

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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

Board Members

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

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: October 13th & 15th

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 15, 2020

6:00 - 8:00 PM

City of Salem Planning Division YouTube Channel

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

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. July 14, 2020 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda – **Please provide to Chris via email before meeting**
5. Items Requiring Action
 - a. Recall Vote
 - b. Willamette Heritage Center request for proceeding with CIP grant
 - c. Sub-committee scoring rubric language recommendations
 - d. Draft Public Announcement for the next TOT Grant Orientations
6. Information Items
 - a. Cultural and Tourism Fund Reports – June 2020 and August 2020
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – June 2020 and August
 - c. Facility Operating Grant Reports – Bush House Museum, Deepwood Estates, Gilbert House Children's Museum, Hallie Ford Museum of Art, Salem Multicultural Institute, Willamette Art Center, Willamette Heritage Center
 - d. Event Grant Reports – Elsinore Theatre Drowsy Chaperone
 - e. Capital Improvement Reports – Elsinore Theatre Façade Removal
 - f. Annual Reports – None
7. Appearance of Interested Citizens– **Please provide to Chris via email before meeting**
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, July 14, 2020
Remote Meeting via ZOOM

<p>MEMBERS PRESENT Scott Snyder, Chair Elaine Navarro, Vice Chair Jonathan Baker (arrived at 6:04) Gaelen McAllister Rita Siong Laura Tesler Ryan Gail Omar Alvarado (arrived at 6:11) Felipe Gonzales (new)</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II Kathy Knock, CD Tech Support Specialist Kelly Kelly, CD Staff Assistant</p>	<p>MEMBERS ABSENT</p>
<p>GUESTS No guests were allowed to attend via Zoom for this meeting.</p> <p>Input and questions and updates ahead of the meeting were invited by Chris Neider.</p>	<p>GUESTS</p>

1. CALL TO ORDER

Chair, Scott Snyder, began the meeting at approximately 5:58 p.m. with 7 of 9 members present.

2. ROLL CALL

Members present: Scott Snyder, Elaine Navarro, Jonathan Baker, (arrived at 6:04), Gaelen McAllister, Rita Siong, Laura Tesler, Ryan Gail, Omar Alvarado (arrived at 6:11), Felipe Gonzales (New), and Chris Neider.

Members absent: (2 were late to join the meeting, but all arrived by 6:11 PM.)

Chair Scott Snyder welcomed new board member, Felipe Gonzales to the group, and Felipe spent a few minutes introducing himself to the group.

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the June 9, 2020 CTPAB meeting minutes.

Motion: To approve today's agenda and the June 9th, 2020 CTPAB meeting minutes.

Motion by: Gaelen McAllister

Seconded by: Rita Siong

ACTION: APPROVED

Vote: 8-0

Aye: 8

Nay: 0

Abstentions: 0

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

No public testimony for this remote CTPAB meeting via Zoom. The following cultural organizations provided written updates to be shared:

Salem Art Association announced their 1st Annual Virtual Art Festival will be July 17-19, 2020, free and accessible to all. 126 Artists participating.

Gilbert House Update: Alicia Bay noted the Bill's Bubble Factory construction is under way. Summer Camp-at-Home ideas and programming are available on their web page. 1000 Camp-at-Home Bags, in partnership with Salem Multicultural Institute, with crafts and other fun things to do, will be disbursed in August for kids to enjoy.

Jason Unruh of the Hoopla Association, gave an update the CherryFest NW and Hoopla events have been postponed to Spring of '21.

An Email from Facility Operators was received, in response to the Board's decision to fund at 75%, requesting reconsideration of payment in full.

5. ITEMS REQUIRING ACTION

a. Election of Chair and Vice-Chair for FY2020-2021

Scott Snyder nominated Gaelen McAllister for Vice Chair. Laura Tesler seconded the nomination.

Gaelen McAllister nominated Scott Snyder for Chair. Elaine Navarro seconded the nomination.

Scott Snyder accepted the nomination and noted it will be a challenging year ahead with the budget/revenue shortfalls due to COVID-related closures, etc.

Discussion: Laura Tesler noted change can be a good thing. Laura Tesler noted Gaelen McAllister would be a very qualified Chair. Gaelen noted she would decline to be chair this year, and felt Scott's experience and leadership will be valuable this tough year ahead, but feels confident to serve along side of Scott and thanks the board for their vote of confidence.

Vote: 9-0 for Scott Snyder as Chair and Gaelen McAllister as Vice Chair.

b. Update on TOT fund revenues (May activity received end of June)

With the caveat that June funds are not all in at present, Chris Neider noted the trend appears to be June coming in at a 21% reduction over June last year. The adopted budget requires \$399K. About \$299K has come in, so far. Chris noted revenues are down by 40% in April and 76% in May as compared to the same months in 2019, with June figures still not complete, but looking like a \$650K shortfall in revenue, depending on what comes in for June. \$4 Million last year, 2.2 Million this year, thus far. A healthy beginning fund balance helped absorb shortfalls to date.

Scott Snyder noted for his hotel, June had a 25% increase in revenues over May and July looked hopeful to improve another 25% over June, but Scott reminded us this is just a sliver of hope, as they are no where near where they should be this time of year. So, the trend is hopeful, but Scott reminds us the revenues are at 15% of usual for this time of year.

Chris Neider noted that the Board's recommendations to Council to address shortfalls were adopted by City Council in June.

c. TOT Grant Application Review for next funding cycle (Manual & Apps)

Gaelen McAllister noted that some applicants with low scores asked for more input about why they scored low and how they could improve. Chris noted he has always offered input to applicants when asked, and to the extent details of use are available. The Board has not specifically been required to take or keep their notes. Chris suggested that might be helpful, as the board is clearly willing to give feedback when asked. Chris is willing to share what was captured in minutes from meeting dialogue. A subcommittee was suggested to help the organizations understand their low scores, but due to COVID, no further action was taken on this subject. *Mandatory* attendance at Orientation and *Recommended* Attendance at decision making meetings would be in important aspect for applicants to understand.

Ryan Gail brought up consistency and clarification of Values as graded by board members. Scott Snyder noted board members and Facility Operators getting together to discuss and collaborate about what constitutes a quality application has been and will continue to be a great route to pursue to achieve the board's goal.

Scott Snyder noted this is the time of year for subcommittees to meet and evaluate the processes.

Gaelen McAllister suggested a subcommittee of board member and facility operator volunteers meet (virtually) and focus on scoring and any needed clarifications. Review of the scoring rubric, clarification of what is wanted on the budget sheet, and clarification of what is valued or of concern when board members review applications would be the topics for the subcommittee to discuss.

Motion: Develop subcommittee to work on scoring rubric and review applications and grant manual.

Motion by:	Rita Siong
Seconded by:	Gaelen McAllister
<u>ACTION:</u>	APPROVED
Vote:	9-0
Aye:	9
Nay:	0
Abstentions:	0

Ryan Gail, Gaelen McAllister, Omar Alvarado and Felipe Gonzalez volunteered to be on the subcommittee. This subcommittee should meet in August, and there will not be a regular CTPAB Board members meeting in August.

Scott Snyder asked that the board revisit what to do with non-passing scores for Facility Operators. Scott wants the group to re-discuss policy and intention ahead of the next cycle. It was noted reviewing the scoring process ahead of the next cycle would be important, since not every board member realized or remembered that scores below a certain level disqualified operators from receiving a grant.

Scott Snyder also proposed that with the likely budget/revenue shortages ahead, that Event Grants be reduced to top out at \$7,500, rather than \$10,000, with Small or New Event Grants still being made available for up to \$2,000. Scott noted it might take a few years to build the fund again, and a smaller top amount of \$7,500 might allow the Board to fund more events in the meantime.

Motion: Reduce the Event and Capital Improvement Grant from a maximum of \$10,000 to a maximum of \$7,500 for the FY21-22.

Motion by:	Scott Snyder
Seconded by:	Ryan Gail
<u>ACTION:</u>	APPROVED
Vote:	9-0
Aye:	9
Nay:	0
Abstentions:	0

6. INFORMATION ITEMS

- Cultural and Tourism Fund Reports – May, 2020
- Cultural and Tourism Fund Revenue (Tax) Reports – May, 2020
- Facility Operating Grant Reports – Bush House Museum, Deepwood Museum & Gardens, Elsinore Theatre, Gilbert House, Hallie Ford Museum of Art, Salem Art Association, Salem Multicultural Institute, Salem Riverfront Carousel, Willamette Art Center and Willamette Heritage Center
- Event Grant Reports – Deepwood 125th Birthday, Gilbert House-Day of Play, Oregon Symphony Association in Salem-Season and Youth Concerts
- Capital Improvement Reports – Gilbert House-Phase I and Willamette Heritage Center-Flooring Replacement

f. Annual Reports – None

7. APPEARANCE OF INTERESTED CITIZENS

Facility Operators request (in writing) for full funding vs 75% funding consideration.
(Virtual Meeting – input required ahead of meeting, via email to Chris Neider, at cneider@cityofsalem.net)

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

None.

