

## SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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### Board Members

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

### City Staff

Chris Neider, Staff Liaison  
Kelly Kelly, Staff Support

**Next Meeting:** November 10<sup>th</sup> or  
December 8<sup>th</sup>

**TOT Grant Application Review**  
<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, October 27, 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. September 15, 2020 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
  - a. Salem Riverfront Carousel change request for Santa at the Carousel
  - b. Moss Adams
6. Information Items
  - a. Cultural and Tourism Fund Reports – September 2020
  - b. Cultural and Tourism Fund Revenue (Tax) Reports – September 2020
  - c. Facility Operating Grant Reports – Gilbert House Children's Museum, Salem Art Association, Salem Riverfront Carousel, Willamette Art Center
  - d. Event Grant Reports –
  - e. Capital Improvement Reports –
  - f. Travel Salem FY 2019-20 4<sup>th</sup> Qtr Report
  - g. Annual Reports – None
7. Appearance of Interested Citizens  
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

**MINUTES**  
**CULTURAL AND TOURISM PROMOTION ADVISORY BOARD**  
**Tuesday, Sept 15, 2020**  
**Remote Meeting via ZOOM**

<p><b>MEMBERS PRESENT</b>  Scott Snyder, Chair  Elaine Navarro, Vice Chair  Gaelen McAllister  Rita Siong  Ryan Gail  Omar Alvarado  Felipe Gonzales (new)</p> <p><b>STAFF PRESENT</b>  Chris Neider, CD Management Analyst II  Kathy Knock, CD Tech Support Specialist  Kelly Kelly, CD Staff Assistant</p>	<p><b>MEMBERS ABSENT</b></p> <p>Laura Tesler  Jonathan Baker</p>
<p><b>GUESTS</b>  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><b>GUESTS</b></p>

**1. CALL TO ORDER**

Chair, Scott Snyder, began the meeting at approximately 6:04 p.m. with 7 of 9 members present.

**2. ROLL CALL**

Members present: Scott Snyder, Elaine Navarro, Gaelen McAllister, Rita Siong, Ryan Gail, Omar Alvarado, Felipe Gonzales, and Chris Neider.

Members absent: Laura Tesler, Jonathan Baker.

Chair Scott Snyder opened the meeting and welcomed everyone to the virtual meeting, both those attending via Zoom and those tuning in via YouTube to watch.

**3. APPROVAL AGENDA AND MINUTES**

- a. Approval of today's agenda and the July 14, 2020 CTPAB meeting minutes.

**Motion:** To approve today's agenda and the July 14th, 2020 CTPAB meeting minutes.

<b>Motion by:</b>	<b>Ryan Gail</b>
<b>Seconded by:</b>	<b>Omar Alvarado</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	7-0
Aye:	7
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:

Press Play, Carlee Wright, noted they are keeping web information posted and up to date about activities available in Salem, with the hope to resume printing the Press Play magazine sometime soon.

Deepwood noted they have kept the grounds open for all to enjoy, and have hosted some small events, as necessitated by current rules and guidelines.

Elsinore Theatre has been closed to the public but is working on future plans and visions.

Salem Multicultural Institute noted the Japan Counsel General visited, and that they are doing what they can to keep an on-line presence.

Gilbert House is keeping an on-line presence with children's programming and projects for kids.

Salem Art Association noted their 1<sup>st</sup> Annual Virtual Art Festival held July 18-26<sup>th</sup> was a success.

Salem Public Library Foundation will be hosting an on-line Grant Workshop September 17<sup>th</sup>, at 10 AM. All are welcome to participate.

Travel Salem will be hosting an on-line meeting and will give an update of the Travel Industry. The Travel Salem meeting will be 9/17, 3:30 PM.

**5. ITEMS REQUIRING ACTION**

**a. Recall Vote - Election of Chair and Vice-Chair for FY2020-2021**

Chris Neider noted there had been a request by board members to have a more transparent nomination and election process. Board Chair, Scott Snyder and Vice Chair, Gaelen McAllister agreed to vote on rescinding the July 14<sup>th</sup> vote and redo the nomination and voting process for the office of Chair and Vice Chair.

**Motion:** To rescind the election of CTPAB officer's positions of Chair and Vice Chair at July 14<sup>th</sup> CTPAB meeting.

<b>Motion by:</b>	<b>Gaelen McAllister</b>
<b>Seconded by:</b>	<b>Scott Snyder</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	7-0
Aye:	7

Nay: 0  
Abstentions: 0

Nomination and election of the CTPAB Board Chair and Vice Chair positions were re-opened, with all board members having had a chance to nominate and all board members having the opportunity to express if they would be interested in running for Chair or Vice Chair.

Rita Siong nominated Omar Alvarado for Chair. Omar Alvarado declined at this time, noting he feels he is still a newer addition to the Board, and would like to watch and learn. Scott Snyder and Laura Tesler were nominated and accepted the nomination for the Chair position. Scott Snyder was selected with a 6-0 vote.

Rita Siong nominated Felipe Gonzales for Vice Chair. Felipe respectfully declined, noting future interest, but not at this time. Laura Tesler and Rita Siong were nominated and accepted nomination for Vice Chair. Rita Siong was selected with a 6-0 vote.

**Motion:** To nominate Scott Snyder as CTPAB Chair.

**Motion by:** Ryan Gail  
**Seconded by:** Rita Siong  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 1

**Motion:** To nominate Rita Siong as CTPAB Vice Chair.

**Motion by:** Scott Snyder  
**Seconded by:** Omar Alvarado  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 1

**b.** Willamette Heritage Center request for proceeding with CIP grant

Willamette Heritage Center submitted a letter requesting confirmation of funding and a contract to proceed with their Caboose Exhibit, in order to stay on schedule for the Grand Opening Event featuring The Caboose, in its remodeled form.

Group discussion was funding is available at this moment, but revenues are coming in poorly and the future is still difficult to predict. The Board remains resolute in staying lean with TOT funding promises, as the future may or may not bring the needed funding to meet every obligation for the 20/21 TOT Grants. Noting the Capital Improvement Grants are a “refund” grant, for projects complete and receipts turned in, the board wishes to hear more

details about the completion time-line for the Caboose project and the impact to Willamette Heritage Center if the Caboose does not get remodeled this year.

**Motion:** Request additional details about the time-line and impact of the Caboose project from Willamette Heritage Center.

<b>Motion by:</b>	<b>Scott Snyder</b>
<b>Seconded by:</b>	<b>Gaelen McAllister</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	7-0
Aye:	7
Nay:	0
Abstentions:	0

**c. Sub-Committee scoring rubric language recommendations**

Felipe Gonzales, Ryan Gail, Omar Alvarado and Gaelen McAllister worked on the CTPAB Scoring Rubric for some additional clarity and to recommend any needed changes or improvements.

Their objective was to reduce the human error factor in scoring and allow board members to justify their scores and help applicants to know how their application will be scored and therefore achieve a higher score. The points system was changed. 22-25 Passing; 18.75-21.99 Average; less than 18.74 Unsatisfactory score.

A “Comment Box” or “Notes” section, to give applicants scoring feedback was discussed.

**Motion:** To approve the Scoring Sub Committee’s recommendations as presented.

<b>Motion by:</b>	<b>Rita Siong</b>
<b>Seconded by:</b>	<b>Omar Alvarado</b>
<b><u>ACTION:</u></b>	<b>APPROVED</b>
Vote:	7-0
Aye:	7
Nay:	0
Abstentions:	0

The Facility Operator funding for less than passing scores was discussed. Does the Board want to keep the language where Facility Operators can receive a failing score and go unfunded? Scott Snyder noted the changes give greater clarity guiding applicants to receive a passing score. Scott Snyder also noted we still have a second review to look at those that missed a passing score by only a small margin. Gaelen McAllister noted the board may not have remembered a failing score disallowed the Facility Operator to receive funding. That reminder ahead of scoring this year should also help. The board wants to keep the standard and “passing score” requirement in place, and believes the current Facility Operators are all capable of meeting passing scores and receiving funding.

**Motion:** Motion to keep line item #7, requiring Facility Operator applicants to receive a passing score to receive Grant Funding.

**Motion by:** Ryan Gail  
**Seconded by:** Omar Alvarado  
**ACTION:** APPROVED  
Vote: 7-0  
Aye: 7  
Nay: 0  
Abstentions: 0

**d. Draft Public Announcement for the next TOT Grant Orientations**

Chris Neider reviewed the draft announcement of this years two Mandatory Grant Orientation meetings. They are set for Tuesday, October 13, 2020, 6-8 PM; and Thursday, October 15, 4 PM, held virtually via Zoom meetings. Applicants will need to send their requests to attend to Chris Neider ahead of the meeting, to receive the meeting link.

Attendance at the two meetings will be taken and noted. Attendance at one or the other meeting is a requirement for Grant Application. Chris Neider will send out the Press Release announcements around September 23, 2020. It will also be posted on the City's web pages.

