

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: December 8th
TOT Grant Application Review
<http://www.cityofsalem.net/CTPAB>

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MEETING AGENDA

Tuesday, November 10, 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. October 27, 2020 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
 - a. Elsinore Theatre CIP change of scope request
6. Information Items
 - a. Cultural and Tourism Fund Reports – October 2020
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – October 2020
 - c. Facility Operating Grant Reports – Bush House Museum, Salem Multicultural Institute, and Willamette Heritage Center
 - d. Event Grant Reports – Willamette Master Chorus update
 - e. Capital Improvement Reports –
 - f. Annual Reports – None
7. Appearance of Interested Citizens
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, October 27, 2020
Remote Meeting via ZOOM

<p>MEMBERS PRESENT Scott Snyder, Chair Rita Siong, Vice Chair Gaelen McAllister Laura Tesler Ryan Gail Omar Alvarado Felipe Gonzales</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II Zachery Cardoso, CD Planning Admin Analyst Kelly Kelly, CD Staff Assistant</p>	<p>MEMBERS ABSENT Elaine Navarro Jonathan Baker</p>
<p>GUESTS Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.</p> <p>Input, questions and updates ahead of the meeting were invited by Chris Neider.</p>	<p>GUESTS Annie Rose, Moss Adams Consultant Colleen Rozillis, Moss Adams Consultant Sandra Burnett, Salem Art Association Alicia Bay, AC Gilbert Children’s Museum Kathleen Fish, Salem Multicultural Institute Marie Bradford Blevins, Salem Riverfront Carousel Michelle Cordova, Willamette Heritage Center Yvonne Putze, Deepwood Museum & Gardens Kate Van Ummerson, Salem Public Library Foundation Irene Bernards, Travel Salem Sally Puhok Litchfield, Elsinore Theatre Jason Unruh, Hoopla</p>

1. CALL TO ORDER

Chair, Scott Snyder, began the meeting at approximately 6:03 p.m. with 7 of 9 members present.

2. ROLL CALL

Members present: Scott Snyder, Rita Siong, Gaelen McAllister, Laura Tesler, Ryan Gail, Omar Alvarado, Felipe Gonzales, and Chris Neider.
Members absent: Elaine Navarro, 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 September 15, 2020 CTPAB meeting minutes.

Motion: To approve today’s agenda and the September 15, 2020 CTPAB meeting minutes.

Motion by: Laura Tesler

Seconded by: Ryan Gail

ACTION: APPROVED

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.

None.

5. ITEMS REQUIRING ACTION

- a. Salem Riverfront Carousel change request for Santa at the Carousel
- b. Moss Adams – Scott Snyder opted to discuss this topic first:

Annie Rose and Colleen Rozillis from Moss Adams shared their work to select the next Destination Marketing Organization. They asked for input from the local organizations about what they want to see in the next DMO. Scott Snyder opened the floor for discussion about selection of the next Destination Marketing Organization. Scott noted he would make the change to Destination Marketing and Management Organization (DMMO), noting other cities have included that change. Gaelen McAllister noted she has appreciated Travel Salem’s consulting and providing their broader perspective on what other cities and organizations are doing well. Rita Siong noted the importance of metrics to measure the success and if the intended impacts of the DMMO are being achieved. Scott discussed the need for a strong supportive relationship between the DMMO and the Facility Operators. Organizations present requested more education and training to those in the field, providing marketing feedback to organizations. Irene Bernards of Travel Salem shared resources available to tourism organizations and facility operators. Collaborative opportunities to make operators more savvy and efficient with the available resources was suggested and wanted. Scott Snyder noted Hoteliers see and utilize the dashboard of information from Travel Salem all the time. Other organizations may need more education assistance to become savvy and more aware of the available resources. Organizations affirmed they need some guidance to locate the available data and understand how it can help them. Focus on the small, grassroots organizations was an idea. Scott noted he gets the interest,

but appreciates the balance of keeping Return on Investment and the bigger picture in mind as priorities are managed on-going.

Contract length was discussed. Scott Snyder feels strongly a longer contract is important for the DMMO to properly support and build momentum in a community. Laura Tesler feels strongly it should be limited to 5 or less years, in case it is not working well. Rita Siong also noted shorter contracts with possible renewals can keep the vendor on their toes. Scott noted the 20-year contract would have 5-yr. check-points and expectations and opportunities for review and renewal, but also gives the DMMO the chance to become the local experts, build relationships and expertise in a specific community and region, with its unique strengths, and weaknesses, etc. Scott noted the Portland DMMO has a 40-year contract. There are performance measurables built in. Scott noted our current DMO contract is a 15-year contract with 5-year check-points and renewals.