9. ADJOURNMENT

With no further business, Chair Scott Snyder adjourned the meeting at approximately 7:15 p.m.

The next regular TOT board meetings will be held Tuesday, September 15th, 2020, at 6:00 p.m. via Zoom or some other virtual platform.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

CTPAB Nominations

Chair:

Laura Tesler

Scott Snyder

Vice-chair:

Laura Tesler

Rita Siong

Scott Snyder



WILLAMETTE HERITAGE CENTER

September 10, 2020

To: Cultural and Tourism Promotion Advisory Board
Chris Neider, City of Salem

From: Michelle Cordova, Executive Director
Willamette Heritage Center

Re: 2020 – 2021 Capital Improvement Grant

The Willamette Heritage Center would like to request access to the funding previously approved by the board of our FY20-21 Capital Improvement Grant. We are prepared to continue with our project as is stated on our grant application submitted last November. The project description is as follows:

The 1909 Oregon and California Caboose #507 is eligible for funding by the City of Salem with Transient Occupancy Tax (TOT) revenues as outlined in Section 56 of the City Charter (Purpose 3), "Improvements to or operation of a major tourist attraction or cultural facility." This project is considered a capital improvement for the Willamette Heritage Center, as it "increase(s) the useful life of the facility" and "increase(s) the types of uses for the building or structure upon which it is installed."

The following are all considered as part of the total building project of this permanent exhibit: the installation expenses, costs for reconditioning used equipment to make it usable for the purpose for which it was purchased, and signage that is part of the asset's renovation and will be permanently attached to the structure.

As per instructions from Chris Neider, City of Salem staff member, we are to request funding prior to beginning the capital project due to the limited and uncertain cash flow from Covid-19. I look forward to hearing from the CTAPB board if the funds are currently available for us to begin this project. The total amount approved on the grant request was \$10,000.

Thank you for your consideration.

Respectfully Submitted by:

Michelle Cordova

FY 2021-22 Transient Occupancy Tax (TOT) Grant Application Manual

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Requirements for all Applicants

Compliance with Section 56 of Salem's City Charter

Section 56 of the charter provides that TOT funds may only be used for the following purposes:

- Enhancement and beautification of vehicular and pedestrian entrance-ways to the city,
- Urban beautification generally,
- Improvements to or operation of major tourist attraction or cultural facilities, or
- Activities performed directly by the city or through contracts that promote use of Salem for conventions, conferences, seminars or for general tourism.

IRS Status

Applicant must be a non-profit corporation having tax-exempt status under section 501(c) (3), 501(c) (4) or 501(c) (6) of the Internal Revenue Code at the time of application submission.

Provide a copy of organization's current 501(c) (3), 501(c) (4) or 501(c) (6) IRS determination letter, **unless the organization is a non-501(c) applying for a small grant of \$2,000 or less.**

Reporting Requirements

As applicable, reporting on the use of TOT funds for the previous fiscal year must be complete.

Application Submittal

Completed application must be received by the Cultural and Tourism Promotion Advisory Board by **Monday, November 16, 2020, 5:00 p.m.** Submit completed application in a sealed envelope to:

FY 2021-2022 TOT Funding Application
Cultural and Tourism Promotion Advisory Board
Attn: Chris Neider
City of Salem Community Development Office – Room 305
555 Liberty Street SE, Salem, OR 97301

Disqualification Notice

An otherwise eligible applicant could be disqualified for this grant for failure to comply with Section 56 of the City Charter, failure to meet reporting requirements and deadlines, supplying the Salem Cultural and Tourism Promotion Advisory Board (CTPAB) with inaccurate information or other non-compliance with city contracts.

The board reserves the right to alter the funding amount requested.

Note to all applicants: The Cultural and Tourism Promotion Advisory Board's recommendations on funding and grant awards are advisory. The Salem City Council makes the final award decision.

Requirements for Capital Asset or Improvement Project Grant Applicants

1. One application per organization/applicant for a capital asset or improvement project.
2. A TOT grant request not to exceed \$10,000 and represent not more than 50 percent of the project budget. The remaining 50 percent of the project budget, which is the grant match, must be at least 60 percent cash and 40 percent in-kind. The value of the in-kind match may exceed the amount equivalent to 40 percent of the total grant match. However, the budget must detail a cash contribution equivalent to not less than 60 percent of the grant match necessary for the project budget. The cash contribution may be provided by multiple sources. **TOT grant may not reimburse more than 50 percent of actual costs.**
3. Capital asset must be necessary for the continued operation of the facility and a capital improvement must increase the useful life of the facility or increase the types of uses for the building or structure upon which it is installed.
4. For city owned facilities: Provide statement from the city's contract administrator acknowledging application and operator's responsibility for project under operating agreement.

Requirements for Facility Operating Grant Applicants

Facility Operator - A building, structure, or premises, or other similar structure having its primary purpose be the advancement or preservation of cultural aspects of human activity. As used in this definition, cultural aspects of human activity include; heritage, museum, visual art, literature, music, theatre and dance.

1. The facility must provide programs and services 12 months per year **and a minimum annual attendance of 3,600 patrons to all programs and events offered by an organization.** Facility must be open to the public or provide programs and services a minimum of 800 hours per year and occupy a minimum of 1,000 square feet. (Major Performing Arts Facilities must only be open for a minimum of 100 performances per year.)
2. Facility operators must invest a minimum of 3% of their annual operating budget on marketing via direct costs, radio, Facebook, mailings, and can include marketing staffing costs.
3. Facility operators are limited to a maximum of three TOT grants per year.
4. Copy of **financial statements** for most recently completed fiscal year.
5. Copy of lease or rental agreement for non-owner occupied facilities (excludes city-owned facilities).

6. New Facility operators must have executed a minimum of three successful Special Event/Project or Capital Improvement grants or combination of the two types of grants.
7. All Facility Operator applicants must meet or exceed the minimum allowed score required to be considered for Facility Operator Grant funding each year.

*Existing Facility operators, all above criteria should be met in order to be considered for Operating Grant Funding. New applicants, having satisfied the above criteria, should provide a letter of intent in July each year prior to applying as a Facility Operator.

Requirements for Event and Project Grant Applicants

1. An organization may apply for event or project grant funding for a maximum of two grants.
2. Limitation – an event with the primary focus to raise funds for purposes which are not in compliance with Chapter 56 of the Salem City Charter is ineligible to receive funding.
3. A non-501(c) group without official IRS non-profit status, as required above, may apply for a small event grant or project for up to \$2,000.

Capital Asset/Improvement Grant Application Checklist

Please use this checklist to ensure your application is complete. Applications missing *any* of the listed required materials will not be considered for funding.

- ___ All applicant/contact information
- ___ Copy of current 501(c) (3), 501(c) (4) or 501(c) (6) IRS determination letter
- ___ Statement of eligibility under charter
(Project Description, Section 1.a. of application)
- ___ Description of project and how it will preserve structural integrity and/or enhances operations and maintains the viability of the facility
(Project Description, Section 1.b. and 1.c. of application)
- ___ For city-owned facilities: Provide statement from the city's contract administrator acknowledging the application and operator's responsibility for project under an operating agreement. Copy of lease or rental agreement for non-owner occupied facility.
(Project Description, Section 1.d. and 1.e. of application)
- ___ Statement of how the project meets TOT board goals
(CTPAB Goals, Section 2.a. of application)
- ___ Measurable outcomes
(CTPAB Goals, Section 2.b. of application)
- ___ Summary of two completed projects in past three years
(Past Performance, Section 3.a. of application)
- ___ Budget narrative identifying use of TOT funds, the percentage of total budget represented by TOT funds, other financial support leveraged, in-kind support and plan for future maintenance *(Project Budget, Section 4.a., 4.b., 4.c., 4.d., and 4.e. of application)*
- ___ Capital project budget with all revenues/resources and expenses (attachment)
(Project Budget and Cost Estimate, Section 4.f. and 4.g. of application)
- ___ Three cost estimates from qualified professionals/businesses on letterhead (attachment)
(Project Budget and Cost Estimate, Section 4.h. of application)

Facility Operating Grant Application Checklist

Please use this checklist to ensure your application is complete. Applications missing any of the listed required materials will not be considered for funding.

- ___ All applicant/contact information
- ___ Copy of current 501(c) (3), 501(c) (4) or 501(c) (6) IRS determination letter (attachment)
- ___ Copy of **financial statements** for most recently completed fiscal year (attachment)
- ___ Copy of lease or rental agreement for non-owner occupied facilities (excludes city-owned facilities) (attachment)
- ___ Copy of current strategic plan or business plan (attachment)
- ___ Organizational narrative including mission statement, description of facility (**over 1,000 sq. ft.) annual attendance/annual number of performances**, programs, services and staffing and volunteers (*Organization Narrative, Section 1.a., 1.b., 1.c., and 1.d. of application*)
- ___ Statement of how the project meets TOT board goals (*CTPAB Goals, Section 2.a. of application*)
- ___ Measurable outcomes (*CTPAB Goals, Section 2.b. of application*)
- ___ Description of partnerships with other organizations/businesses and explanation of how partnerships contribute to Salem's appeal as a tourist destination (*CTPAB Goals, Section 2.c. of application*)
- ___ Summary of accomplishments in past years (*Past Performance, Section 3.a. of application*)
- ___ Financial information for most recently completed fiscal year (actuals), current fiscal year budget and if available, the upcoming fiscal year budget (attachment) (*Organizational Budget, Section 4.a. of application*)
- ___ Explanation of diversified funding sources, **3% of operating expenses for marketing**, and any reasons for a deficit (*Organizational Budget, Section 4.b. and 4.c. of application*)

501(c) Organization Event or Project Grant Application Checklist

Please use this checklist to ensure your application is complete. Applications missing any of the listed required materials will not be considered for funding.