**Motion:** Motion to approve the Press Release in English and Spanish.

**Motion by:** Rita Siong  
**Seconded by:** Scott Snyder  
**ACTION:** APPROVED  
Vote: 7-0  
Aye: 7  
Nay: 0  
Abstentions: 0

**6. IFORMATION ITEMS**

- a. Cultural and Tourism Fund Reports – June, 2020 and August, 2020
- b. Cultural and Tourism Fund Revenue (Tax) Reports – June, 2020 and August, 2020
- 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

Chris Neider noted Travel Salem should be able to provide information on how other cities are doing through this unprecedented time, with their tourism revenues collections. City of Salem's year-end total was only a 17.44 % reduction, which is positive compared to the individual monthly revenue shortages, which were much greater.

Rita Siong would love to hear from Travel Salem what other communities are doing that does work, to mitigate the losses of revenue for tourism in their communities. Scott Snyder noted that “small events” and outside sports events, such as pickle ball, are working. Tourism destinations are utilizing media sources with the message of “come to our community, WHEN you feel comfortable.” Trends and successes are being shared amongst tourism industry folks via Travel Salem. Scott Snyder also noted since Salem is a “Regional” destination, that will help Salem survive this difficult period. Travel Salem will be hosting a virtual meeting Thursday, September 17, 2020, 3:30-4:30 PM. This will be a chance for destinations to talk about what has been working and resource on what they’re doing from a marketing standpoint, discuss trends, etc. Please contact Travel Salem if you wish to participate. Gaelen McAllister noted her Kudos to the Salem area Culturals for focusing their efforts on what they CAN do to stay relevant and prepared in this current climate.

## **7. APPEARANCE OF INTERESTED CITIZENS**

(Virtual Meeting – input required ahead of meeting, via email to Chris Neider, at [cneider@cityofsalem.net](mailto:cneider@cityofsalem.net))

Gaelen McAllister noted the boards concern for our Culturals, for the difficulties they are facing and the funding shortages, but she noted the Culturals are able to apply through a State funded grant, and receive some financial assistance through Oregon Cultural Trust, for cultural non-profits, for which all our regulars have applied and should receive some funding to help survive this difficult season.

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

None.

## **9. ADJOURNMENT**

With no further business, Chair Scott Snyder adjourned the meeting at approximately 8:10 p.m.

The next regular TOT board meetings will be the two Grant Orientation meetings, held Tuesday, October 13<sup>th</sup>, 6-8 PM; and Thursday, October 15, at 4 PM. These meetings will be held virtually, via Zoom. Interested applicants should contact Chris Neider ahead of the meetings to receive the Zoom meeting link.

Respectfully Submitted,

Kelly Kelly, Board Staff Support



101 Front ST NE  
Salem Oregon 97301  
(503) 540-0374  
[www.SalemCarousel.org](http://www.SalemCarousel.org)

September 25, 2020

Dear Chris and the CTPAB Board:

Salem's Riverfront Carousel was recently granted funding for Santa at the Carousel as part of the FY2020/2021, for that we are truly grateful.

Unfortunately, with the ongoing COVID-19 health crisis that has impacted the way we would traditionally manage our holiday Santa events; this year's programming will not be fully executed as in previous years. Due to the State of Oregon's restrictions on public gatherings and continued social distancing the following annual holiday events have been canceled: Carousel Express: Santa's Arrival by Train, Breakfast with Santa, Tea with Mrs. Claus, In the Kitchen with Mrs. Claus and Santa's PJ Party.

However, we have found a viable way for families to still be able to enjoy the annual holiday ambiance of our unique location! Our focus remains on our ability to safely gather families together during this special time, participating in a variety of ways that continue to enhance the experience people have come to know and expect from us.

Most encouragingly we propose to move forward with our traditional Santa's Visitor Booth opportunity for people to meet with Mr. Claus here at the Carousel. Using the space normally reserved for private parties (though shutdown due to interruption of services because of the pandemic), we plan to develop a safe, sanitary visitation area for Santa's workshop, separated from the rest of our operations with its own entrance/exit yet visible to all who come to the Carousel. Pre-paid online options, takeaway activity and craft add-ons and upgrades as well as digital downloads are also part of the re-structuring for this event. We believe this re-design will be both acceptable and successful under the circumstances.

Carousel Letters to/from Santa Claus will continue to be offered and managed this year, with fully integrated online submission being added to the process.

In addition, new, substitute, virtual programming will be implemented to make up for the canceled, catered, large group, in-person events that are canceled. Development includes brand new Virtual Visits with Santa and Personalized Video Messages from Santa, using Zoom technology.

2020 events will include new options for online booking and notification of reserved appointments that will be managed through our website.

I have attached a new budget for the revised and unexpected changes from the previously submitted pre-COVID 2020 holiday event schedule.

We appreciate the continued support this grant funding provides us in underwriting the cost for the 2020 holiday calendar of events. Our goal is to provide a consistent, magical experience for family holiday traditions that the Carousel has provided for the past sixteen years to our community.

Thank you for your consideration once again.

#CarouselStrong

**Marie Bradford Blevins**  
Executive Director  
[marieb@salemcarousel.org](mailto:marieb@salemcarousel.org)

RIDE. SHOP. PARTY. GIVE!  
#KeepTheDreamAlive



**TRANSIENT OCCUPANCY TAX**  
**EVENT OPERATING EXPENSE**  
**FY 2020-21 GRANT APPLICATION - BUDGET ATTACHMENT**

Revenue Item	Status of Revenue	Proposed
TOT Grant Funds	Santa at the Carousel	\$10,000
Private Donations		\$2,000
Photos	Santa Photos 500 @ \$10	\$5,000
Santa Zoom	12 zoom calls @ \$25	\$300
		-
<b>TOTAL REVENUES</b>		<b>17,300</b>

In-Kind Item		Value
Hertz Rental	Small for decorating outside carousel building (3 days)	\$1,136
Volunteer hrs	Volunteers for Santa events 16@22.75 6hrs each	\$2,184
TOTAL IN-KIND VALUE		3,320

<b>TOTAL RESOURCES</b>	<b>20,620</b>
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Expenditure Item	Proposed		
	Actual	In-Kind	Total
<b>Personnel Costs</b>	4,480		4,480
<b>Other Operating Expenses:</b>			
Digital Bulletins	Advertising Santa events	\$800	800
Santa	16 days of Santa @ \$48 x 112hrs	\$5,376	5,376
Photographer	Photos with Santa \$20hr x 112hrs	\$2,240	2,240
Supplies	Santa Bells, ribbon and photo cards	\$1,200	1,200
Laptop	Laptop for Santa Zoom calls	\$500	500
Hertz Rental	Small Lift		1,200
Volunteers	Santa event 16 @ \$22.75 6hrs eac (vol. hrly worth Oregon)		2,184
Supplies	Santa's workshop/plexiglass	\$2,000	2,000
ink	printer ink cardridges 16 @ \$40	640	640
			0
	\$0		0
<b>TOTAL OPERATING EXPENSES</b>		<b>17,236</b>	<b>3,384</b>
			<b>20,620</b>

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

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

**Item 6.a.**

	FY 2020-21		FY 2019-20		FY 19-20	
	Budget	Actual Thru	Budget	Actual Thru	FY 19-20	%
	FY 2020-21	30-Sep	FY 2019-20	30-Sep	to FY 20-21	Difference
<b>Resources</b>						
Beginning fund balance	399,320	382,474	473,000	660,962	(278,488)	-42.13%
<b>Tax collections</b>	<b>3,180,370</b>	<b>452,574</b>	<b>4,137,870</b>	<b>1,054,142</b>	<b>(601,568)</b>	<b>-57.07%</b>
Other agencies	5,400	-	5,400	-	-	0.00%
Interest earnings	2,500	2,633	2,500	4,045	(1,412)	-34.91%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	4,400	12,000	3,000	1,400	46.67%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
<b>Total Resources</b>	<b>3,599,590</b>	<b>842,081</b>	<b>4,630,770</b>	<b>1,722,149</b>	<b>(880,068)</b>	<b>-51.10%</b>
<b>Expenditures by Division</b>						
Conference Center Marketing	309,090	-	300,090	50,015	(50,015)	-100.00%
Tourism Promotion - Travel Salem	795,090	77,479	1,030,720	129,670	(52,191)	-40.25%
City Programs/Parks/CIP	1,582,240	369,716	1,737,560	466,012	(96,296)	-20.66%
Administration	275,140	59,060	339,690	86,132	(27,072)	-31.43%
Major Tourist Attractions and Cultural Facilities	573,530	75,100	618,000	121,700	(46,600)	-38.29%
Contingency	64,500	4,281	120,000	2,367	1,914	80.86%
<b>Total Expenditures</b>	<b>3,599,590</b>	<b>585,636</b>	<b>4,146,060</b>	<b>855,896</b>	<b>(270,260)</b>	<b>-31.58%</b>
<b>Total Resources Less Expenditures</b>	<b>-</b>	<b>256,445</b>	<b>484,710</b>	<b>866,253</b>	<b>(609,808)</b>	<b>-70.40%</b>

Item 6.b.

