for most of the activities. We are staying connected with our members by providing online learning activities and virtual events. GHCM has partnered with other nonprofits to provide educational opportunities to children of families that lack resources to provide additional experiences while distance learning. Upon reopening, GHCM will rebuild visitor services, custodial and educational staff. "The Gilbert House has a wide variety of hands-on activities for young children with themed rooms spread through three houses. We were traveling with a 3 year old, and she had a wonderful time. Both the indoor and outdoor activities were entertaining and educational." Visitor from Indiana.

Cut and paste works too!!

**12. Choose the length of your organization's programs, services, activities and staffing.**

12 months of programs

**13. Annual attendance at facility or Annual number of performances**

65000

**14. Describe the role of volunteers in the success of your organization. Include the number of volunteers and the annual contribution hours.**

DRAFT - EXAMPLE

Annual attendance above won't take a coma for the number...

But cut and paste still works!

Volunteers play a vital role for our organization. In the 2019-20 fiscal year, over 250 volunteers contributed 2,817 hours to the Museum. Volunteers perform many functions for the Museum, the most important being the hours spent that directly impact the education of children. For example, our Summer Camp programs have paid instructors that rely on the help of volunteers to assist with educational activities for our campers. Volunteers allow GHCM to offer additional educational experiences for visitors in The Creative Space, an art based exhibit room. During the closure, volunteers are putting together activity kits and supporting events. Volunteers contributed over 400 hours to provide a socially distanced 2020 Halloween event that served over 1,000 people. This included the building of gizmos to deliver candy and supporting the event by staffing the stations, taking pictures, and helping park visitors. We also appreciate the opportunity to work with groups of volunteers from other organizations and businesses, such as Kaiser Permanente and the Downtown Rotary Club. GHCM appreciates volunteer groups that perform simple maintenance and upkeep that creates an improved visitor experience and impression of the Museum. The Independent Sector estimates the value of volunteer time in Oregon to be \$27.20 per hour. This is the equivalent of \$70,375 voluntary contributions for our organization last fiscal year.

### **3. CTPAB Funding Goals**

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**15. Select how TOT funding will be used to meet the following Cultural and Tourism Promotion Advisory Board's (CTPAB) goals, all CTPAB goals are equally valued. (support your answers with data): (must check at least one)**

Increasing the estimated economic impact of tourism in Salem

Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents

Increasing room nights/tax revenues

**16. Describe how TOT funding will be used to meet the Cultural and Tourism Promotion Advisory Board's (CTPAB) goals marked above.**

**DRAFT EXAMPLE:**

Enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents: GHCM is welcoming of all children in our community. Over the last few years we have worked with consultants to recognize blind spots and find new ways to be welcoming to diverse populations. Our board of directors has made contentious efforts to recruit directors from diverse backgrounds to ensure representation in vision planning for GHCM. As a goal for FY 2021-22 GHCM will increase the number of visitors whose primary language is Spanish by having social media Spanish postings by having 5 posts each month in Spanish.

Increasing economic impact of tourism in Salem: GHCM will use TOT funding in the 2021-22 fiscal year to maintain the cleanliness of our facilities, update exhibits, fund new educational experiences and for marketing.

Specifically, the use of TOT funds for out of town marketing to increase awareness of GHCM in nearby markets.

GHCM will continue to work with Travel Salem and Travel Oregon on initiatives to reassure travelers that safety protocols are being followed. Before the pandemic, 40% of our paid admission guests were from outside the Salem/Keizer area. As we rebuild trust with out of town guests, our goal is to have 20% of the guests from out of town that visit GHCM.

The new ways of reaching families, including our subscription boxes and videos, is increasing awareness of GHCM throughout the country and those families will potentially visit when we can reopen to the public.

**17. Identify two measurable outcomes for your facility related to the CTPAB funding goals. Provide a target for each outcome and the methodology to achieve each outcome. A list of potential measures is included in the [application manual](#).**

Outcome #1 : Increase Spanish speaking visitors to GHCM

Goal/Target #1 : 5% of visitors each month will identify as Spanish speaking

Method used #1 : Careful not to hit the enter button it will advance to the next page

Outcome #2 : Use the tab button instead to move between

Goal/Target #2 : Boxes to complete this section!