- ___ All applicant and contact information
- ___ Copy of current 501(c) (3), 501(c) (4) or 501(c) (6) IRS determination letter
- ___ Organizational Information, key members and their roles
(Event or Project Description, Section 1.a. Event questions and 1.a. Project questions)
- ___ Summary of event or project including date and location for event, timeframe for project, and planning completed to date
(Event or Project Description, Section 1.b. Event questions and 1.b. Project questions)
- ___ Description of marketing and promotion, and how the City of Salem will be recognized for its funding support *(Event Description, Section 1.c. of application)*
- ___ *Description of the project's primary goals and objective*
(Project Description, Section 1.c. of application)
- ___ Description of who will benefit from this event or the need for the project
(Event or Project Description, Section 1.d. and 1.e. Project questions of application.)
- ___ Statement of how the project meets CTPAB goals
(CTPAB Goals, Section 2.a. of application)
- ___ Measurable outcomes
(CTPAB Goals, Section 2.b. of application)
- ___ Description of the organization's qualifications
(Past Performance, Section 3.a. of application)
- ___ Budget narrative identifying use of TOT funds, the percentage of total budget represented by TOT funds, list other financial support and in-kind support
(Event or Project Budget, Section 4.a., 4.b., 4.c., and 4.d. of application)
- ___ Event budget with all revenues/resources and expenses (narrative and attachment)
(Event or Project Budget, Section 4.e and 4.f. of application)

Non-501(c) Organization Event or Project Grant Application Checklist

Please use this checklist to ensure your application is complete. Applications missing any of the listed required materials will not be considered for funding.

- ___ All applicant and contact information
- ___ Organizational Information, key members and their roles
(Event or Project Description, Section 1.a. Event questions and 1.a. Project questions)
- ___ Summary of event or project including date and location for event, timeframe for project, and planning completed to date
(Event or Project Description, Section 1.b. Event questions and 1.b. Project questions)
- ___ Description of marketing and promotion, and how the City of Salem will be recognized for its funding support *(Event Description, Section 1.c. of application)*
- ___ *Description of the project's primary goals and objective*
(Project Description, Section 1.c. of application)
- ___ Description of who will benefit from this event or the need for the project
(Event or Project Description, Section 1.d. and 1.e. Project questions of application.)
- ___ Statement of how the project meets CTPAB goals
(CTPAB Goals, Section 2.a. of application)
- ___ Measurable outcomes
(CTPAB Goals, Section 2.b. of application)
- ___ Description of the organization's qualifications
(Past Performance, Section 3.a. of application)
- ___ Budget narrative identifying use of TOT funds, the percentage of total budget represented by TOT funds, list other financial support and in-kind support
(Event or Project Budget, Section 4.a., 4.b., 4.c., and 4.d. of application)
- ___ Event budget with all revenues/resources and expenses (narrative and attachment)
(Event or Project Budget, Section 4.e and 4.f. of application)

Examples of Measurable Outcomes for Event or Project Grants and Capital Asset or Improvement Project Grants

Examples:

Event Measures

1. Attendance at event
2. Gate receipts for event
3. Donations received at event
4. Number of community partners
5. Lodging nights attributable to event (Overnight tourists are defined as guest traveling greater than 50 miles for an event)
6. Other: provided by applicant

Project Measures

1. Increased Market Share
2. Outreach
3. Social Media Activity (number of “likes” or re-tweets)

Capital Project Measures

1. Diversified project funding – number of funding sources accessed
2. Volunteer hours used to complete project
3. Amount of time from project implementation to project completion
4. Anticipated reduction in operating costs resulting from project
5. Anticipated improvement in operating efficiency resulting from project
6. Other: provided by applicant

Scoring Criteria and Rubric

Rubric Valuation for **All Applicants**

Value	Description	Avg. Score
Excellent	Clearly demonstrates compliance with Chapter 56 of the Salem City Charter through the operation of, or improvement to, a major tourist attraction or cultural facility and/or by promoting use of Salem for general tourism. Strongly contributes to the Cultural and Tourism Promotion Advisory Board goals of increasing revenues/room nights, increasing the overall estimated economic impact of tourism and enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents. Merits investment of transient occupancy tax revenues.	22 – 25
Satisfactory	Demonstrates compliance with Chapter 56 of the Salem City Charter through the operation of, or improvement to, a major tourist attraction or cultural facility and/or by promoting use of Salem for general tourism. Contributes to the Cultural and Tourism Promotion Advisory Board goals of increasing revenues/room nights, increasing the overall estimated economic impact of tourism and enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem's residents. Merits investment of transient occupancy tax revenues.	18.75 – 21.99
Unsatisfactory	Makes an incomplete or inadequate demonstration of compliance with Chapter 56 of the Salem City Charter through the operation of, or improvement to, a major tourist attraction or cultural facility and/or by promoting use of Salem for general tourism. Makes an insignificant contribution to the Cultural and Tourism Promotion Advisory Board goals of increasing revenues/room nights, increasing the overall estimated economic impact of tourism and enhancing the quality of life and embracing a culture of inclusiveness and diversity for all Salem residents. Does not merit investment of transient occupancy tax revenues. A disqualification or score of zero will trigger Board discussion for understanding and justifying of the score.	0 – 18.74

* Second Tier Scoring Allocation: Any unallocated Special Event grant funding left after all passing scored application awards are met, may be allocated at the Board's discretion and according to the next highest score until all available funds are awarded or the Board determines no further allocations are warranted.

Capital Asset/Improvement Grant Scoring Criteria

<i>Review Criteria</i>	<i>Score</i>	<i>Points</i>
Description (6 points maximum) <ul style="list-style-type: none"> Is there significant need for the project? How well does the project preserve the structural integrity/enhance viability of the facility? 		6: Exceeds all criteria 5: Meets all criteria 3-4: Generally meets criteria 1-2: Meets only some criteria 0: Does not meet criteria
CTPAB Funding Goals (8 points maximum) <ul style="list-style-type: none"> Does this proposal have strong potential to advance CTPAB goals of: <ul style="list-style-type: none"> Increasing room nights/tax revenues? 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? How well do the measurable impacts selected support CTPAB goals? 		8: Exceeds all criteria 7: Meets and in some areas exceeds 6: Meets all criteria 3-5: Generally meets criteria 1-2: Meets only some criteria 0: Does not meet criteria
Past Performance (4 points maximum) <ul style="list-style-type: none"> Is evidence shown of past projects? (required to list 2 examples) Were prior project goals met? Were revenue goals met? Were anticipated sources of support secured? 		4: Exceeds all criteria 3: Meets all criteria 2: Generally meets criteria 1: Meets only some criteria 0: Does not meet criteria
Budget (2 point maximum) <ul style="list-style-type: none"> Is the budget realistic? Will the TOT funds be leveraged to obtain other support? If pertinent, are the continued planned maintenance costs sustainable? Is there sufficient match for the grant dollars requested? Do the cost estimates provided seem reasonable? (required to provide 3 quotes) 		2: Exceeds all criteria 1: Meets all criteria 0: Does not meet criteria
Total Score		

Scoring Criteria for Facility Operating Grant

Review Criteria	Score	Points
Description (6 points maximum) <ul style="list-style-type: none"> Does the organization deliver quality programming and services? Is the staffing sufficient for administration and program delivery? Does the organization attract volunteers as evidence of community support? 		<i>6: Exceeds all criteria</i> <i>5: Meets all criteria</i> <i>3-4: Generally meets criteria</i> <i>1-2: Meets only some criteria</i> <i>0: Does not meet criteria</i>
CTPAB Funding Goals (8 points maximum) <ul style="list-style-type: none"> Does this organization have strong potential to advance CTPAB goals of: <ul style="list-style-type: none"> Increasing room nights/tax revenues? 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? How well do the measurable impacts selected support CTPAB goals? How well does this organization's partnership(s) promote cultural tourism? 		<i>8: Exceeds all criteria</i> <i>7: Meets and in some areas exceeds</i> <i>6: Meets all criteria</i> <i>3-5: Generally meets criteria</i> <i>1-2: Meets only some criteria</i> <i>0: Does not meet criteria</i>
Past Performance (4 points maximum) <ul style="list-style-type: none"> Is evidence shown of past accomplishments? (related to CTPAB goals in past the year) How significant were these accomplishments for the organization and/or for the Salem community? 		<i>4: Exceeds all criteria</i> <i>3: Meets all criteria</i> <i>2: Generally meets criteria</i> <i>1: Meets only some criteria</i> <i>0: Does not meet criteria</i>
Budget (2 points maximum) <ul style="list-style-type: none"> Is the budget realistic? Does the budget show evidence of diversified funding sources? Is the explanation for the deficit reasonable or does it show evidence of fiscal weakness? 		<i>2: Exceeds all criteria</i> <i>1: Meets all criteria</i> <i>0: Does not meet criteria</i>