5.a. Salem Riverfront Carousel change request for Santa at the Carousel

Marie Bradford Blevins shared the measures they will take to keep guests safe as they come to visit Santa at the Carousel. Santa will be enclosed in a plexi-glass work room. Visitors will come with reservations as family units. They will not be able to touch Santa but can have a photo with Santa behind the family. Last year 2500 guests came by. This year 500-600 guests are expected. Zoom calls with Santa will also be an opportunity for families. Masks will be worn by staff and guests for all but the photo moment.

Teas, Breakfast and even the Train Arrival of Santa have all had to be taken away, but Marie is asking to be able to give kids and families at least this altered opportunity to see or talk to Santa.

Motion: Laura Tesler moved to approve the altered request of changes to Santa at the Carousel as presented by Marie Bradford Blevins.

Motion by: Laura Tesler
Seconded by: Rita Siong

Discussion produced an alternate motion, approved by Laura Tesler, who made the initial motion.

Altered Motion: Scott Snyder moved to amend the \$10,000 award to \$7,500 (due to the revenue shortfalls in the TOT fund) and support the changes to the event as presented.

Motion by: Scott Snyder
Seconded by: Ryan Gail
ACTION: APPROVED
Vote: 6-0 (Omar Alvarado left the meeting)
Aye: 6
Nay: 0
Abstentions: 0

Elsinore Theatre – proposal to revise the Capital Improvement Project at the Elsinore. An exception is requested to accommodate their unique needs to survive the Covid Pandemic and closures to the public, etc. at the Elsinore Theatre. The request to prepare food and have beverages will provide a revenue stream while the number of guests that can be present is so limited. The public is requesting this service and The Elsinore sees it as possibly the only way to survive this difficult season. The Hult Center in Eugene is the model. The plan is succinct and efficient and will provide the needed additional revenue. Scott applauds Elsinore’s creativity. The concern is whether the request fits into the definition of a Capital Asset or Improvement. The Pizza Oven and freezer is industrial and is an asset and changes the flexibility and may qualify. The electrical work qualifies. The TV, software, etc. likely does not qualify. The Board considers the idea savvy and sound and wants to do what they can to support The Elsinore. The Capital Asset or Improvement grant is a 50% match of allowable expenses spent and is a reimbursement based on 50% of actual expenses.

Action Item:

The board is hopeful to fund allowable expenses and asked Chris Neider to confirm with Legal if the Oven, Freezer and Electrical work qualifies as Capital Assets or Improvements. The outcome of Legal’s input will be reviewed at the 11/10/2020 CTPAB Meeting.

6. IFORMATION 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 4th 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.)

Sandra Burnett of Salem Art Association noted she will be retiring at the end of the year and thanked everyone for their support over the years. Salem Art Association has prepared a wealth of videos available to Art Teachers as Art Education resources. SAA will also be putting up an on-going Virtual Gallery. SAA events are being scheduled into the new year, including the Young Artists Showcase in March of 2021.

Yvonne Putze, Deepwood Museum and Gardens, shared they are working in tandem with Salem Multicultural Institute and will be moving forward with virtual Holiday events and activities to keep the community engaged. Their schedule will be shared next meeting. Irene Bernards, Travel Salem, sent a “visitors profile” and “visitors sentiment” update to the group. Thursday, 11/12, Noon, they will host a “State of the Industry” zoom meeting. All are invited. Marie Bradford Blevins shared about Riverfront Carousel’s upcoming Holiday

events. The Carousel Parking Lot re-opens 11/4. Sally Puhek shared The Elsinore's movie line-up, starting late November and thru December. Alicia Bay, Gilbert House noted there are many on-line activities for children to engage in. There are Halloween festivities and activities through the remainder of the year. Educational subscription materials have been prepared for families to purchase and utilize in their homes. Kathleen Fish, Salem Multicultural Institute is excited to work with Gilbert House on cooperative activities and also sharing space for local Art Walks. Michelle Cordova, Willamette Heritage Center, announced their drive-thru Trick or Treat event with many local participants and their on-line Speaker Series for the remainder of the year. Spookie Stories is a new on-line book featuring down-town Salem history and Spookie Stories with Salem area roots. Michelle Cordova, Willamette Heritage Center, asked for clarification if TOT Grant funds would be available for the WHC Caboose Capital Improvements Project (already approved) if they began and wrapped up within a month or so. Chris noted funds were available now, and should be available for the near future. Predicting fund availability beyond Oct-Dec of 2020 would be difficult. Michelle indicated WHC is ready to begin and had not understood they could be funded. She feels they can wrap up their project ahead of the end of 2020.