**Transient Occupancy Tax - Actual Tax Revenue**

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,177	238,457	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	2,773,445	3,180,370
% Chg		-58.91%	-55.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	-17.82%	-12.79%

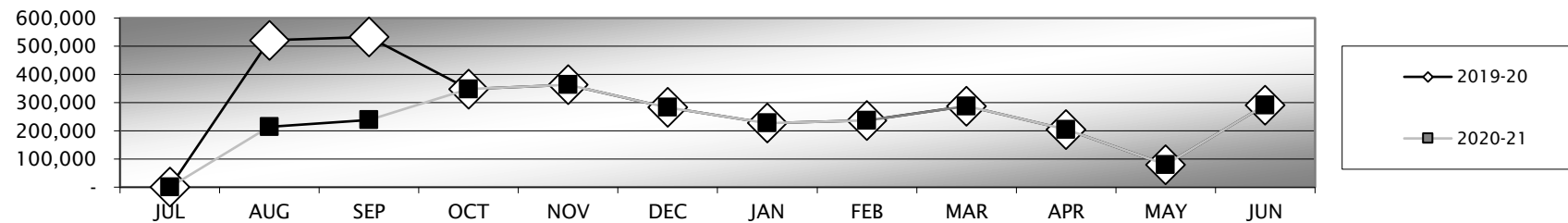


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021.

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 September FY 2019-20	1,054,142
YTD September FY 2020-21	452,634
Variance FY 19-20 to FY 20-21	-57.06%

# CTAB Completion Report-Facility

## 1. (untitled)

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### 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

1st quarter

#### 4. Total number of days open

0

#### 5. Total hours of operation

480

#### 6. Volunteer hours for period

180

#### 7. Total attendance at facility

0

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

Events, Festivals, Experiences, Other Programs : 1000

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

\$8,095.00

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

\$0.00

#### 11. Total income from other sources

\$69,536.00

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

The contractors working for Gilbert House Children's Museum completed the new entry way, Bill's Bubble Factory, and Nature's Workshop in September. The new exhibits will engage young children in learning science concepts and be an attraction for people to visit. The improved appearance and accessibility will be welcoming for tourists to the area when the museum can reopen. Picture attached.

**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.**

The Executive Order No. 20-27 of the Statewide Reopening Guidance states, "This guidance permits museums and aquariums to open with noninteractive exhibits, but interactive exhibits are not permitted to operate at this time." Gilbert House Children's Museum exhibits are specifically designed to be interactive and are restricted under the State of Oregon guidelines.

Although we are closed to the public, the reduced staff and board are committed to the mission of Inspiring children to learn through creative play. In performing this mission we enhance the quality of life for people in our community and embrace a culture of diversity. In July and August, Gilbert House partnered with Salem Multicultural Institute to prepare 1,000 craft kit bags for children. The crafts were inspired by four international cultures with instructions in English and Spanish. The kits were assembled with the help of volunteers and distributed through partner organizations. It was important to both organizations that the craft kits be provided to children that are without resources during the summer. Therefore, the bags were distributed through Salem Dream Center, Mano a Mano, St. Francis Shelter, and the Salem-Keizer School District School Lunch Program. Pictures attached.

Gilbert House Children's Museum applied for and received a Payroll Protection Program loan in September which accounts for most of the income listed in the report. The loan is being used to rehire limited staff and for the ED to go back to full-time. The staff has been very busy creating new ways for families to "Bring Gilbert House Home". The website has been updated to reflect new programs and direct patrons to current information. The museum launched "Autumn Re-Engineered" at the end of September to highlight new programs including Gillie's Boxes of Creative Play and Gillie on the Go.

**14. Submitted by**

Alicia Bay

**15. 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.**

[SMI and GHCM Bags.pdf](#)

[New entry way and Bill.pdf](#)

## **2. Thank You!**

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**Thank you for submitting your report.**

# CTAB Completion Report-Facility

## 1. (untitled)

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### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Salem Art Association

#### 2. Name and location of facility

Bush Barn Art Center and Annex

#### 3. Reporting period

1st quarter

#### 4. Total number of days open

0

#### 5. Total hours of operation

0

#### 6. Volunteer hours for period

172

#### 7. Total attendance at facility

2282

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

Off site activities / events : 2282

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

\$7,977.50

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

\$0.00

#### 11. Total income from other sources

\$91,785.00

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

Every day, we are faced anew with the many unknowns of the Covid-19 health crisis, and like many other organizations in our community, the Salem Art Association (SAA) has sustained unprecedented losses. As an arts organization, we are on the frontlines of seeing the lives of artists devastated by the sudden halt to their livelihoods. While the Bush Barn Art Center facility remains closed due to the pandemic, SAA is still operating and providing virtual art resources, getting art supplies out into the hands of underserved youth, and pivoting major art events to successful virtual events. Staff have been working diligently on various fronts to continue to provide services to our community that are appropriate for the times we are experiencing and to ensure the safety of the people we serve by offering quality arts learning and services through new, flexible delivery methods.

To this end, for nine days in July, SAA produced the first-ever Salem Virtual Art Fair that offered an online platform for 126 participating artists in an effort to provide them with some relief from the severe financial strain they have realized since Covid-19 began. The Salem Art Fair & Festival has been held for 70 years on the third weekend in July with many people in Salem and tourists from all over the U.S. attending year after year. To commemorate this proud Salem tradition, the Virtual Art Fair also began on the third weekend in July. We are pleased to report that due to positive feedback from participating artists, it was soon decided to extend the event for a week, which ran through July 26, 2020.

Following are excerpted portions from Sandra Burnett's September 15, 2020 Update Report to the TOT Board:

**SALEM'S FIRST VIRTUAL ART FAIR, July 18 through July 26, 2020**

I hope you all had a chance to visit the Salem Virtual Art Fair. This was a massive effort put together in approximately 7 – 8 weeks. As a first time attempt at this format, it came off very well. There was much enthusiasm overall and appreciation of the scale of the achievement. The artists were enthusiastic and reported good sales. The videos were much appreciated: especially the artists' personal videos and the demo videos. All of this is archived on our website and can be accessed from the Art Fair page.

The Virtual Art Fair was a massive effort that we considered appropriate under the circumstances, as it had the potential to serve the artists in a way that is most meaningful for them at this time (sales). It also recognized the importance of this signature event to the community of Salem and demonstrated its continuity through challenging times.

Some comments from artists:

I think you guys did an incredible job putting together the virtual art fair this year. I have been working on developing a similar project for Art In The Pearl in Portland and I hope to be able to have half of what you guys made happen here. I hope you get lots of love and visitors this weekend. Great job!!! (David Friedman)

Thank you for organizing such a great online fair. I have never gotten so many Etsy orders in one day! (Rodi Ludlum)

We want to thank you and the Salem Art Association for their extraordinary work on this Virtual Art Fair! We are getting responses and sales. We have been pushed to further develop our online presence and are grateful for that! (Marilyn Lindsley)

Hi - it's been a great sale so far! Thanks again for everything you're all doing. I've always felt supported by the Salem community and this year is no different! (Sharon Greenwood)

**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.**

Outcome #1: Art Fair will attract 35,000+ attendees

Goal Target: 16-18% of attendees will come from over 50 miles

Method Used: Comprehensive marketing campaign, ticket sales, zip codes collected

Because our benchmark for the Salem Art Fair & Festival was developed before Art Fair had to be canceled due to the Covid-19 pandemic and the governor's order mandating restrictions on in-person events, we cannot report on attendees coming to the Art Fair. However, at the Salem Virtual Art Fair, we did track 2,282 unique points of entry and had 126 participating artists.

We were also able to conduct a broad marketing campaign and use alternative methods of data collection to measure the success of the Virtual Art Fair.

Excerpts from Sandra Burnett's September Update Report:

We had very little marketing budget but did what we could. Marketing was done through digital billboards (on a total of 5 billboards for 2 weeks), posters, eblast, social media, and foundations, sponsors, partners' networks. I sent out a huge number of emails, and we got reposted on a number of other sites, like Chamber of Commerce, Salem Cinema, Travel Salem etc. There were newspaper articles in Statesman Journal, Salem Reporter and Press Play. Wendy Brokaw and CCTV did a feature with an interview and demonstration and it was on their schedule many times.

There were a couple of tracks of data collection. The first tracked visitors to the map and then the visitors to the publications which counted page views (indicating visits to artists in the catalogues). We could not track video views because they were embedded in the lightboxes/pop-ups on the map, so they only got counted once when the visitor entered the site. In total, there had been over 24,000 page-views on the map itself with 2,282 unique points of 'entry' (how many folks used any one point of entry is unknown). We can't determine how many visitors viewed the fair together. Particularly, it is hard to gauge attendance of children visiting with parents or multiple people (a family) experiencing the fair on any one computer or phone. The event saw global visitors from the USA, United Kingdom, South Africa, Canada, Australia and Russia.