Method used #2 : Luckily it will remember past entries in these boxes

**18.**

**Describe your organization's partnership with other organizations and businesses as it relates to increasing tourism in Salem.**

**DRAFT - EXAMPLE:**

Gilbert House Children's Museum could not achieve its mission without partnerships with other organizations and businesses. Contributions make it possible for us to keep our admission and membership prices low so the Museum is accessible to more families, including out of town visitors.

GHCM maintains memberships in professional organizations such as the Association of Science Centers, Association of Children's Museum, Northwest Youth Museum Association, and individual agreements with museums like OMSI to provide reciprocal opportunities. Out of town visitors can enjoy GHCM for free because of these arrangements. Also, GHCM is listed in membership materials at hundreds of museums throughout the country.

Our Marketing Staff continues to work with Travel Salem to take advantage of services available through our membership and purchase additional ad space. GHCM works with family oriented publications in nearby markets to advertise our facility and programs.

We work with many organizations to provide educational experiences for children. During our closure, we have partnered with Salem Multicultural Institute, Mano a Mano, Salem Dream Center, CASA of Marion County, Salem Keizer School District, and donors to provide activity kits to students.

Our Halloween Re-Engineered engaged construction partners and donors to provide socially distanced ways to deliver candy to

kids while observing pandemic restrictions.



19.

**Describe one to three accomplishments related to CTPAB funding goals made by your organization in the past year.**

DRAFT - EXAMPLE:

GHCM broke ground February 17, 2020 on a more accessible entry, a sensory garden, and Bill's Bubble Factory. A 2018-19 TOT supported the new safety fencing and gates and leveraged other contributions. The project was completed in September 2020. The improved appearance of the entry will be appealing to out of town visitors and improves wheel chair accessibility. The development and installation of the new bubble exhibit features five ways to play with bubbles. Nature's Workshop invites children to learn through all of their senses in the new garden. We look forward to having families play in these new exhibits when we can reopen.

GHCM hosted a free admission day in February 2020 and welcomed over 3,200 visitors to the museum. TOT funding was used to increase marketing in out of town markets as well as provide fliers in English and Spanish to local school children. 18% of attendees identified Spanish as the primary language spoken in their homes. 35% of attendees provided a zip code from outside the Salem/Keizer area.

TOT operational funding has supported GHCM during an unexpected closure due to the Covid-19 pandemic. Staff and expenses have been greatly reduced. The TOT funding has helped to empower the organization to pivot and continue to support our community with socially distancing programs. GHCM now provides online resources, videos, subscription boxes, and distanced/virtual events.

#### 4. Project Budget

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**Provide complete budget information for your most recently completed fiscal year (required), current fiscal year (required), and upcoming fiscal year (if available).**

##### 20. Project Budget

	Actuals from most recently completed	Current budget	Upcoming if available
Fiscal Year	2019	2020	2021
Total for all Revenues	134,076.54	122,324	100,432
Total for all Expenditures	134,076.54	\$122,324	\$100,432

##### 21. Explain how your organization has developed diversified funding sources to support your facility's operation.

DRAFT - EXAMPLE:

Gilbert House Children's Museum relies on admissions, memberships, rentals, paid for classes and camps, and events for income. Our organization also has naming sponsorships for exhibits, half priced admission days, events and programs. The Museum hosts fundraising events, fundraising opportunities and has an annual appeal to solicit donations. During the extended closure of GHCM, we have added online programs and paid for programming that is delivered by mail. GHCM looks forward to being open in the FY 2021-22. At which time, GHCM will rebuild paid for programming, admissions, and membership income by providing engaging experiences on site.

##### 22. If, in the last two years, expenditures exceeded revenues, please explain the deficit. You may also provide additional information about new or on-going financial challenges.

DRAFT- EXAMPLE:

Expenditures did exceed revenues in the fiscal year 2019-20. The shut down of the facilities for the last quarter of the fiscal year was a loss of over \$400,000 in potential revenue from admissions, field trip groups, memberships, rentals, and fundraising. Expenses were drastically reduced including laying off or furloughing all staff, but the expenses for the fiscal year still exceeded revenue by \$14,818.

#### 5. Attachments to application

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23. Upload a completed [grant budget document](#).