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 held Tuesday, November 10th, 6-8 PM; and Tuesday, December 8th, 6-8 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

To: CTPAB Board

From: Tom Fohn, Executive Director, the Elsinore Theatre

Re: Consideration for funding of modified Capital Improvement grant awarded for 2020-2021

Date: 10/23/2020

Dear CTPAB Board members,

Life, and priorities, have certainly changed since COVID-19 hit in March. As you know, performing arts venues will likely be the last businesses to reopen, and the capacity that will be allowed in our 1250 seat theater is a huge unknown. At present, only 100 people are permitted in the Elsinore at one time. With needed staff and volunteers, that gives us about 85 seats to sell.

I anticipate that over the next couple of years, in order to minimize the potential for loss to our organization and keep the prices realistic, almost all the ticket revenue will be paid to our artists/performers. Increasing profit in our concessions will be a critical source of revenue that helps cover payroll, insurance and utilities.

We have long known of the potential to increase concession sales and profit by remodeling and upgrading our original concession area, allowing us to sell food items that are required to obtain a liquor license to sell hard alcohol, which has a high profit margin. Our patrons always ask if we have anything more substantial, or healthier, than the snack items we have carried in the past. The addition of warm food items and cocktails maximizes the Elsinore experience for every customer and raises us to a level comparable many of the Portland performing arts venues.

Our original Capital grant request involved remodeling expenses that would upgrade the visual and functional needs of a 21st century theater concession area. We realize these changes must be put on hold until we return to healthy financial status down the road. We have consulted with the Hult Center who sells flatbread pizza (including a veggie option and gluten-free cauliflower crust option) and they have shared that their profit per pizza that retails for \$12 is in the \$9 range. In addition to this, we anticipate an average of \$7 profit per cocktail.

Our staff would pre-make the pizzas and freeze them prior to events. A pizza oven can have a frozen pizza baked and ready to eat in three minutes. As part

of our COVID-safe plan to streamline flow of traffic and concession pick up, we are adding a purchasing app/website option allowing pre-orders and minimizing contact. We will also be adding two large wall mounted monitors that will display menu options and pricing.

I have attached a spreadsheet with different annual attendance scenarios, including a complete season (2018-2019) pre-COVID.

I respectfully request your consideration in covering 50% of the detailed equipment and electrical work to allow us this increased revenue/profit potential. The return on investment will make a huge difference in our ability to continue with our mission for Salem area residents and visitors as we head into uncharted waters.

Pizza oven	\$4,000
Freezer	\$1,000
2 TVs for menu display	\$2,500
Menu Software	\$600
On-line app (NOBLE) cost for touchless concessions	\$1,800
Electrical work to accommodate oven and Freezers	\$1,200
TOTAL	\$11,100

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.

Here are the definitions from the **Council Policy C-1**:

Capital Asset – A depreciable asset, other than a capital improvement, that is necessary for the operation of a facility.

Capital Improvement – **A depreciable asset that is affixed** to a facility and either increases the useful life or types of uses for the building or structure upon which it is installed.

Legal Review:

These items are not capital improvements because they are not fixtures. As for a capital asset, I'm not sure this is a legal question, **because whether the freezer or oven are "necessary for the operation of the facility" is a subjective determination that is best decided by the policy body (the CTPAB).** The definition says a capital asset is a "depreciable asset." A depreciable asset is a property that is capable of being depreciated over time. I know that even inexpensive personal property may be depreciated over multiple tax years pursuant to IRS regulations, so I would assume these two items meet that portion of the definition.

"Necessary" in this context means "required" or "imperative" and while I think it is an easy conclusion to determine that an oven and freezer are "necessary" for the operation of the kitchen at the Elsinore, it is less certain that a kitchen is "necessary" for operation of the theater.

Cultural and Tourism Fund
Fund Status Report - For the Period Ending October 31, 2020

Item 6.a.