Scoring Criteria for 501(c) Organization Event or Project Grant

<i>Review Criteria</i>	<i>Score</i>	<i>Points</i>
Description (6 points maximum) <ul style="list-style-type: none"> Is it a high quality event/project? Is there evidence of a strong marketing and promotion plan? 		6: Exceeds all criteria 5: Meets all criteria 3-4: Generally meets criteria 1-2: Meets only some criteria 0: Does not meet criteria
CTPAB Funding Goals (8 points maximum) <ul style="list-style-type: none"> Does this proposal have strong potential to advance CTPAB goals of: <ul style="list-style-type: none"> Increasing room nights/tax revenues? 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? How well do the measurable impacts selected support TOT goals? 		8: Exceeds all criteria 7: Meets and in some areas exceeds 6: Meets all criteria 3-5: Generally meets criteria 1-2: Meets only some criteria 0: Does not meet criteria
Past Performance (4 points maximum) <ul style="list-style-type: none"> Is evidence shown of organizational capacity to complete the proposed event or project? 		4: Exceeds all criteria 3: Meets all criteria 2: Generally meets criteria 1: Meets only some criteria 0: Does not meet criteria
Budget (2 points maximum) <ul style="list-style-type: none"> Is the budget realistic for the organization or project? Is the percentage of the grant request appropriate for the overall budget? Does it show diversified sources of funding? 		2: Exceeds all criteria 1: Meets all criteria 0: Does not meet criteria
Total Score		

Scoring Criteria for Non-501(c) Organization Event or Project Grant

<i>Review Criteria</i>	<i>Score</i>	<i>Points</i>
Description (6 points maximum) <ul style="list-style-type: none"> Is it a high quality event/project? Is there evidence of a strong marketing and promotion plan? 		6: Exceeds all criteria 5: Meets all criteria 3-4: Generally meets criteria 1-2: Meets only some criteria 0: Does not meet criteria
CTPAB Funding Goals (8 points maximum) <ul style="list-style-type: none"> Does this proposal have strong potential to advance CTPAB goal of: <ul style="list-style-type: none"> Increasing room nights/tax revenues? 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? How well do the measurable impacts selected support this TOT goal? 		8: Exceeds all criteria 7: Meets and in some areas exceeds 6: Meets all criteria 3-5: Generally meets criteria 1-2: Meets only some criteria 0: Does not meet criteria
Past Performance (4 points maximum) <ul style="list-style-type: none"> Is evidence shown of organizational capacity to complete the proposed event or project? 		4: Exceeds all criteria 3: Meets all criteria 2: Generally meets criteria 1: Meets only some criteria 0: Does not meet criteria
Budget (2 points maximum) <ul style="list-style-type: none"> Is the budget realistic for the event? Is the percentage of the grant request appropriate for the overall budget? Does it show diversified sources of funding? 		2: Exceeds all criteria 1: Meets all criteria 0: Does not meet criteria
Total Score		

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

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

Organization:

Location of project:

Description of project:

Date completed:

1st __ 2nd __ 3rd __ or 4th __ quarter of FY 2021-22

Staff to administer project (estimate number):

Professional/staff hours _____

Volunteer hours _____

The amount of funds provided by TOT, \$_____, and by other sources, \$_____.

How many local businesses or organizations assisted with this project?

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

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

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

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

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

Outcome #1:

Goal/Target #1:

Method used to track/record #1:

Outcome #2:

Goal/Target #2:

Method used to track/record #2:

Submitted by:

Date:

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:

Name and location of facility:

Reporting period: 1st __ 2nd __ 3rd __ or 4th __ quarter of FY 2021-22

Total number of days open: _____

Total hours of operation: _____

Volunteer hours for period: _____

Total attendance at facility: _____

ATTENDANCE AT ACTIVITIES	NUMBER
Museum tours / gallery visits	
Films / performances	
Student attendance	
Children's Entertainment	
Classes, Workshops, Camps	
Events, Festivals, Experiences, Other Programs	
Off site activities / events	
Rentals	
TOTAL	

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

Total income from other sources: _____

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

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

Outcome:

Goal/Target:

Method used to track:

Submitted by:

Date:

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:

Name of Program or Event:

Location of Program or Event:

Description of Activity:

Completion Date(s):

1st __ 2nd __ 3rd __ or 4th __ quarter of FY 2021-22

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

Professional/staff hours _____ Volunteer hours _____

Amount of funds provided by TOT, \$_____, and by other sources, \$_____

Admission (checks or give amount): **Free** _____ **Admission** _____

How did local businesses or organizations assist in this activity?

How did you acknowledge the City of Salem's TOT funding during your event?

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

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?

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

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

Estimated percentage of:

Salem residents and/or guests _____

Out-of-town tourists (less than 50 miles) _____

Overnight tourists (hotel/motel) _____

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

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

Report on the other measurable outcome documented in your application.

Outcome #2:

Goal/Target #2:

Method used #2:

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

Submitted by:

Date:



yes free services

FOR BUSINESSES WITHIN SALEM CITY LIMITS

Travel Salem is pleased to provide the following free tourism promotion services thanks to financial support from the City of Salem's Transient Occupancy Tax

MARKETING

- Website listing on TravelSalem.com
 - Self-submit your listing using a quick online form
- Event listings on TravelSalem.com
 - Self-submit your visitor-related events using a quick online form
 - Travel Salem will promote your major events through multiple platforms: online, print media, e-newsletters, etc.
 - Travel Salem will distribute your events regionally, statewide & nationally (Travel Oregon & travel publications)

Follow these steps:

- Go to TravelSalem.com
- Select "Things to Do"
- Select "Events"
- Select "Submit an Event"
- Complete form & submit

NETWORKING & EDUCATION

- Marketing Exchange events (learn about innovative & results-oriented marketing tactics)
- Travel Salem 101 events (learn about Travel Salem programs & maximize your engagement)
- Team Salem events (learn about upcoming group & leisure opportunities)
- Food for Thought (learn about marketing topics such as PR, websites, grants etc.)
- Bar Side Briefing (network with Travel Salem staff and members)

Questions?

Contact Sue Nichols
503.581.4325 ext. 122
snichols@TravelSalem.com

COMMUNICATIONS

- Subscription to weekly Event e-Newsletter
- Subscription to Industry e-Newsletter

CONVENTION LEADS

- Engage with the Sales team to benefit from incoming group business opportunities

PUBLIC RELATIONS

- "Concept Library" of newsworthy assets & experiences showcasing the region
 - Share your story idea with Travel Salem's marketing team to be included in various promotions – contact us anytime and/or attend a Speed Pitching Event
- Speakers Bureau
 - Invite a Travel Salem representative to present to your group
- Media pitches to editors, travel writers & publications
 - Travel Salem utilizes an editorial database to strategically target your message to local, regional, national & international media
- Press release development & targeted pitching to media outlets
 - Self-submit your newsworthy announcement using a quick online form
 - Travel Salem will write your press release & send you a media list that you can use to distribute your news

Follow these steps:

- Go to TravelSalem.com
- Choose the "MEMBERS" drop down
- Select "Member Links/Member Forms" from dropdown
- Select "Public Relations Request" form
- Complete form & submit

Capital Improvement Grant Questions

Red is a potential scoring system. I haven't seen any capital grant applications, but I'd love to run 3 approved and 3 not approved through something like this to see if it would result in the same result

Need (6 points)

Q: Is there a significant need for this project?

- Critical Infrastructure (i.e. roof repair) 3 points
- Enhances Viability 2 points
- Wish List 1 point

Q: Does the improvement preserve the structural integrity or enhance the viability of the facility?

- Critical Infrastructure 3 points
- Enhances Viability 2 points
- Requires Regular Maintenance 1 point
- Does not meet criteria. See explanation. 0 points

CTPAB Funding Goals (9 points)

Q: How does your facility increase room nights or tax revenues? How do you measure success?

- Provide a measured Increase in rooms nights or tax revenue reflective of the scope and size of your facility 3 points
- Strong Argument 1.5 points
- Unverifiable or Unreasonable 0 points

Q: How does your facility increase the economic impact of tourism in Salem? How do you measure success?

- Measured increase in visitors over 50+ miles reflective of the scope and size of your facility 3 points
- Strong Argument 1.5 points
- Unverifiable or Unreasonable 0 points

Q: How is your facility enhancing the quality of life and embracing a culture of inclusiveness and diversity? How do you measure success? (I.e.) 1pt each for accessibility, inclusivity, and content.