[5. c1. Facility Grant Budget Sheet.pdf](#)

24. Upload a completed [audit reporting worksheet](#).

[5. c2. TOT Grant Audit Receipt Report.pdf](#)

25. Upload a copy of current 501(c)(3), 501(c)(4), 501(c)(6) IRS determination letter

[5. c3. Event Grant Budget Template Sheet.pdf](#)

26. Upload a current strategic plan or business plan

[FY 21-22 TOT Grant Manual w TS flyer.pdf](#)

27. Upload a copy of lease or rental agreement for non-owner occupied facilities (excludes city-owned facilities)

28. Upload a single file containing Financial Statements for the most recently completed fiscal year

[FY 21-22 TOT Grant Manual-September CTPAB Changes.pdf](#)

## 6. Disqualification Notice

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A copy of your application will be e-mailed to the contact address provided.

**TRANSIENT OCCUPANCY TAX**

**OPERATING EXPENSE FOR MAJOR TOURIST ATTRACTION OR CULTURAL FACILITY**

**FACILITY GRANT APPLICATION - BUDGET ATTACHMENT**

**FACILITY BUDGET**

Revenue Budget	Actuals from Most Recently Completed <u>FY</u>	Current Budget <u>FY</u>	Upcoming (if available) <u>FY</u>
Revenue Item			
<b>Earned Revenue</b>			
Admission/Ticket Sales			
Concession/Merchandise Sales (net)			
On-site Cash Donations			
Advertising Income			
Rental Income			
Memberships			
Other Earned			
<b>TOTAL EARNED REVENUE</b>	-	-	-
<b>Fundraising Revenue</b>			
Individual Donations			
Cash Sponsorships			
Fundraising Events			
Other Fundraising			
<b>TOTAL FUNDRAISING REVENUE</b>	-	-	-
<b>Other Revenues</b>			
Grants (List separately)			
Other			
<b>TOTAL OTHER REVENUE</b>	-	-	-
<b>TOTAL ALL REVENUES</b>	-	-	-

## TRANSIENT OCCUPANCY TAX

OPERATING EXPENSE FOR MAJOR TOURIST ATTRACTION OR CULTURAL FACILITY

### FACILITY GRANT APPLICATION - BUDGET ATTACHMENT

#### FACILITY BUDGET

Expenditure Budget	Actuals from Most Recently Completed <u>FY</u>	Current Budget <u>FY</u>	Upcoming (if available) <u>FY</u>
Expenditure Item			
Personnel Costs			
Other Operating Expenses:			
Type 1			
Type 2			
Type 3			
Type 4			
Type 5			
Type 6			
Type 7			
Type 8			
Type 9			
Type 10			
TOTAL OPERATING EXPENSES	-	-	-
Capital Expenses:			
Type 1			
Type 2			
Type 3			
Type 4			
TOTAL CAPITAL EXPENSES REVENUE	-	-	-
TOTAL ALL EXPENDITURES	-	-	-

Provide expenditure types that are obvious and understandable regarding the expenditure being represented.

Revenue and expense types may be added, applicants are not limited to the quantity on this form.

# AUDIT REPORTING WORKSHEET FOR TRANSIENT OCCUPANCY TAX (TOT) RECIPIENTS

FOR (ORGANIZATION NAME) \_\_\_\_\_

PERIOD PREPARED FOR \_\_\_\_\_

PREPARED BY \_\_\_\_\_

DATE PREPARED \_\_\_\_\_

BEGINNING BANK BALANCE

A

TOT FACILITY RECEIPTS

DATE

AMOUNT

_____	_____
_____	_____
_____	_____
_____	_____

TOTAL TOT FACILITY RECEIPTS

B

0

ALL OTHER INCOME

C

TOTAL INCOME

B+C=D D

USE OF TOT FUNDS

DATE

AMOUNT

PURPOSE OF EXPENDITURE

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Staffing, supplies, etc...

TOTAL TOT EXPENDITURES

E

0

ALL OTHER EXPENDITURES

F

TOTAL EXPENDITURES

E+F=G G

INCOME MORE (LESS) THAN EXPENSES (D-G=H)

H

ENDING BANK BALANCE

(A+H=I)

I

Please submit bank statements or reconciliations that support both the beginning and ending bank balance.