**14. Submitted by**

Denise Magee

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

denise@salemart.org

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

[MAP\\_VAF\\_updated\\_72dpi-3.pdf](#)

[VAF\\_12X18\\_poster-2-2.pdf](#)

[Travel\\_Salem\\_Screen\\_Shot\\_2020-07-17\\_at\\_1.51.52\\_PM.pdf](#)

[Facebook\\_screen\\_shots.pdf](#)

**2. Thank You!**

---

**Thank you for submitting your report.**



# CTAB Completion Report-Facility

## 1. (untitled)

---

### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Salem's Riverfront Carousel

#### 2. Name and location of facility

SRC 101 Front St. NE

#### 3. Reporting period

1st quarter

#### 4. Total number of days open

52

#### 5. Total hours of operation

364

#### 6. Volunteer hours for period

474.75

#### 7. Total attendance at facility

7842

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

Children's Entertainment : 7842

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

\$6,305.00

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

#### 11. Total income from other sources

\$17,224.00

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

Salem's Riverfront Carousel has severely been impacted by COVID-19 and the closure of the south parking lot, Monday-Thursday. We made the decision to open only four days a week, Thursday - Sunday and with limited hours. SRC didn't offer any activities during the 1st quarter.

**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.**

One of our benchmarks was to improve token sales. over last years 1st quarter sales. LY sales \$54,169. TY sales \$11,861 = (-78.1%) decrease in token sales.  
This information is from our profit & Loss report.

**14. Submitted by**

Marie A Bradford

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

marieb@salemcarousel.org

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

## **2. Thank You!**

---

**Thank you for submitting your report.**

# CTAB Completion Report-Facility

## 1. (untitled)

---

### CTPAB Completion Report TOT Funds Supporting Salem Tourism

#### Facility Operating Grant

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

#### 1. Organization name

Friends of 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

1st quarter

#### 4. Total number of days open

67

#### 5. Total hours of operation

534

#### 6. Volunteer hours for period

828

#### 7. Total attendance at facility

1660

#### 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 : 433

Events, Festivals, Experiences, Other Programs : 0

Off site activities / events : 300

Rentals : 0

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

\$7,275.00

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

\$0.00

**11. Total income from other sources**

\$30,043.11

**12. 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 started back up in mid-September with limited fall classes. In July and September we were again able to set up and hold two more Saturday Art Sales across from the Saturday Market. Both of these events were very well attended and brought in a little over \$5456 net profit for the Center. Our Fall Classes also started in September.

**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.**

Facility attendance decreased from 4940 in 2019 to 1660 in 2020, a decrease of 66.46%. Data was collected by daily hand tally and sign-in sheet. The decrease was due to statewide COVID-19 restrictions, decreases in classes, students and studio pass patrons, and limited hours open.

**14. Submitted by**

Roger O. Williams

**15. 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.**

[1st Qtr Supporting Photos.pdf](#)

## **2. Thank You!**

---

**Thank you for submitting your report.**



## FOURTH QUARTER REPORT 2019-20

April, May, June

### INTRODUCTION

Travel Salem is pleased to submit the tourism and convention fourth quarter report for 2019-20 pursuant to City of Salem contract section 1.5. The contract stipulates that quarterly reports include a financial report, an overview of Contractor's activities, and a statement of output measurements. This report fulfills these contractual requirements.

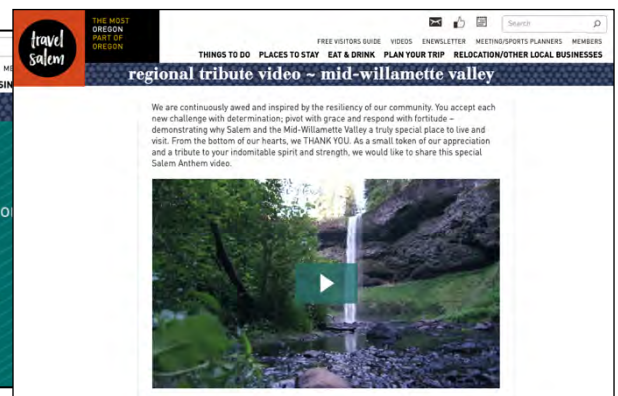
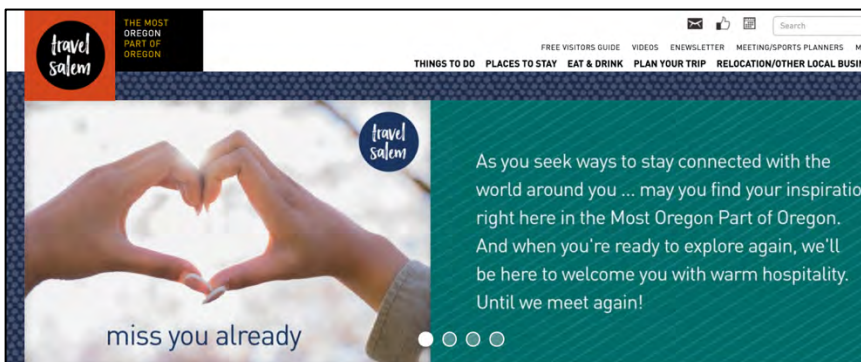
All programs and services tie back to Travel Salem's 2017-2020 Strategic Plan and the 2019-2020 Business Plan, and drive toward six main objectives and strategic initiatives: community relations and engagement; capacity building; marketing & communications; destination development; conventions sports and events; and convention services.

COVID-19 hit in mid-March with the industry realizing unprecedented impacts. Travel Salem responded swiftly, laying off 30% of staff and cutting the budget to only essential operations. The organization pivoted all efforts with a focus on inspirational content, and supporting the community, stakeholders and local businesses. This Fourth Quarter Report shares outcomes related to Travel Salem's response to the pandemic.

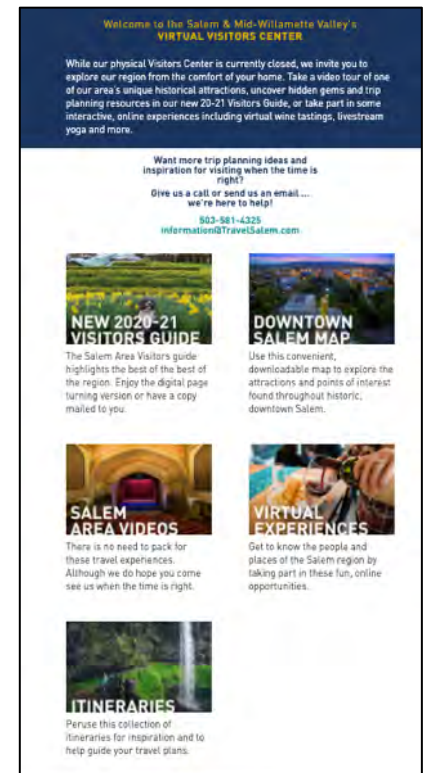
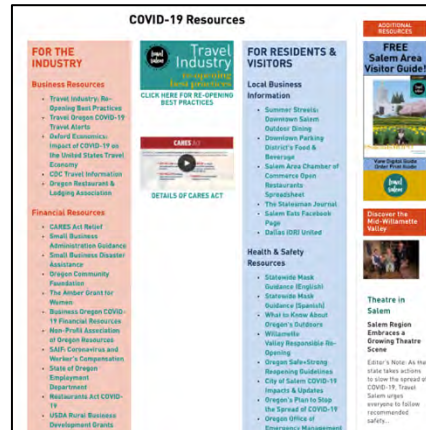
### EXECUTIVE SUMMARY

#### Marketing & Communications

- Developed & executed a Content Plan focused on "inspirational" messaging to keep the destination top-of-mind and remind visitors and residents alike about all the amazing experiences that await them; all messaging reviewed through a stringent evaluation process to ensure coronavirus sensitivity and relevance
  - Created the **"Miss You Already" campaign** to reassure visitors that the destination would be ready to welcome them back when it was safe to travel again (see below left)
  - Utilized in-house talent to develop an **Anthem Video** as a tribute to the community for making Salem & the Mid-Willamette Valley an amazing premier destination, recognizing the talent and passion of our local residents who create memorable and meaningful experiences for visitors



- Created a **Virtual Visitors Center** to 1) provide easy access for visitors who were exploring destinations from the comfort of their homes, and 2) to serve up specific digital content to inspire future travel; new content was created and existing content was repackaged including the new 19-20 Visitors Guide, virtual experiences, itineraries, 360 virtual tours, videos and more; promoted the VVC via email campaign to 7,000 consumers from past inquiries (see right)
- Created a **Salem Strong Ad** to promote community spirit and unity; published via the Huggins Insurance digital billboard pro bono (17,000 views per day) ... thank you to our friends at Huggins! (see below left)
- Created a **COVID-19 Resources landing page** on TravelSalem.com to assist the community with helpful resources and inform visitors about the precautions taken to ensure safety (see below right)