- Is your facility accessible to diverse populations in Salem (income levels, non-english languages, disabilities, LGBTQ friendly, etc) 1 point
- Is your facility making a marketing effort to be more inclusive to diverse populations in Salem 1 point
- Does your facility generate content that promotes diversity and inclusiveness 1 point

Past Performance (4 points)

Q: Provide evidence of successful past projects completed that are related to CTPAB Funding Goals (2 min.) including:

- Is there evidence of successful past projects. How did you measure success? (1 points)
- Were prior project goals met? (1 point)
- Were revenue goals met? (1 point)
- We're anticipated sources of support secured? (1 point)

Budget (6 points)

Q: Please provide a balanced budget with supporting documentation. 2 points

- Balanced and realistic 2 points
- Some errors, but reasonable 1 point
- Unreasonable 0 points

Q: Will this project increase volunteer hours or donations? How will you measure that? 2 points

- Increases to both 2 points
- Increase to one 1 point
- Unverifiable or unreasonable 0 points

Q: Do you have sufficient match for the grant dollars requested? 2 points

- >40% Match 2 points
- >20% Match 1 point
- <20% Match 0 points

Total Points Possible = 25

Thought Process

1. **Needs** - rewards critical projects while providing some points for wish list items. The second question would screen out projects. Here's where we can award no points and provide an explanation.
2. **Funding Goals** - I have a few ways we can measure goals to award full points below. Otherwise, we would reward good arguments and provide no points for unreasonable answers.
3. **Past Performance** -
4. **Budget** -

Ways we could measure our goals

- Increase room nights, tax revenues, and economic impact
 - Expected visitors (50+ miles)
 - Visitor zip codes
 - Credit card billing information
 - Track a free tourist offer (show us your ID and get...)
- Enhancing the quality of life and embracing a culture of inclusiveness and diversity.
Provide evidence of any of these goals or similar items.
 - Complimentary ride tickets to the disabled and their caregivers
 - School partnerships with list of schools and contacts
 - Military Discounts Provided
 - Student Discounts Provided
 - Food Donated
 - Certified ADA Accommodations

Facility Operator Questions

Organizational Structure (6 points)

Each question is worth 2 points.

Q: Does the organization deliver quality programming and services? (2 points)

- Provided evidence of quality programming including a mission statement that aligns with TOT goals, positive online sentiment (i.e. online reviews, awards, attendance, annual memberships, etc), with clear key performance indicators 2 point
- Provided a clear mission statement, description, goals of their programs, and how they intend to meet those goals 1 point
- Goals and mission statements do not align with TOT goals. Please explain. 0 points

Q: Is the staffing sufficient for administration and program delivery? (2 points)

- Provided evidence as to why this level of staffing is sufficient to support their facility, including full and part time equivalent staff, active community participation (i.e. number of volunteers, volunteer hours donated, etc) and more. 2 points
- Provided evidence as to why this level of staffing is sufficient to support their facility, although it heavily relies on paid staff to administer and deliver programming. 1 point
- Staffing is insufficient for administration and program delivery. Please explain. 0 points

Q: Does the organization attract volunteers as evidence of community support? (2 points)

- Volunteer hours to payroll is a healthy
 - Full Points >3 to 1
 - Half Points >1.5 to 1
 - How are they recruiting?
 - Define the duties the volunteers were responsible for
 - Or a plan/ coordinator that was in charge

CTPAB Funding Goals (9 points)

9 points divided among the amount of boxes checked. Example, if you check all three boxes, every question is worth 3 points. 2 boxes checked, each is worth 4.5 points, etc.

Q: How does your facility increase room nights or tax revenues? How do you measure success?

- Provide a measured Increase in rooms nights or tax revenue reflective of the scope and size of your facility 3 points
- Strong argument that there could be an increase in room nights or tax revenue reflective of the scope and size of your facility 1.5 points

- No evidence provided or support is unreasonable 0 points

Q: How does your facility increase the economic impact of tourism in Salem? How do you measure success?

- Measured increase in visitors over 50+ miles reflective of the scope and size of your facility 3 points
- Strong support that there could be an increase in visitors over 50+ miles reflective of the scope and size of your facility 1.5 points
- No evidence provided or support is unreasonable 0 points

Q: How is your facility enhancing the quality of life and embracing a culture of inclusiveness and diversity? How do you measure success?

- Is your facility accessible to diverse populations in Salem (income levels, non-english languages, disabilities, LGBTQ friendly, etc) 1 point
- Is your facility making a marketing effort to be more inclusive in reaching diverse populations in Salem 1 point
- Does your facility generate content that promotes and supports diversity and inclusiveness 1 point

Past Performance (4 points)

Q: Is evidence shown of past accomplishments? Were these accomplishments significant for the Salem community? (How are they related to CTPAB goals?)

- Did you meet your revenue goals, attendance goals, volunteer goals, awards, recognition, etc. Is there a measurable outcome to the Salem community.

Budget (6 points)

Q: Please provide a balanced budget with supporting documentation. 3 points

- Balanced and Realistic 3 points
- Reasonable 2 point
- Unreasonable 1 points
- Not provided 0 points

Q: Does the budget show evidence of diversified funding sources? 3 points

- Revenue Streams
 - Full Points >4 strong sources
 - Half Points >2 strong sources

Total Points Possible = 25



FOR IMMEDIATE RELEASE

Wednesday, September 23, 2020

CONTACT:

Chris Neider, Management Analyst II
City of Salem, Community Development
503) 540-2361 | cneider@cityofsalem.net

Si necesita ayuda para comprender esta información, por favor llame (503) 588-6178.

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, 2021 and June 30, 2022.**

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 13, 2020, 6:00 - 8:00 p.m.

Via Zoom Meeting, organizations must submit email request for the link to cneider@cityofsalem.net or kskelly@cityofsalem.net.

Thursday, October 15, 2020, 2:00 – 4:00 p.m.

Via Zoom Meeting, organizations must submit email request for the link to cneider@cityofsalem.net or kskelly@cityofsalem.net.

Applications will be available beginning October 15, 2020 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 16, 2020.**

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

#

Cultural and Tourism Fund
Fund Status Report - For the Period Ending June 30, 2020

Item 6.a.

	FY 2019-20		FY 2018-19		FY 18-19 to FY 19-20	%
	Budget FY 2019-20	Actual Thru 30-Jun	Budget FY 2018-19	Actual Thru 30-Jun		
Resources						
Beginning fund balance	473,000	660,962	662,000	789,396	(128,434)	-16.27%
Tax collections	4,137,870	3,374,954	4,443,500	4,088,110	(713,156)	-17.44%
Other agencies	5,400	3,670	5,800	7,539	(3,869)	-51.32%
Interest earnings	2,500	15,184	4,100	10,965	4,219	38.47%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	12,000	12,000	17,000	(5,000)	-29.41%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	4,630,770	4,066,769	5,127,400	4,913,010	(846,241)	-17.22%
Expenditures by Division						
Conference Center Marketing	300,090	300,090	294,210	294,210	5,880	2.00%
Tourism Promotion - Travel Salem	1,030,720	813,971	1,110,880	1,022,028	(208,057)	-20.36%
City Programs/Parks/CIP	1,737,560	1,657,092	2,237,760	2,070,004	(412,912)	-19.95%
Administration	339,690	315,362	308,920	284,176	31,186	10.97%
Major Tourist Attractions and Cultural Facilities	618,000	579,874	600,000	581,630	(1,756)	-0.30%
Contingency	120,000	17,906	120,000	-	17,906	0.00%
Total Expenditures	4,146,060	3,684,295	4,671,770	4,252,048	(567,753)	-13.35%
Total Resources Less Expenditures	484,710	382,474	455,630	660,962	(278,488)	-42.13%

Cultural and Tourism Fund
Fund Status Report - For the Period Ending August 30, 2020
Item 6.a.