	FY 2020-21		FY 2019-20		FY 19-20 to FY 20-21	% Difference
	Budget FY 2020-21	Actual Thru 31-Oct	Budget FY 2019-20	Actual Thru 31-Oct		
Resources						
Beginning fund balance	399,320	382,474	473,000	660,962	(278,488)	-42.13%
Tax collections	3,180,370	775,993	4,137,870	1,402,395	(626,402)	-44.67%
Other agencies	5,400	393	5,400	-	393	0.00%
Interest earnings	2,500	2,633	2,500	5,245	(2,613)	-49.81%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	5,400	12,000	4,000	1,400	35.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	3,599,590	1,166,892	4,630,770	2,072,602	(905,710)	-43.70%
Expenditures by Division						
Conference Center Marketing	309,090	-	300,090	75,023	(75,023)	-100.00%
Tourism Promotion - Travel Salem	795,090	129,653	1,030,720	249,447	(119,794)	-48.02%
City Programs/Parks/CIP	1,582,240	499,521	1,737,560	601,789	(102,268)	-16.99%
Administration	275,140	84,607	339,690	113,319	(28,712)	-25.34%
Major Tourist Attractions and Cultural Facilities	573,530	75,100	618,000	180,730	(105,630)	-58.45%
Contingency	64,500	5,747	120,000	2,367	3,380	142.80%
Total Expenditures	3,599,590	794,628	4,146,060	1,222,675	(428,047)	-35.01%
Total Resources Less Expenditures	-	372,264	484,710	849,927	(477,663)	-56.20%

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	323,419	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	2,748,611	3,180,370
% Chg		-58.91%	-55.25%	-7.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	-18.56%	-13.58%

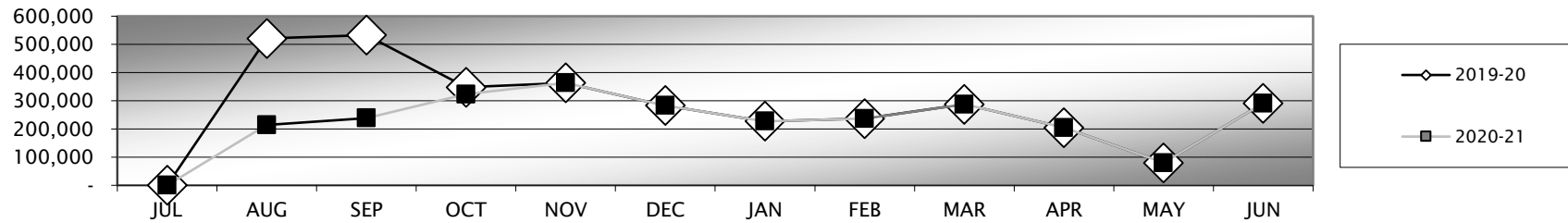


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021.

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 October FY 2019-20	1,402,395
YTD October FY 2020-21	776,053
Variance FY 19-20 to FY 20-21	-44.66%

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

1st quarter

4. Total number of days open

0

5. Total hours of operation

0

6. Volunteer hours for period

35

7. Total attendance at facility

1800

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 : 1800
Off site activities / events : 0
Rentals : 0

9. Operating expenses funded by TOT for the period

\$10,050.00

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

\$51,562.00

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

Due to the COVID-19 health crisis, the Bush House Museum was not open for in-person guided tours during July, August and September, 2020. While the Museum was not physically open to the public, Salem residents, visitors and those outside the City of Salem, could access a virtual guided tour of the Museum's interior at <https://bushhousemuseum.org/> To date this two-part video has been viewed by nearly 250 individuals and classrooms. Throughout these summer months, the historic Bush Conservatory was open to the public for self-guided exploration. An onsite visitor counting device recorded approximately 600 people each month. Summer is also a busy time on the front porch of the Museum which is the setting for family photographs, socially distanced conversations, small educational meet-ups and in-person counseling sessions.

Although the Museum was not open for guided tours at this time, Ross Sutherland, Director continued working to enhance Salem's appeal as a tourist attraction. One of the major goals of the CTPAB Board funding, is to embrace "a culture of inclusiveness and diversity for all Salem residents" and visitors. This not only translates into creating a welcoming environment for those visiting Salem, but also presenting history which is as diverse as those visiting the area.