- Created and distributed a Travel Salem COVID-19 Recovery Plan outlining a three-phased approach for leading the industry back to a position of strength; distributed to cities, counties, Members and stakeholders
- Launched Community Relations efforts to improve communications and create ways for residents to engage with Travel Salem; rolled out education and outreach initiatives to increase community awareness on how the local tourism engine works and how residents contribute to its success, as well as how locals should play an integral role in deciding how the destination evolves through destination development initiatives; proactively communicated to Salem Neighborhood Associations about reopening guidelines and surveyed residents to gauge sentiment about welcoming visitors back
- Leveraged the national focus on tourism due to the crisis and the heightened value placed on the industry during National Tourism Week (NTW) to thank the community for its support and tout the contributions of the tourism sector to local communities; issued a NTW proclamation, Zoom backgrounds, and secured red tribute lighting on the Union Street Railroad Pedestrian Bridge to represent the tourism industry
- Partnered with the Oregon State Capitol and served on the RFP Review Committee to develop a new **Oregon Welcome Center** exhibit room focused on Oregon's heritage locations (see right)
- Secured a \$25,000 Oregonian matching grant that will be used to target Oregon and Washington consumers through social media sponsored content
- WVVA created a "**Responsible Reopening**" program for the Willamette Valley; this industry-led effort supports and encourages businesses to make specific commitments to health & safety that showcase a valley-wide message of unity, care and excellence; all marketing & advertising efforts were placed on hold (domestic & international) with the exception of social media focusing on inspirational messaging (see right)





## Destination Development

- **Salem Underground Tours**

Received the detailed script outline from John Ritter; working with local property owners on underground access

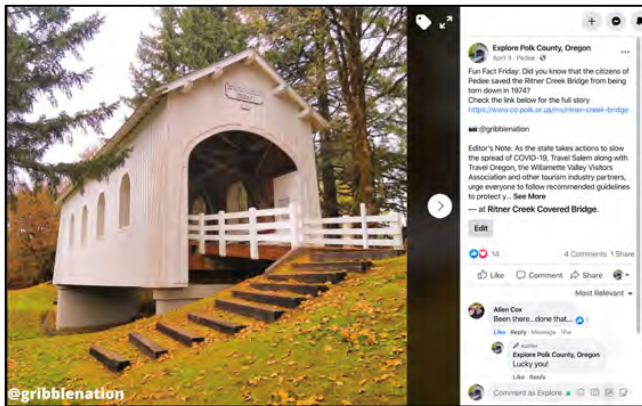
- The **Great Oaks Food Trail** aims to increase visitation to Polk County by highlighting agritourism experiences and promoting local products. The food trail is scheduled to launch Fall 2020. The program empowers small local businesses by promoting them through itineraries, various media platforms and connecting them to other local businesses for cross promotional opportunities. The participating businesses are in the greater Polk County area, and source a percentage of their products within 100 miles.
  - Awarded a \$10,500 grant from Travel Oregon's Wine Country Plate grant program to create coronavirus-friendly events, familiarization tours and workshops in 20-21
  - Awarded a \$2,500 grant from Willamette Valley Visitors Association (WVVA) to assist with brochure development and marketing



- **Community Outreach & Weddings in Monmouth**

Assist with marketing efforts to promote Monmouth as a wedding destination by creating a website and working with venues in the area

- **Explore Polk County Social Media**



## Conventions & Groups

- Created a Meeting & Event Planner Communication Strategy & Outreach Plan focused on providing support and resources for planners who need help canceling and rescheduling, outreach to all past groups to rebook, and outbound efforts to secure new business 1-3 years out
- Proactive outreach to all lodging partners to get updates on reopening and offer support and resources to assist as needed
- Surveyed & gathered data from lodging partners regarding Occupancy and Average Daily Rate (ADR) to support Travel Salem forecasting and planning
- Launched the Group & Event Covid-19 Task Force to bring together industry partners to discuss challenges, identify trends & opportunities, and find solutions related to the pandemic
- Participated in webinars to stay informed on issues impacting meeting planners and lodging properties (ORLA, CVENT, SKIFT, MPI, SGMP, OSAM)
- Refer to Convention Sales Dashboard for additional details

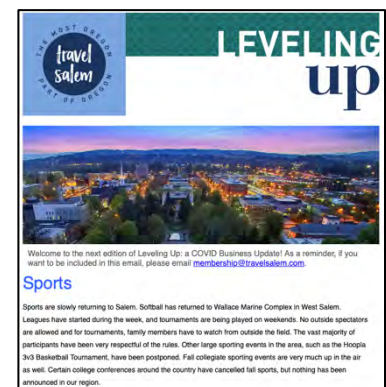
## Sports & Events

- Completed the **5-Year Sports Strategic Plan** with three Core Values: Grow Sports Tourism, Create Innovative Sports Brand, Build Strong Community; the Vision: "We are a premier sports destination and recognized as a leader in the Pacific NW. We produce first-class events and host national caliber events. We are the Sports Capital of Oregon!"
- Created the Willamette Valley Open Pickleball Tournament, a Travel Salem signature event to be held in January 2021 at the Oregon State Fair & Expo; 300+ participants from across the country will compete in this West Coast tournament; partnering with two local clubs for volunteer support; EEI 119,337
- Created Work Groups within the Salem Area Sports Commission with expertise in the following areas: Willamette Valley Events, Youth & Club Sports, College Sports, New Events & RFPs



## Membership & Sponsorship

- Continued to hold monthly virtual Team Salem meetings, designed to bring together a wide variety of industry partners from across the region to connect and discuss issues that are affecting their businesses; events featured speakers from Oregon Restaurant & Lodging Association, Willamette Valley Visitors Association, SEDCOR, and Oregon Parks & Recreation
- Launched **Tourism Matters**, a monthly e-communication to keep Members informed on trends and best practices, and spotlight Members doing great work in the community
- Launched **Leveling Up**, an e-communications to keep industry stakeholders informed of reopening phases and how specific sectors within the industry are responding (e.g. safety & cleanliness protocols, re-engineering facilities [restaurants, hotels, meeting sites], consumer & employee sentiment)
- Revamped the Membership program to emphasize benefits of standing in solidarity with industry partners to support a thriving destination, and a renewed focus on supporting business development; overhauled Membership packages including new marketing options and pricing to better reflect Member needs; completed extensive CRM data design to prepare for Operation Relaunch on September 1 (renewals were postponed from July to September due to the pandemic); developed a new Member Referral Program to incentivize Members to refer visitors to other Member businesses, with the ultimate goal of lengthening the visitor's stay





## OVERVIEW OF ACTIVITIES

Travel Salem tracks numerous activities throughout the year to monitor, evaluate and adjust marketing strategies as needed. These internal measurement statistics assist with forecasting and trending, and need to be examined as a whole to get a true indication of the industry and performance of marketing activities. Outside influences such as gas prices, weather, natural disasters or inflation, will also have an impact on the peaks and valleys that these numbers may reflect.

Glossary of terms for definitions of the following activities is available upon request.

Activity**	4 <sup>th</sup> Qtr 19-20	19-20 YTD	% change from 18-19	18-19 YTD	17-18 YTD
<b>MARKETING &amp; COMMUNICATIONS</b>					
Public Relations – Advertising Equivalency	\$258,066	\$1,233,549	-16%	\$1,474,188	\$1,423,206
Visitor Information Network Attendance	5,466	194,056	-34%	295,976	208,408
e-Communication Impressions	22,934	248,876	-37%	396,690	202,903
Website/TravelSalem.com Visits	30,888	335,075	-23%	432,862	719,013
Lodging Click-Thru	4,358	15,392	-33%	23,103	24,698
Social Media Impressions	1,580,153	7,784,659	-28%	10,886,051	11,785,655
Social Media Engagements	54,467	196,262	-40%	328,134	195,475
<b>CONVENTIONS &amp; EVENTS</b>					
Real-Time Conventions & Events	0	26	-43%	46	44
• Number of Attendees	0	32,520	-46%	59,705	68,847
• Number of Room Nights	0	10,101	-66%	29,589	23,068
Sales Leads Generated	0	40	-43%	70	66
Bookings	1	31	-23%	40	49
<b>SERVICES</b>					
Groups Assisted	0	60	-18%	73	53
Visitors Reached	0	60,113	-49%	117,550	65,839
<b>MEMBERSHIP</b>					
Total Membership	428	428	0%	494	477
New Members Acquired	0	37	-49%	73	119
Attrition	0	59	5%	56	39




\*\* Decreases across all metrics are related to the impacts of COVID-19

Travel Salem  
**PUBLIC RELATIONS ADDENDUM**  
**National & Regional Media**  
 19-20 Fourth Quarter

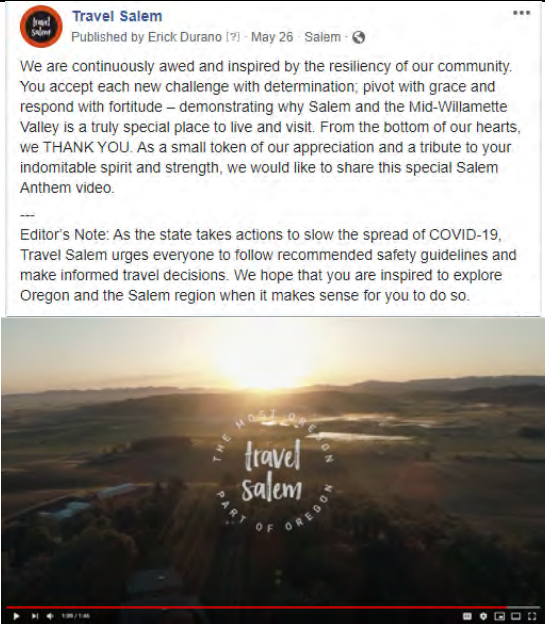


Secured **33** articles and mentions with a reach of **14,121,591** and advertising equivalency of **\$258,066**