	FY 2020-21		FY 2019-20			
	Budget	Actual Thru	Budget	Actual Thru	FY 19-20	%
	FY 2020-21	30-Jun	FY 2019-20	30-Jun	to FY 20-21	Difference
Resources						
Beginning fund balance	399,320	382,474	473,000	660,962	(278,488)	-42.13%
Tax collections	3,180,370	214,117	4,137,870	521,252	(307,135)	-58.92%
Other agencies	5,400	-	5,400	-	-	0.00%
Interest earnings	2,500	1,832	2,500	2,756	(924)	-33.53%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	3,400	12,000	2,000	1,400	70.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	3,599,590	601,823	4,630,770	1,186,970	(585,147)	-49.30%
Expenditures by Division						
Conference Center Marketing	309,090	-	300,090	50,015	(50,015)	-100.00%
Tourism Promotion - Travel Salem	795,090	28,579	1,030,720	-	28,579	
City Programs/Parks/CIP	1,582,240	249,213	1,737,560	336,429	(87,216)	-25.92%
Administration	275,140	39,293	339,690	51,192	(11,899)	-23.24%
Major Tourist Attractions and Cultural Facilities	573,530	-	618,000	99,650	(99,650)	-100.00%
Contingency	64,500	1,002	120,000	-	1,002	0.00%
Total Expenditures	3,599,590	318,087	4,146,060	537,286	(219,199)	-40.80%
Total Resources Less Expenditures	-	283,736	484,710	649,684	(365,948)	-56.33%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2018-19	-	477,793	481,996	380,983	273,710	297,508	216,014	244,990	259,593	341,781	340,016	773,726	4,088,110	4,443,500
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
% Chg		9.10%	10.56%	-8.59%	32.77%	-4.84%	5.28%	-3.47%	10.69%	-40.20%	-76.63%	-62.40%	-17.44%	-18.44%

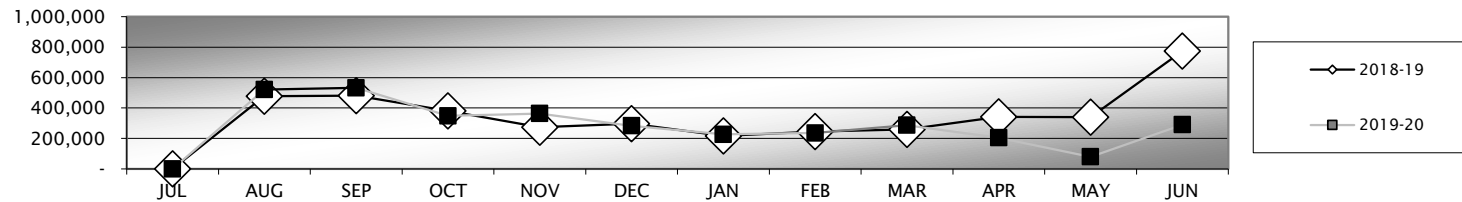


Chart and graph demonstrate actual revenue for FY 2018-2019 and FY 2019-2020.

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

YTD June FY 2018-19	4,088,110
YTD June FY 2019-20	3,374,954
Variance FY 18-19 to FY 19-20	-17.44%

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	-	214,177	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,067,878	3,180,370
% Chg		-58.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	-9.10%	-3.54%

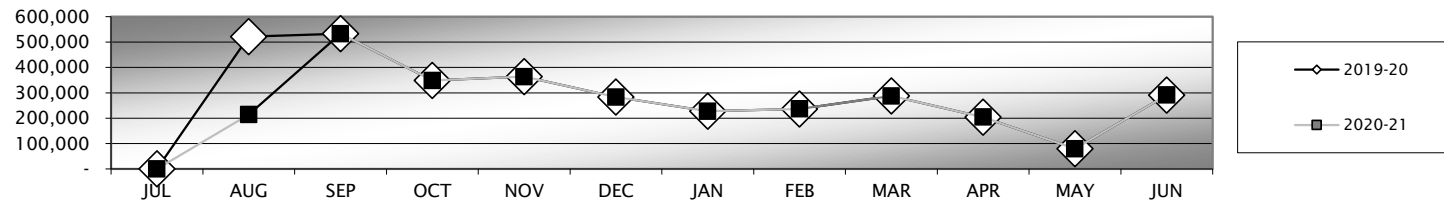


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021.

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 August FY 2019-20	521,252
YTD August FY 2020-21	214,177
Variance FY 18-19 to FY 19-20	-58.91%

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant

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

1. Organization name

Bush House Museum

2. Name and location of facility

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

3. Reporting period

4th quarter

4. Total number of days open

0

5. Total hours of operation

0

6. Volunteer hours for period

62

7. Total attendance at facility

0

8. Operating expenses funded by TOT for the period

\$10,050.00

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

\$0.00

10. Total income from other sources

\$29,266.00

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

Due to the COVID-19 health crisis, the Bush House Museum closed to visitors on March 17 and was not open to the public during the months of April, May and June. While the Museum was not open for guided tours at this time, the Museum Director, Ross Sutherland, continued working to enhance Salem's appeal as a tourist attraction once the Museum reopens. These planning efforts included working with an intern who is reviewing the Museum's accommodations for visitors with various disabilities and participating on the Stakeholder Advisory Committee for the Salem Historic Preservation Plan, 2020-2030.

To follow-up on a meeting with Gretchen Bennett, City of Salem Human Rights & Relations / Federal Compliance Coordinator, regarding visitor accessibility, the Bush House Museum accepted a Community Work Experience internship proposal from Tashiko "Tashi" Weinstein Palsson. Tashi is a student at Chemeketa Community College, and a disability advocate, who is committed to working with historic sites to help make them more accessible to people with various disabilities. These disabilities include physical, cognitive and developmental hardships which may be addressed appropriately through a range of accommodations.

Many museums have the misconception that historic sites are completely exempt from the provisions of the Americans with Disabilities Act (ADA) or that expensive remodeling is required to accommodate the needs of disabled visitors. Tashi began her report by addressing these myths and providing in-depth information on the types of disabilities, the availability of assistive technology and Oregon's Statewide Assistive Technology Program. She outlined the current laws that apply to the Bush House Museum and methodically reviewed the Bush House Museum and Conservancy to develop a checklist of appropriate accommodations.

The Bush House Museum is fortunate to have a working elevator for public use which was installed in the late 1940s to address the needs of A.N. Bush (1858-1953). While Tashi suggested some minor physical alterations, the bulk of her recommendations focused on improving signage, the use of technology and enhanced lighting. She also recommended simple accommodations such as having portable seating available to visitors or moving furniture to create more accessible pathways. A simple solution for the two stair steps from the elevator to the bedrooms on the second floor, would be the purchase of an inexpensive temporary ramp for wheelchairs and walkers.

Another planning effort that Ross was involved with was his participation on the Salem Historic Landmarks Commission's Stakeholder Advisory Committee for the Salem Historic Preservation Plan, 2020-2030. As the representative from the Salem Cultural & Heritage Forum, Ross supported efforts in Goal 1, Strategy 2 to "develop interpretation and coordinate educational programming about Salem's diverse local history." He advocated for the involvement of local heritage sites, such as Bush House Museum, in organizing "... public history talks and walking tours featuring Salem's history and historic resources in partnership with Travel Salem, tribes, and local non-profits, including school groups and neighborhood associations." Work is scheduled to begin on these public talks and outdoor tours in 2021.

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

The Bush House Museum's second measurable outcome from 2019-2020 fiscal year was through its Arts & History Immersion Project. (AHIP) This grant funded program brings approximately 1,000 4th grade students, from high need Title 1 elementary schools in Marion, Polk and Yamhill counties, to the Museum. These field trips, in collaboration with the Bush Barn Art Center, provide Oregon history education and a hands-on art experience.

Starting with a full schedule for the 2019-2020 school year, after serving 293 students and 43 adults from 4 elementary schools, the remaining AHIP field trips were all cancelled due to the COVID-19 health crisis. Rather than merely cancelling the program entirely, the Bush House Museum staff followed the Oregon Department of Education's guidelines for Distance Learning for All. The AHIP school tour of the Museum was recorded and placed on the Museum's website along with art activities recorded by the Bush Barn Art Center staff.
<https://bushhousemuseum.org/ahip/>

The link to the virtual guided tour was emailed to 228 4th grade teachers and school staff, representing 147 classrooms. Of the 99 elementary schools in Marion, Polk and Yamhill counties which received the link to the virtual tour and hands-on art activity, 64 were Title 1 schools and 35 were non-Title 1. We received two comments from teachers whose students have participated in the AHIP field trips for several years.

These are so fun! Thank you Ross, I hope you're doing well! Jill Tacke | Scott Elementary

Thank you so much for this Ross. I hope we can come next year. I have an all class meeting tomorrow, we will watch this all together and I will also post it in our on-line classroom for kids who miss the meeting due to intermittent internet access. Thank you! Michelle Avila | Washington Elementary in Woodburn

Work is currently underway to revise the online tour of Bush House Museum and provide students with an enhanced virtual educational experience, either in their classroom or at home, for the 2020-2021 school year. This virtual guided tour will also be available to the general public throughout the world, during the Museum's closure. We continue to seek out new and inventive ways to engage Museum visitors who are unable to experience the Bush House Museum in person.

13. Submitted by

Ross Sutherland

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

Ross@BushHouseMuseum.org

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

[AHIP Virtual Field Trip Screenshot 1.docx](#)

[AHIP Virtual Field Trip Screenshot 2.docx](#)

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Friends of Deepwood

2. Name and location of facility

Friends of Deepwood/Deepwood Museum & Gardens, 1116 Mission Street SE, Salem

3. Reporting period

4th quarter

4. Total number of days open

91

5. Total hours of operation

0

6. Volunteer hours for period

16

7. Total attendance at facility

3219

8. List the attendance and each type of activity

Events, Festivals, Experiences, Other Programs : 3190

Rentals : 29

9. Operating expenses funded by TOT for the period

\$10,257.50

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

\$6,000.00

11. Total income from other sources

\$23,125.00

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

While the museum home had to be closed through the entire quarter we did promote the gardens as a place that people could get some fresh air during quarantine and beyond. Social distancing was stressed as an expectation of anyone in the gardens. In addition to extensive social media efforts we also focused on the gardens in our Web and with phone inquiries and offered details on the history of the grounds. We generally don't enter garden visitors but did do count samples on many days to add that to our reporting under 'other programs' category as well as with some virtual events reflected.