**TRANSIENT OCCUPANCY TAX**  
**EVENT OPERATING EXPENSE**  
**GRANT APPLICATION - BUDGET ATTACHMENT**

Revenue Item	Status of Revenue	Proposed
TOT GRANT FUNDS		7,500
<b>TOTAL REVENUES</b>		<b>7,500</b>

In-Kind Item	Value
Marketing-Statesman Journal, Travel Salem, etc.	
Artisan fee waivers	
Miscellaneous supplies, equipment and services	
<b>TOTAL IN-KIND VALUE</b>	<b>-</b>

<b>TOTAL RESOURCES</b>	<b>7,500</b>
------------------------	--------------

Expenditure Item	Proposed		
	Actual	In-Kind	Total
<b>Personnel Costs</b>			0
<b>Other Operating Expenses:</b>			
Facility Rent			0
Equipment/Rentals			0
Utilities			0
Security			0
Artistic Fees			0
Marketing			0
T-shirts			0
Hospitality			0
Misc			0
Insurance			0
Storage			0
<b>TOTAL OPERATING EXPENSES</b>	<b>-</b>	<b>0</b>	<b>0</b>

Provide expenditure types that are obvious and understandable regarding the expenditure being represented.  
Revenue and expense types may be added, applicants are not limited to the quantity on this form.

**Cultural and Tourism Fund**
**Fund Status Report - For the Period Ending June 30, 2021**
**Item 6.a.**

	FY 2020-21		FY 2019-20		FY 19-20	
	Budget	Actual Thru	Budget	Actual Thru	to FY 20-21	%
	FY 2020-21	30-Jun	FY 2019-20	30-Jun		Difference
<b>Resources</b>						
Beginning fund balance	399,320	382,474	473,000	660,962	(278,488)	-42.13%
Tax collections	3,180,370	3,095,121	4,137,870	3,374,954	(279,833)	-8.29%
Other agencies	5,400	3,931	5,400	3,670	261	7.11%
Interest earnings	2,500	6,712	2,500	15,184	(8,472)	-55.80%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	13,709	12,000	12,000	1,709	14.24%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
<b>Total Resources</b>	<b>3,599,590</b>	<b>3,501,947</b>	<b>4,630,770</b>	<b>4,066,770</b>	<b>(564,823)</b>	<b>-13.89%</b>
<b>Expenditures by Division</b>						
Conference Center Marketing	309,090	300,000	300,090	300,090	(90)	-0.03%
Tourism Promotion - Travel Salem	795,090	794,786	1,030,720	813,971	(19,185)	-2.36%
City Programs/Parks/CIP	1,582,240	1,505,740	1,737,560	1,657,092	(151,352)	-9.13%
Administration	275,140	265,216	339,690	270,711	(5,495)	-2.03%
Major Tourist Attractions and Cultural Facilities	573,530	325,888	618,000	427,400	(101,512)	-23.75%
Contingency	64,500	21,989	120,000	17,906	4,083	22.80%
<b>Total Expenditures</b>	<b>3,599,590</b>	<b>3,213,619</b>	<b>4,146,060</b>	<b>3,487,170</b>	<b>(273,551)</b>	<b>-7.84%</b>
<b>Total Resources Less Expenditures</b>	<b>-</b>	<b>288,328</b>	<b>484,710</b>	<b>579,600</b>	<b>(291,272)</b>	<b>-50.25%</b>

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,117	238,457	323,419	287,170	186,529	165,617	145,527	242,655	239,423	308,353	743,853	3,095,121	3,180,370
% Chg		-58.92%	-55.25%	-7.13%	-20.98%	-34.12%	-27.18%	-38.46%	-15.55%	17.15%	287.97%	155.67%	-8.29%	-2.68%

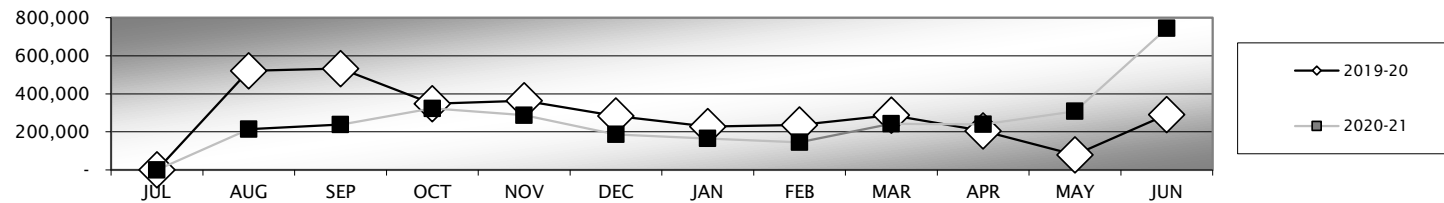


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021.