	Media/Headline	Value	Reach	Key Messages/Content
 OREGONLIVE The Oregonian	<i>Oregonlive.com</i> <b>30 photos of waterfalls, to help you through spring indoors</b>  Published: 4/2020 Pitched: 3/2019	\$15,074	1,846,000	Travel & Outdoor Editor Jamie Hale included Silver Falls State Park's Lower South Falls in his round-up of inspiring waterfall photos to enjoy while staying at home.
	<i>Via Magazine</i> <b>Things to Do and Eat in Salem, Oregon</b>  Published: 4/2020 Pitched: 7/2019	\$42,840	2,629,000	Freelance writer Jennifer Burns Bright produced a feature article highlighting Salem attractions including the Oregon State Capitol, the OSH Museum of Mental Health, Willamette Heritage Center, Reed Opera House & Willamette Valley Vineyards.
 <b>TRAVEL AWAITS</b>	<i>Travel Awaits</i> <b>The Best Tulip Festivals in the US</b>  Published: 4/2020 Pitched: 1/2020	\$3,400	135,400	The Wooden Shoe Tulip Farm & Festival was included in a round-up of the best tulip festivals to visit in the United States by freelancer Erika Ebsworth-Goold.
	<i>TravelOregon.com</i> <b>Explore Oregon's Outdoors Virtually</b>  Published: 5/2020 Pitched: 3/2020	\$6,400	180,000	The Oregon Garden's virtual video tour was included in a round-up of attractions across the state to enjoy virtually while shelter-at-home orders are in place.

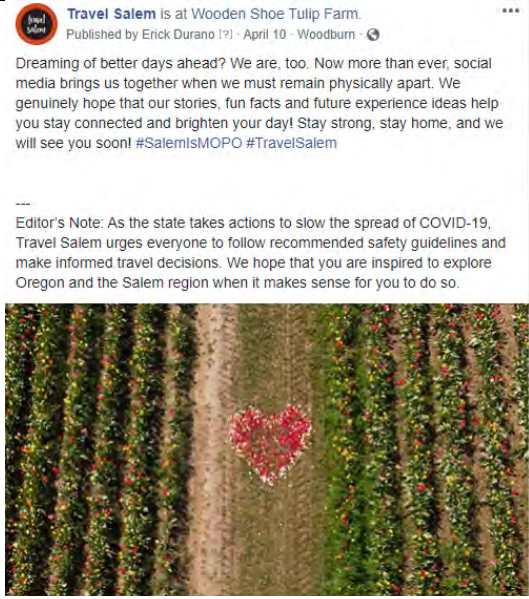



	<p><i>NW Travel &amp; Leisure</i>  <b>Sleeping in the Vineyards</b></p> <p>Published: 5/2020  Pitched: 12/2019</p>	<p>\$8,691</p>	<p>125,000</p>	<p>A feature story highlighting wineries and vineyards in the Pacific Northwest that have great overnight accommodations included the Salem region's Willamette Valley Vineyards' guest suites.</p>
	<p><i>ForbesMagazine.com</i>  <b>Father's Day: The Best Wines to Pair with BBQ &amp; Grilled Foods</b></p> <p>Published: 5/2020  Pitched: 3/2020</p>	<p>\$36,800</p>	<p>1,115,000</p>	<p>This feature story showcasing great wines to go with Father's Day barbecues included Brooks Wine and their 2018 Runaway Red Pinot Noir.</p>
	<p><i>Oregon Wine Press</i>  <b>Cycling Series: Part 2 Tour the Central Willamette Valley</b></p> <p>Published: 5/2020  Pitched: 9/2019</p>	<p>\$3,344</p>	<p>25,000</p>	<p>Freelancer Dan Shryock produced a multi-part series highlighting cycling routes in the Mid-Willamette Valley and mentioned Independence, Monmouth, Eola Hills' Bike Oregon Wine events and the Buena Vista Ferry.</p>
	<p><i>USA Today.com</i>  <b>News from Around Our 50 States: Oregon</b></p> <p>Published: 5/2020  Pitched: 1/2020</p>	<p>\$34,671</p>	<p>866,000</p>	<p>Salem was highlighted for its partnership between the City, ARCHES and participating hotels to provide temporary shelter for the homeless during the COVID pandemic.</p>
	<p><i>Willamette Week</i>  <b>Lesser-Known Gems that Fulfill Your Urge to Get Wet this Summer</b></p> <p>Published: 6/2020  Pitched: 2/2019</p>	<p>\$12,530</p>	<p>358,000</p>	<p>Shellburg Falls in Marion County was included in this round-up of lesser-known places to enjoy this summer by freelance writer Adam Sawyer.</p>

	<p><i>Wine Enthusiast</i>  <b>Oregon Whites with Style &amp; Value</b></p> <p>Published: 6/2020  Pitched: 3/2020</p>	<p>\$11,224</p>	<p>280,000</p>	<p>The Salem region's Croft Vineyards' 2018 Capitello Sauvignon Blanc was included in an article about the best Oregon white wines for summer sipping.</p>
	<p><i>TheTravel.com</i>  <b>Exploring Oregon's Underrated Gems</b></p> <p>Published: 6/2020  Pitched: 2/2020</p>	<p>\$31,000</p>	<p>3,000,000</p>	<p>Salem was highlighted as a town that visitors should not miss, with nods to Deepwood Gardens, Willamette Heritage Center &amp; the Enchanted Forest.</p>
	<p><i>Spokesman Review</i>  <b>Willamette Valley Rallies around Frontline Workers</b></p> <p>Published: 6/2020  Pitched: 4/2020</p>	<p>\$3,082</p>	<p>75,000</p>	<p>Wine writer Eric Degerman included Hanson Vineyards and Abiqua Wind Vineyards in his column about the Willamette Valley's #winesforthefrontlines effort.</p>

Travel Salem  
**Social Media Addendum**  
 19-20 Fourth Quarter

	Campaign/Post	Results	Key Message/Content
 <p><b>Travel Salem</b>        Published by Erick Durano [?] · May 26 · Salem ·</p> <p>We are continuously awed and inspired by the resiliency of our community. You accept each new challenge with determination; pivot with grace and respond with fortitude – demonstrating why Salem and the Mid-Willamette Valley is a truly special place to live and visit. From the bottom of our hearts, we THANK YOU. As a small token of our appreciation and a tribute to your indomitable spirit and strength, we would like to share this special Salem Anthem video.</p> <p>---        Editor's Note: As the state takes actions to slow the spread of COVID-19, Travel Salem urges everyone to follow recommended safety guidelines and make informed travel decisions. We hope that you are inspired to explore Oregon and the Salem region when it makes sense for you to do so.</p>	<b>Anthem Video</b>  Facebook, Instagram, Twitter, YouTube	<ul style="list-style-type: none"> <li>• Highest reach of all FB posts in 4th quarter</li> <li>• 33,590 unique viewers</li> <li>• 12,789 ThruPlays (played to completion)</li> <li>• 558 engagements (likes, comments &amp; shares)</li> </ul>	Developed anthem video to inspire local community and future travel to the region. Videos collected in-house and through pre-existing libraries, edited all in-house. Audio collaboration with local talent Tom Hewitt.
 <p><b>Travel Salem: Deepwood Gardens Virtual Tour...</b>        Take a trip through Deepwood's Gardens in this week's 360 virtual tour! Walk amidst one of Oregon's premiere historical sites, featuring formal gardens designed by Lord &amp; Schryver, the first female-owned landscape architectural firm in the Pacific Northwest....</p>	<b>360 Video Content</b>  Facebook, Instagram, Twitter, YouTube	<ul style="list-style-type: none"> <li>• 94,317 people reached across all videos on all platforms</li> <li>• 43,026 views across all posts</li> <li>• 1,577 post engagements (likes, comments, shares &amp; saves)</li> </ul>	<ul style="list-style-type: none"> <li>• Featured The Oregon Garden, Deepwood Gardens, Woodburn Tulip Festival</li> <li>• Posted on YouTube, promoted on Facebook, IG and Twitter</li> <li>• Virtual video content created fully in-house</li> </ul>
	<b>Basil &amp; Board</b>  Facebook, Instagram	<ul style="list-style-type: none"> <li>• Reached 7,899 unique accounts</li> <li>• Produced 3,668 views</li> <li>• 197 post engagements</li> </ul>	<ul style="list-style-type: none"> <li>• Partnered with Basil &amp; Board to produce a video interviewing Brian Kaufman, one of the partners at Basil and Board, about the changes made since COVID began.</li> </ul>