We are determined to be an active part of helping with Salem's future recovery as a destination as things become more safe to do so.

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.

Our measurement goals required much consideration/modification during this time. Utilizing weddings/rentals to bring out of town guests to the market for out of town stays/spending was one of our goals for the year, but many of the events were postponed or cancelled. However we did work closely to sustain any rentals we could over the summer by lowering attendance allowed, suggesting virtual sharing combined with most immediate friends/family in person and focusing on how set up could accommodate guidelines. We did maintain a two small 2 hours wedding rentals with out of state/area guests which we know was significant as our local hotels needed any and all guests that came to town. As we did the rentals staff and guests were required to strictly follow mask and other guidelines. We set up a hand washing sink outside and incorporated sanitizer throughout. For the first rentals of the season the park restrooms weren't able to be open for guests, so it was a far different experience than what we generally have of course. In this most unusual of years being able to have a tiny ceremony in a safe way in the setting they'd dreamed of was a great comfort to the couples even with only immediate family sometimes able to attend.

We did not let up on working all leads and trying to generate new leads largely with social media that will help draw people to Salem for rental events at Deepwood. While only smaller events were added to bookings for the balance of the season and most bigger planned rentals shifted to split ceremony/reception dates between this year and next or moved completely, we did try to offer all the support we could to those exploring venue options. The inquiries are down dramatically even for future year(s) and that seems consistent with other venues. The out of market inquiries are of course most greatly impacted as they are concerned about travel limitations amidst all the unknowns.

14. Submitted by

yvonne putze

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

yvonne@deepwoodmuseum.org

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

[Facebook Post on Gardens during COVID 19.jpg](#)
[Instagram Post promoting Gardens with Distancing.jpg](#)
[April Garden awareness with social distancing.pdf](#)
[June beauty at Deepwood.jpg](#)
[Great Room Gazebo in Distance.jpg](#)
[Bride awaiting her entrance.jpg](#)
[Deepwood Tea House Garden Welcomes.jpg](#)

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant

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

1. Organization name

Gilbert House Children's Museum

2. Name and location of facility

Gilbert House Children's Museum

3. Reporting period

4th quarter

4. Total number of days open

0

5. Total hours of operation

0

6. Volunteer hours for period

15

7. Total attendance at facility

0

8. Operating expenses funded by TOT for the period

\$10,480.00

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

\$10,000.00

10. Total income from other sources

\$39,629.00

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

Contractors hired by Gilbert House Children's Museum continue to build Bill's Bubble Factory and transform the front entrance. A recent picture is attached to the report. The addition of two additional exhibits, Bill's Bubble Factory and Nature's Workshop will be a draw for tourist to visit the museum. The improved appearance of the front entrance enhances the appeal of Riverfront Park and the general area. We are grateful for community support of this project, including TOT funds.

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

Gilbert House Children's Museum is committed to improving the lives of Salem residents. The museum was closed the entire fourth quarter of the 2019-20 fiscal year, so we were not able to do this in the traditional way with visits and programs. We utilized our social media and website to communicate with families the importance of following stay at home orders. Gilbert House also created an online community to share ideas for creative learning at home. We will continue to support our community by providing "at home" programs for families during the extended closure. Children's museums and interactive museums are allowed to reopen in the third phase of Governor Brown's reopening plan for Oregon, so we anticipate an extended closure. Staff and the board are preparing for the time when we can reopen and how to do that in a way that will keep families safe and healthy.

We are grateful for TOT funds that are helping to sustain our minimal operations, which include providing online content and preparing for reopening.

13. Submitted by

Alicia Bay

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

executivedirector@acgilbert.org

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

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Hallie Ford Museum of Art

2. Name and location of facility

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

3. Reporting period

4th quarter

4. Total number of days open

0

5. Total hours of operation

0

6. Volunteer hours for period

0

7. Total attendance at facility

0

8. List the attendance and each type of activity

Museum tours / gallery visits : 0

Films / performances : 0

Student attendance : 0

Children's Entertainment : 0

Classes, Workshops, Camps : 0

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 0

Rentals : 0

9. Operating expenses funded by TOT for the period

\$0.00

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

\$9,469.50

11. Total income from other sources

\$196,634.50

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

Because of the global coronavirus pandemic, the Hallie Ford Museum of Art (HFMA) finally closed its doors on March 15 and did not reopen them until August 20. During that time, several staff members worked remotely from home, one staff member was furloughed for two months, and several part-time staff members were unfortunately laid off. Moreover, because of major budget cuts at Willamette University caused by COVID-19, we were forced to cut our budget and reduce our hours of operation to Tuesday-Saturday from 12 noon-5 pm. Still, in spite of these closures, layoffs, and setbacks, we survived the worst of it and will continue to grow, prosper, and thrive. Indeed, looking back on the past five months, it turned out to be a very productive time on a number of different fronts.

The director, who continued to come into work each day, had to reorganize HFMA's exhibition schedule for the next three years as a result of the coronavirus pandemic. Our summer exhibition, "Clifford Gleason: The Promise of Paint," was moved to the fall; our fall exhibition, "Forgotten Stories: WPA Art in the Pacific Northwest," got moved to the winter; and our winter exhibition, "Arvie Smith: Scarecrow," got moved to the winter of 2022. Moreover, several other exhibitions got re-envisioned, moved or cancelled, leading to a completely different but equally exciting temporary exhibition schedule moving forward, with major exhibitions planned of Seattle glass artist Dale Chihuly, Scottish artist and traveler David Roberts (1796-1864), and contemporary Northwest Coast indigenous art, among others.

Although we were closed for the past five months, a lot of time was spent planning for upcoming exhibitions. A number of publications and related graphics had to be written, edited, designed, and printed, including a newsletter, a banner, announcement cards, posters, a book, a brochure, and exhibition didactics, and research on several major exhibitions planned for 2021, 2022, and even 2023 got started last spring. As part of a campus-wide initiative, we received a major NEH grant to organize and produce virtual tours of our permanent galleries, as well as a virtual tour of the WPA exhibition and virtual lectures on WPA art, history, literature, music, and film that will be broadcast on our website next winter. Other grants were written and submitted.

In addition fundraising and exhibition, publication, and program planning, the director spent a lot of time planning for the reopening of the Hallie Ford Museum of Art. Although no structural changes or alterations needed to be made to our facility because of the coronavirus pandemic, policies and procedures needed to be written; protocols needed to be established; freestanding and wall mounted hand sanitizers had to be ordered and installed; occupancy capacities had to be determined for each of our gallery spaces; COVID-19 signs had to be ordered and placed around our building; and a new card reader, Plexiglas barriers, masks, face shields, gloves, and cleaning and sanitizing supplies had to be purchased.

Although we weren't able to present any exhibitions or programs last spring because of the coronavirus pandemic, we did spend a significant amount of time posting information on our Facebook page and Instagram in order to reach our members and various audiences. Several new initiatives were implemented during this time. At the beginning of each week, for example, we would post a puzzle based on one of the objects in our permanent collection, and at the end of the week, we would post a family activity that parents and their children could do at home. In addition, we did posts on our Facebook page about interesting and/or unique objects in our permanent collection and launched "First Look," a virtual exhibition that provides visitors with a sneak preview of our upcoming exhibitions.

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.

Our benchmarks are related to attendance and membership, and because we were closed from March 15 to August 19 because of COVID-19 and did not present any exhibitions or programs during that time period, I do not have any outcomes to report. For our membership, we did credit our members for the five months we were closed but that did not result in any new members.

14. Submitted by

John Olbrantz

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

jolbrant@willanette.edu

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

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant

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

1. Organization name

Salem Multicultural Institute

2. Name and location of facility

World Beat Gallery, 390 Liberty Street, SE, Salem

3. Reporting period

4th quarter

4. Total number of days open

0

5. Total hours of operation

420

6. Volunteer hours for period

150

7. Total attendance at facility

0

8. Operating expenses funded by TOT for the period

\$10,125.00

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

\$0.00

10. Total income from other sources

\$28,113.00

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

While the Gallery has been closed, staff worked remotely from March 13 - May 15. On May 18, two of us returned to the office as it is set up in such a way that we are able to maintain a healthy distance from each other. While the cancellation of the World Beat Festival and the closure of the World Beat Gallery have had a severe financial impact on our organization, we worked to find ways to carry out our mission with an extremely limited budget. We discussed hosting a virtual festival, but did not have the money to do it in a way that would have been satisfactory to us. Instead, we launched World Beat Wednesdays on June 24. The first World Beat Wednesday featured a performance by Shabava, which performs traditional Persian music. The 603 'attendees' were watching from Portland, South Carolina, the Bay Area and Dubai. Our first venture was plagued by technical difficulties on the performers' end, but they learned a lot from the experience and are willing to share that knowledge with other groups who plan virtual performances. The World Beat Gallery offered a beginner's Japanese class via Zoom. The class is taught by Masumi Timson and was scheduled to last for 10 weeks. We were planning to open the World Beat Gallery in July, but decided to hold off until the number of new COVID-19 cases in Marion County started to decline.