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

YTD June FY 2019-20	3,374,954
YTD June FY 2020-21	3,095,121
Variance FY 19-20 to FY 20-21	-8.29%



# CTAB Completion Report-Facility

## 1. (untitled)

---

### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Historic Elsinore Theatre

#### 2. Name and location of facility

Elsinore Theatre - 170 High St SE, Salem, OR 97301

#### 3. Reporting period

4th quarter

#### 4. Total number of days open

4

#### 5. Total hours of operation

#### 6. Volunteer hours for period

10.5

#### 7. Total attendance at facility

1135

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

Films / performances : 1135

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

\$7,127.50

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

\$0.00

#### 11. Total income from other sources

\$98,520.00

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

Our staff was focused on the execution of our inaugural Anniversary (95th) Fundraiser which was held virtually on May 26th. And there was lots of outreach via social media to engage supporters. The virtual event allowed people outside of the local area to participate.

We reached out to Capi Lynn at the Statesman to do an article on "A Piece of the Stage" that was an auction item. Her article reached the winning bidder who grew up in Salem but lives in Los Angeles now. We were surprised by the number of supporters we had from outside of Oregon. Hopefully these supporters will be back to visit Salem and the Elsinore when conditions allow.

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

When the 2020-2021 grant was submitted (November of 2019) we knew nothing of COVID-19 and our goals and measurable outcomes reflected improvement over the previous "normal" year. Increasing the average attendance per show and increasing ticket purchasers living beyond 50 miles were the measurable outcomes. Needless to say, COVID made these outcomes impossible.

The beginning of the 4th quarter was the first time that state mandates allowed us to have more than 6 people in the theater. We were so happy to be able to open our doors again to two loyal local dance schools for their end of season shows. Inspiration Dance Company and American Ballet Academy each had two shows in early June. Capacity was limited to 10% of capacity or 250 people.

**14. Submitted by**

Sally Litchfield Puhek

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

Sally@ElsinoreTheatre.com

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

## **2. Thank You!**

---

**Thank you for submitting your report.**

# CTAB Completion Report-Facility

## 1. (untitled)

---

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

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

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

Salem Multicultural Institute

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

World Beat Gallery 390 Liberty Street, SE Salem, 97302

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

4th quarter

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

30

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

180

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

150

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

50

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

Museum tours / gallery visits : 50

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

\$8,477.50

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

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

\$8,783.00

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

For our latest exhibit, "Play: Toys and Games Around the World," we collaborated with Gilbert House Children's Museum. The exhibit features items created by A.C. Gilbert, as well as toys/games ranging from Mah Jongg to Double Dutch jump rope.

There are also a number of hands-on opportunities for visitors. They can try their hand at kendama (a Japanese game that involves catching a wooden ball on a stick - way more difficult than it sounds); hacky-sack in its current and original Filipino version, sipa; or the hula hoop, among other things.

Going for two straight years without a World Beat Festival has been extremely difficult. Staffing issues contributed to a delay in opening the exhibit. We hope that this will be alleviated when we start looking for a new Assistant Director in September. We also had to deal with some key volunteers being sidelined by increased job demands due to COVID.

The World Beat Dragon Boat Club was able to get back on the river this year. We have three teams practicing, despite the fact that most dragon boat races were cancelled in 2021.

We have also been working on a number of collaborations over the past few months. We are working with the Capital Foundation to sponsor its virtual Multicultural Day, which was on August 7, and its Hispanic Heritage Day, which is scheduled for September 18. We also started collaborating with Salem Main Street Association to plan winter holiday activities downtown, and with a consortium of performing arts organizations to plan an event in the new amphitheater next summer. We are also helping the Alzheimer's Association with their planned Walk in October. Finally, we are working on a break dance competition which will be held at the end of August.

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

Goal: Gallery attendance > 2,000

Outcome: Actual YTD attendance - 115

Methodology: Guest Book

**14. Submitted by**

Kathleen Fish

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

kathleen@salemmulticultural.org

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

[Japanese Toys.JPG](#)

[image4.jpeg](#)

[Gilbert House.JPG](#)

## **2. Thank You!**

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**Thank you for submitting your report.**