	Campaign/Post	Results	Key Message/Content
 <p><b>Travel Salem</b> is at Wooden Shoe Tulip Farm. Published by Erick Durano [?] · April 10 · Woodburn ·</p> <p>Dreaming of better days ahead? We are, too. Now more than ever, social media brings us together when we must remain physically apart. We genuinely hope that our stories, fun facts and future experience ideas help you stay connected and brighten your day! Stay strong, stay home, and we will see you soon! #SalemIsMOPO #TravelSalem</p> <p>Editor's Note: As the state takes actions to slow the spread of COVID-19, Travel Salem urges everyone to follow recommended safety guidelines and make informed travel decisions. We hope that you are inspired to explore Oregon and the Salem region when it makes sense for you to do so.</p>	<b>Wooden Shoe Tulip Farm Drone Photo</b>  Facebook	<ul style="list-style-type: none"> <li>Most organic reach in 4<sup>th</sup> quarter</li> <li>18,341 people reached with 858 post clicks</li> </ul>	<ul style="list-style-type: none"> <li>In-house drone photo taken at Wooden Shoe Tulip Farm</li> <li>Inspirational message</li> </ul>
 <p><b>travelsalem</b> · Following Salem, Oregon</p> <p>travelsalem Looking for a pop of color or an abstract work of art? This piece, and many others, can be seen right in downtown Salem! Check out the link in our bio for an in-depth guide on Salem's public art! #SalemIsMOPO #TravelSalem</p> <p>Editor's Note: As the state takes actions to slow the spread of COVID-19, Travel Salem urges everyone to follow recommended safety guidelines and make informed travel decisions. We hope that you are inspired to explore Oregon and the Salem region when it makes sense for you to do so.</p> <p>560 likes MAY 22</p>	<b>Salem Public Art Blog</b>  Facebook, Instagram	<ul style="list-style-type: none"> <li>Most Impressions on Instagram for 4<sup>th</sup> Q. at 41,099</li> <li>Reach covered 42% who weren't previously following Travel Salem</li> </ul>	<ul style="list-style-type: none"> <li>Promoted blog post featuring public art found in and around the Salem area</li> </ul>
 <p><b>travelsalem</b> · Following</p> <p>travelsalem "No matter what you do in Oregon, you'll find the footprint of a black person that was there." - Willie Richardson, Oregon Black Pioneers</p> <p>Read the article, A Conversation with Oregon Black Pioneers' Willie Richardson, link in bio</p> <p>Liked by eugeneoregonsports and 183 others JUL 11</p>	<b>Oregon Black Pioneers Blog</b>  Facebook, Instagram, Twitter	<ul style="list-style-type: none"> <li>Reached 6,266 accounts</li> <li>Garnered 283 engagements across all platforms</li> </ul>	<ul style="list-style-type: none"> <li>Blog featuring the history of Oregon Black Pioneers</li> <li>Posted in support of BLM movement to educate the community</li> </ul>
 <p><b>travelsalem</b> · Following Shellburg Falls</p> <p>travelsalem Standing magnificent at over 100' tall with water flowing through an overhanging basalt ledge, Shellburg Falls is a gem amidst the nearly 48,000 acres of the Santiam State Forest. As Oregon's recreation sites gradually begin to reopen, take time to understand new protocols in place, what locations are open and to maintain social distancing guidelines. #TakeCareOutThere #SalemIsMOPO #TravelSalem</p> <p>@angelpersona</p> <p>Editor's Note: As the state takes actions to slow the spread of COVID-19, Travel Salem urges everyone to follow recommended safety guidelines and make informed travel decisions. We hope that you are inspired to explore Oregon and the Salem region when it makes sense for you to do so.</p> <p>Liked by eugeneoregonsports and 575 others MAY 19</p>	<b>Shellburg Falls</b>  Instagram	<ul style="list-style-type: none"> <li>One of the top performing posts on IG with 21,210 impressions</li> <li>519 engagements (likes, comments, shares, saves)</li> </ul>	<ul style="list-style-type: none"> <li>Shellburg Falls scenic recreation photo.</li> <li>Educated community on updated social distancing guidelines and safety protocols.</li> </ul>

TRAVE SALEM  
CONVENTION & SPORTS DASHBOARD  
19-20 Fourth Quarter

**19-20 REAL-TIME CONVENTIONS/EVENTS**

YEAR-TO-DATE						
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue
1	18A National Girls Fast Pitch	\$ 520,000	1,000	1,800	\$ 210,312	\$ 18,928
1	USA Softball 18A & 18B State	\$ 232,960	560	450	\$ 52,578	\$ 4,732
1	Jim Sherman Memorial NW	\$ 993,600	800	2,250	\$ 262,890	\$ 23,660
1	Hoop All American Camp	\$ 124,800	1,200	600	\$ 70,104	\$ 6,309
1	Hoop Summer Championships	\$ 124,800	1,200	600	\$ 70,104	\$ 6,309
1	Gluten Free Conference	\$ 62,100	150	150	\$ 17,526	\$ 1,577
1	N. USSSA/GSL Regional	\$ 331,200	800	450	\$ 52,578	\$ 4,732
1	Play for a Cure Or.	\$ 496,800	800	450	\$ 52,578	\$ 4,732
1	Or. USSSA State	\$ 331,300	800	600	\$ 70,104	\$ 6,309
1	SK8 Kings W Coast Championships	\$ 20,700	50	30	\$ 3,505	\$ 315
1	B-17 Alliance	\$ 1,242	6	12	\$ 1,402	\$ 126
1	Pacific NW XX Championships	\$ 10,400	200	50	\$ 5,842	\$ 526
1	Or. Community Foundation	\$ 6,000	100	-	\$ -	\$ -
1	Salem Rotary Multi Sport	\$ 39,780	500	4	\$ 467	\$ 42
1	Salem Rodeo	\$ 756,000	12,000	20	\$ 2,337	\$ 210
2	Cherry City Collegiate Softball Showcase	\$ 29,340	400	20	\$ 2,132	\$ 192
2	Spirit of Oregon Half Marathon	\$ 248,000	1,200	600	\$ 63,954	\$ 5,756
2	Jerry Bower Racquetball	\$ 39,780	200	75	\$ 7,994	\$ 719
2	Oregon Economic Development Association	\$ 93,150	150	150	\$ 15,989	\$ 1,439
2	Capital City Classic	\$ 1,459,500	18,000	550	\$ 58,625	\$ 5,276
2	B-17 Alliance	\$ 12,000	200	-	\$ -	\$ -
2	Home Depot	\$ 37,800	600	-	\$ -	\$ -
3	NW Ag Show	\$ 376,902	3,554	1,000	\$ 106,590	\$ 9,593
3	Or. Strongest Man & Women Competition	\$ 62,100	300	100	\$ 10,659	\$ 959
3	Mrs. Oregon Pageant	\$ 62,100	300	60	\$ 6,395	\$ 576
3	The Hoop BB	\$ 93,600	450	80	\$ 8,527	\$ 767
<b>TOTAL</b>		<b>\$ 6,565,954</b>	<b>45,520</b>	<b>10,101</b>	<b>\$ 1,153,192</b>	<b>\$ 103,787</b>
Total Value		\$ 6,565,954				\$ 0.69 TOT ROI
Direct Costs for YTD		\$ 150,154				
EEI ROI		\$ 43.73				

**19-20 POTENTIAL FUTURE BUSINESS - LEADS & BOOKINGS**

FOURTH QUARTER											
Convention Year	LEADS					BOOKINGS					
	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversion Rate
FY 19-20											
FY 20-21	2	\$ 711,995	5,070	2,035	2	\$ 711,995	5,070	2,035	\$ 198,982	\$ 17,908	
FY 21-22											
<b>TOTAL</b>	<b>2</b>	<b>\$ 711,995</b>	<b>5,070</b>	<b>2,035</b>	<b>2</b>	<b>\$ 711,995</b>	<b>5,070</b>	<b>2,035</b>	<b>\$ 198,982</b>	<b>\$ 17,908</b>	<b>100%</b>
YEAR-TO-DATE											
Convention Year	LEADS					BOOKINGS					
	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversion Rate
FY 19-20	24	\$ 15,537,117	43,339	18,297	18	\$ 15,193,197	41,779	17,949	\$ 1,755,053	\$ 157,955	
FY 20-21	14	\$ 6,371,525	14,850	10,560	11	\$ 5,947,175	14,200	10,350	\$ 1,012,023	\$ 91,082	
FY 21-22	2	\$ 77,625	225	140	1	\$ 62,100	150	80	\$ 7,822	\$ 704	
<b>TOTAL</b>	<b>40</b>	<b>\$ 21,986,267</b>	<b>58,414</b>	<b>28,997</b>	<b>30</b>	<b>\$ 21,202,472</b>	<b>56,129</b>	<b>28,379</b>	<b>\$ 2,774,899</b>	<b>\$ 249,741</b>	<b>75%</b>

**19-20 LOST BUSINESS**

Account Name	Reason	Lost Attendees	Lost Room Nights	Lost Community EEI	Lost Lodging Revenue	Lost TOT Revenue
Salem Birthday Expo	Event planner canceled due to new job	500	~	\$ 31,500	\$ -	\$ -
TOTAL		500	~	\$ 31,500	\$ -	\$ -

**19-20 FAM TOURS, TRADE SHOWS & PROMO TRIPS**

Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	Education
1	eSports Travel Summit	Atlantic City		X		X
3	GOSGMP Annual Conference	Bend		X		X
4	All travel canceled due to COVID-19					



## February 27, 2013 Board of Directors Approved

NA - TOT and occupancy data not available from the City of Salem at the time of this report