We would like to point out that while we had money coming in during the 4th quarter, \$17,930 of it went right back out the door in the form of refunds to vendors, dragon boat club members and dragon boat race entrants. We did receive a PPP loan of \$18,697 on May 1. Hours of operation refer only to the office.

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

For the Gallery and Festival, we strive for out-of-area attendance of 20% or more. Viewers of the first World Beat Wednesday on 24 June broke down as follows:

Oregon: 77.7%

California: 13.4%

Nevada: 2.93%

>2% each: Ontario, South Carolina, Washington State, New South Wales, New York, Tehran and Alberta

If we could count the spiders that have taken up residence in the Gallery, we would have had a LOT of visitors. But alas, all of the spiders appear to be locals. And they also aren't very good at signing guest books.

13. Submitted by

Kathleen Fish

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

kathleen@salemmulticultural.org

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

[Shabava_screenshot.JPG](#)

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism Facility Operating Grant

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

1. Organization name

Friends of the Visual Arts dba Willamette Art Center

2. Name and location of facility

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

3. Reporting period

4th quarter

4. Total number of days open

41

5. Total hours of operation

177

6. Volunteer hours for period

703

7. Total attendance at facility

402

8. Operating expenses funded by TOT for the period

\$9,590.00

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

\$0.00

10. Total income from other sources

\$22,087.00

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

The Willamette Art Center was closed to the public due to COVID-19 during the majority of April, with very limited hours to the public during May and opening again in June. In June we held two events back-to-back: Garage Sale & Saturday Market Sale. Both events were well-attended. Mid-June we were able to start back with limited classes.

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

Facility attendance decreased from 3669 in 2019 to 402 in 2020, a 89.04% decrease. Data was collected by daily hand tally. The decrease was due to statewide COVID-19 closures in April and May.

13. Submitted by

Roger O. Williams

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

cotton_60@msn.com

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

[4th Quarter Supporting photos.pdf](#)

2. Thank You!

Thank you for submitting your report.

CTPAB Completion Report

TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

Organization: Willamette Heritage Center

Name and location of facility: Willamette Heritage Center, 1313 Mill St., Suite 200, Salem, OR 97301

Reporting period: 4th quarter of FY 2019-2020 (April 1, 2020 – June 30, 2020)

Total number of days open: 20*

Total hours of operation: Wed – Sat (11AM-4PM) - 100 hours

* WHC reopened May 27, 2020 after closing on March 14, 2020 due to COVID-19. Hours of operation were reduced to limit payroll expenditures.

Volunteer hours for period: 650

Total attendance at facility: **63** (museum admissions)
868 (total traffic through the front door – unsure of the purpose of their visit; could be duplicates from above)

Operating expenses funded by TOT: \$10,180

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

Total income from other sources: \$ 109,020

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 (WHC) had been closed to the public due to Covid-19 restrictions, however, we were able to safely reopen, with limited hours, to the public with safety protocols in place on May 27. Being the only cultural organization that was able to open this quarter, we were able to offer this tourist destination to the community of Salem as well as visitors from out of town.

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

One of our performance goals is to target out-of-town guests through Travel Salem, and Time Travelers reciprocal membership network, as well as work with external organizations. We use data tracked by admissions staff and volunteers. During this quarter, **58% of our visitors live 50+ miles outside of Salem.**

Submitted by Michelle Cordova, Executive Director

Date: 7/8/2020

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Elsinore Theatre

2. Name of program or event

The Drowsy Chaperone Musical

3. Location of program or event

170 High St SE, Salem, OR 97301

4. Description of activity

Produce and present our fifth professional musical of the same high caliber found in professional productions on Portland and Seattle stages to inspire locals and patrons from afar to come to Salem and enjoy and support the local economy and local performing artists.

5. Completion date(s)

4th quarter

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

1116

7. Estimated volunteer hours to administer program or event

0

8. Amount of funds provided by TOT

\$10,000.00

9. Amount of funds provided by other sources

\$8,420.06

10. Was the event free?

No

11. Amount of admission ticket, if any

47

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

Local people were used for marketing plan, graphic design, social media posting, plus photo and video shoots.
Cuff Sohn
Carly Wright
Select Impressions

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

Unfortunately, the performances were cancelled to Governor Browns direction due to COVID-19. The theater was shut down and rehearsals could not continue in a safe fashion.

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

NA

15. How many attendees did your activity attract?

0

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

NA

17. Estimated percentage of Salem residents and/or guests

0%

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

0%

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

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

0%

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

0

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

NA

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

Marketing materials had been created by the March shutdown but actual marketing outreach had not begun.

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

No

24. Submitted by

Sally Puhek

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

[Marketing_examples.pdf](#)

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

Sally@ElsinoreTheatre.com

2. Thank You!

Thank you for submitting your report.

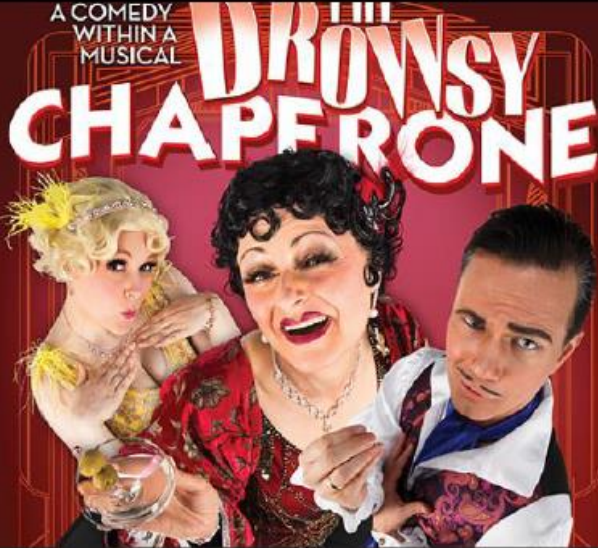
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A COMEDY WITHIN A MUSICAL
THE DROWSY CHAPERONE

Canceled
Evenings and Matinees
\$29 - \$59
See ticket info below

[Seating & Accessibility Chart](#)

The Drowsy Chaperone
AN EL SINORE THEATRICAL PRODUCTION

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CTAB Completion Report-Asset

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Capital Asset or Improvement Grant

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

1. Organization name

The Historic Elsinore Theatre

2. Location of project

170 High St SE, Salem, OR 97301

3. Description of project

Removal of 3 sections of rotted decorative facade along the theater's roof line. The work was started in the Fall with the removal of the North and South pieces. Then the rain came and for safety of workers, the decision was made to secure via tie down, the front (street side) and complete the work in summer of 2020. That was done in June. Many of the hours required were to cut the heavy pieces small enough to fit through the only access to the roof (a 30" x 30" hatch at the top of a ladder on the wall.) Pieces were secured to a rope, lowered to the balcony level, carried through the lobby and out the back to the alley.

4. Date completed

4th quarter

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

185

6. Estimated volunteer hours to administer program or event

0

7. Amount of funds provided by TOT

\$3,410.00

8. Amount of funds provided by other sources

\$3,492.80

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

1

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

Kelly James Construction was hired to safely remove the facade pieces.

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

A safe building exterior allows for a full season of shows at the theater which gives Salemites and people from beyond 50 miles multiple reasons to come enjoy downtown Salem, stay in a hotel, dine in restaurants and shop with local retailers.

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

The three sections that were removed were decorative only and meant to add to the visual appeal of our historic building, making it resemble a Gothic castle.

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

Future operations and viability are significantly increased now that the risk of injury to patrons or passers-by has been removed. Before removal, there was risk of a litigious or public relations situation that could have put the financial stability and future operations of the theater at risk.

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

No maintenance is required for the removal phase of the facade project. When the sections are replaced, maintenance will be required.

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

1) 17% or greater ticket sales from zip codes beyond 50 miles. Our Etix report for shows from July 1, 2019 through March 2, after which we were directed to close down by Governor Brown, was 21% beyond 50 miles. (These numbers both have some sales from third-party ticketers who may be from out of state. We have no way of knowing the actual home zip code of people who purchase tickets through these channels vs our authorized ticketer.)

2) Ability to increase "Elsinore Presents" offerings as compared to the 26 we had in 2018-2019. Prior to the March shutdown due to Covid-19, we had 36 "Elsinore Presents" events on the books. Seven were cancelled due to Covid-19

16. Submitted by

Sally Litchfield Puhek

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

[elsinore theatre facade removal bill-Kelly James Construction.pdf](#)

[Copy of Staff Hours Facade.xlsx](#)

[Elsinore Theatre Gothic Roofline detail.pdf](#)

[Roofline Facade removed.pdf](#)

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

Sally@ElsinoreTheatre.com

2. Thank You!

Thank you for submitting your report.