\* Business is also being booked for future years in the current year, however, this TOT value


**TOT Influenced by TS:**

Leisure trend is attributed to PR, social media efforts, and Travel Café and enhanced Visitor Information Network

2) 08-09 Convention figure included the last year of OSAA basketball tournaments at Willamette University

1) 09:10 Convention dip was due to a timing issue between fiscal years of when the JWC events were held

TRAVEL SALEM  
STATEMENT OF ACTIVITIES / NET ASSETS  
2019-20 Fourth Quarter  
April, May, June

			2019-20					2018-19							
REVENUES	4th Qtr Actuals			YTD Actuals			% of FY Budget	FY Budget	YTD Actuals						
	CITY	FLEX		CITY	FLEX	TOTAL									
PUBLIC															
City of Salem Contract	\$	102,527		\$	842,550	\$	78%	\$	1,022,027						
City of Salem - River2Ridge <sup>1</sup>	\$	-		\$	-	\$	-	\$	300						
Subtotal	\$	102,527		\$	842,550	\$	78%	\$	1,022,327						
INDUSTRY															
Salem Tourism Promotion Area		\$	83,002		\$	230,355									
Subtotal		\$	83,002		\$	230,355									
REGIONAL															
Marion County		\$	-		\$	125,000	100%	\$	125,000						
Polk County		\$	-		\$	15,000	100%	\$	15,000						
Subtotal		\$	-		\$	140,000	100%	\$	140,000						
PRIVATE															
Membership		\$	(2,957)		\$	120,884	81%	\$	150,000						
Special Events		\$	2,375		\$	4,037	103%	\$	7,656						
Wine Country Plate		\$	-		\$	-	-	\$	113,539						
Wine Country Plate - Funds Released		\$	6,150		\$	15,031	-	\$	184,090						
Grants		\$	11,950		\$	21,950	-	\$	-						
Polk County Destination Dev <sup>2</sup>		\$	-		\$	50,000		\$	60,000						
WVVA Infrastructure & Staff <sup>3</sup>		\$	-		\$	-	-	\$	150,568						
Other	\$	37	\$	10,178	\$	53,692	293%	\$	28,147						
Subtotal	\$	37	\$	27,696	\$	265,594	119%	\$	694,338						
Temporarily Restricted Revenue		\$	15,850		\$	102,079			\$	-					
TOTAL REVENUES	\$	102,564	\$	126,548	\$	843,260	\$	737,318	\$	1,580,578	110%	\$	1,442,772	\$	1,856,665
EXPENSES	4th Qtr Actuals			YTD Actuals			% of FY Budget	FY Budget	YTD Actuals						
Salaries & Related Expenses*	\$	129,851	\$	36,253	\$	590,281	\$	181,208	\$	771,490	88%	\$	880,237	\$	959,596
Operations*	\$	33,810	\$	4,825	\$	202,169	\$	31,460	\$	233,629	90%	\$	258,437	\$	241,686
Professional Services	\$	3,656	\$	699	\$	25,786	\$	10,618	\$	36,404	47%	\$	76,685	\$	86,760
Advertising	\$	1,328	\$	6,795	\$	37,618	\$	18,590	\$	56,208	42%	\$	133,055	\$	166,640
Trade Shows & Fam Tours <sup>4</sup>	\$	-	\$	-	\$	4,773	\$	114	\$	4,887	29%	\$	16,675	\$	10,587
Special Events	\$	-	\$	-	\$	(140)	\$	4,041	\$	3,901	70%	\$	5,612	\$	8,108
Agility Fund	\$	2,000	\$	-	\$	12,224	\$	500	\$	12,724	18%	\$	70,000	\$	30,567
Misc.	\$	-	\$	-	\$	519	\$	275	\$	794	40%	\$	2,000	\$	990
TOTAL EXPENSES	\$	170,645	\$	48,571	\$	873,232	\$	246,806	\$	1,120,037	78%	\$	1,442,701	\$	1,504,934
OPERATING SURPLUS / (DEFICIT)	\$	(68,081)	\$	77,977	\$	(29,971)	\$	490,512	\$	460,541		\$	71	\$	351,731
OTHER INCOME - LEVERAGE															
Visitors Guide		\$	67,611		\$	67,611	\$	67,611					\$	70,730	
Volunteers		\$	-		\$	2,326	\$	2,326					\$	26,319	
Media		\$	258,066		\$	996,829	\$	996,829					\$	1,474,188	
Advertising		\$	9,427		\$	25,697	\$	25,697					\$	44,965	
In-Kind		\$	141,708		\$	235,720	\$	235,720					\$	318,288	
WVVA/Regional		\$	225,999		\$	687,997	\$	687,997					\$	1,068,235	
Total Other Income - Leverage		\$	702,811		\$	2,016,181	\$	2,016,181	88%	\$	2,300,000		\$	3,002,725	
Other Expense - Leverage		\$	(702,811)		\$	(2,016,181)	\$	(2,016,181)	88%	\$	(2,300,000)		\$	(3,002,725)	
Transfer to Restricted Funds		\$	(6,150)		\$	(8,881)	\$	(8,881)					\$	(184,090)	
NET INCOME	\$	(68,081)	\$	71,827	\$	(29,971)	\$	481,631	\$	451,660		\$	71	\$	167,641
Carry Forward		\$	333,136		\$	333,136	\$	333,136				\$	333,136	\$	168,804
Prior Qtr Cumulative +/-		\$	379,833												
NET ASSETS	\$	(68,081)	\$	784,796	\$	(29,971)	\$	814,767	\$	784,796		\$	333,207	\$	336,445

\* 10% of Travel Salem salaries, rent & utilities are paid by Flex funds to offset expenses related to regional program work

<sup>1</sup> 18-19 was the final year of City of Salem contract to produce R2R

<sup>2</sup> Partnership with Polk County, Independence, Monmouth, Dallas & Travel Oregon to fund a full-time Polk County Destination Dev Mgr

<sup>3</sup> Willamette Valley Visitors Association (WVVA) staff were housed at Travel Salem offices in 18-19; WVVA reimbursed TS for all salaries & related expenses

<sup>4</sup> 18-19 included \$10k for a Willamette Valley Wineries Association media tour

## Chris Neider

---

**From:** Sally <sally@elsinoretheatre.com>  
**Sent:** Thursday, October 15, 2020 3:31 PM  
**To:** Chris Neider  
**Cc:** Tom Fohn; Marketing  
**Subject:** FW: News from the Elsinore Theatre

Hi Chris,

Could you please forward this email to the TOT Board? We want to be sure they know we are doing everything we can within the state guidelines to safely generate revenue so we can get back to presenting live entertainment on stage. We sent this out to our mailing list of approx.. 26,000.

Thank you,

Sally Litchfield Puhek  
Development Director  
503-375-3574  
[www.ElsinoreTheatre.com](http://www.ElsinoreTheatre.com)



**From:** The Elsinore Theatre <[info@elsinoretheatre.com](mailto:info@elsinoretheatre.com)>  
**Sent:** Wednesday, October 14, 2020 4:00 PM  
**To:** Sally <[sally@elsinoretheatre.com](mailto:sally@elsinoretheatre.com)>  
**Subject:** News from the Elsinore Theatre

[Rent the Elsinore Theatre](#)

[View this email in your browser](#)



*Let us entertain you*



*Ultimate*  
**DATE NIGHT**

*Make her - or him - the star ☆ of the night  
with dinner and a movie or live music!*

---

# Super SLEEPOVER



*Watch a movie. Sing karaoke. Read a bedtime story on stage.  
( 🧛 Ghosts optional)*

---





*Tired of movies 🎬 at home?  
Come watch one on the big screen with your friends and family.*

*Or show your staff appreciation with a socially distanced thank you event.  
We can help with your corporate event!*

---

*If you are looking for a place to gather this holiday season,*

*Rent the Elsinore*

*Give us a call at 503-375-3574  
to discuss your options and opportunities.*





# DRIVE-THRU trick-or-treat

**Saturday, October 31, 2020 • 12 – 5 p.m.**

***Robots, super heroes, and princesses unite!***

Looking for a fun, safe, socially-distanced way for your family to enjoy trick-or-treating?

Give your littles some normal this year for Halloween... Join in the fun at the Willamette Heritage Center (WHC) for drive-thru trick-or-treating!

Drive through the WHC parking lot where the “Candy Crew” – local businesses, non-profits, and individuals – will hand out candy while maintaining social distance with a 6’ pole. Dress up the kids in their costumes and pack them in the car to get their share of Halloween fun – safely!

This **FREE** event is first come, first served. No registration necessary. Enter the one-way drive-thru trick-or-treating on 14th Street, just north of Mill Street.

**NOTE:** This event is drive-thru only, no trick-or-treaters or members of the “Candy Crew” will be able to walk on site in order to maintain Covid-19 protocols. Masks must be worn at all times and the “Candy Crew” will be given gloves to distribute candy.

This event is **FREE** to the public thanks to our presenting sponsors:



And support from:



1313 Mill Street SE, Suite 200, Salem, OR 97301-6591 • 503.585.7012 • [willametteheritage.org](http://willametteheritage.org)