To assure that the Bush House Museum is a leader in this effort, in July the Museum secured a \$6,000 grant from the Oregon Heritage Commission and Oregon Parks and Recreation Department to compile the Salem Remembers Timeline for the Museum's website. A main goal for this project is to present historic documentation on Salem's traditionally marginalized residents, in one place, for educational and interpretive purposes. The Bush House Museum will contribute to Salem's appeal as a tourist destination, on an ongoing basis, by creating a self-guided tour of Salem's downtown based on the information presented in the Salem Remembers Timeline. This tour is slated for release in spring 2021.

To prepare the Salem Remembers self-guided tour, the Museum has been gathering documentation on Salem's Black, Jewish, Japanese and Deaf heritage. Research is planned to document the history of the Chinese, Latinx, Blind, LGBT communities and others. Using the University of Oregon's Historic Oregon Newspaper website, and various published sources such as the Oregon' Black Pioneer's Perseverance, A History of African Americans in Oregon's Marion and Polk Counties, research has uncovered a wide range of histories related to specific sites in downtown Salem. For instance, in September 1923, Salem's first orthodox Jewish wedding ceremony was held in McCornack Hall, now known as the McCornack Block Addition, which is located immediately south of the Reed Opera House.

Complementing this effort, is research into the technology needed to create a pre-paid, self-guided audio cell phone tour which would enable Salem residents and visitors to visit historic downtown sites on their own. Self-guided audio tours also have the benefit of being COVID-19 responsive by significantly limiting the size of tour groups and avoiding the need for masked tour guides. An addition, a pre-paid, self-guided audio tour of the exterior of Bush House Museum, and nearby historic structures and grounds, is also being explored.

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 Museum's second measurable outcome for the 2020-2021 fiscal year is to "increase the Bush House Museum's social media audience." This will be accomplished by adding an additional 25% social media followers and increasing social media postings by 100%. Currently the Museum posts "Flashback Friday", a historic photograph every other week; various views of Bush House Museum and Bush's Pasture Park; along with videos for the Arts & History Immersion Program Virtual Field Trip.

The Museum's social media platforms are Instagram and Facebook. Recently these two social media sites changed the basic analytics they provide their users, limiting our reporting data to the last 28 days. The Bush House Museum marketing staff has set up an Insights account which will provide, once again, the most detailed information on the Museum's social media communication over a longer period of time.

To document the Museum's planned increases in social media, during the 2020-2021 fiscal year, the Museum is starting from this baseline:

Instagram followers : 663 people
Facebook followers: 273 people

Over the last 28 days:

- New followers: 23 people
- Page views: 48 people
- Reach: 178 people
- Likes or shares: 20 people

To increase social media programming, the Bush House Museum is also planning three video series in 2020-2021.

1. Take a Closer Look will focus on individual artifacts or items in the Bush House Museum. These short videos will provide a concise history and detailed views, as a complement to the virtual or in-person guided tours.

2. The Museum's collection of historic clothing and fashion accessories will be featured in a similar video series. Given the fragility of this collection, it is difficult to exhibit these pieces and these videos will provide viewers with a quality interpretive experience of the clothing collection. These videos will complement the Salem Historic Clothing Timeline, being developed for the Museum's website.

3. Social media is also a perfect venue for sharing historic cooking and foods videos based on several Bush Family cookbooks in the collection. This series will feature historic dishes being prepared in the Museum's kitchen, using cooking utensils which are not part of the Museum's collection. As America's Test Kitchen host, Chris Kimball, notes, "You can't look at all the recipes in cookbooks and get the past. You just have to cook it."

The Bush House Museum is working to increase the quantity and quality of the content being posted on social media, not merely to add more followers.

14. Submitted by

Ross Sutherland

15. 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.

[TOT Report 2020 1st Quarter Attachment.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

Salem Multicultural Institute

2. Name and location of facility

390 Liberty Street, SE Salem, 97302

3. Reporting period

1st quarter

4. Total number of days open

13

5. Total hours of operation

78

6. Volunteer hours for period

250

7. Total attendance at facility

15

8. List the attendance and each type of activity

Museum tours / gallery visits : 15
Events, Festivals, Experiences, Other Programs : 1000
Off site activities / events : 1000

9. Operating expenses funded by TOT for the period

\$8,477.50

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

11. Total income from other sources

\$20,970.00

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 1st quarter was challenging for us, as it was for all the cultural organizations in Salem. We continued with periodic World Beat Wednesday presentations July – September. World Beat Wednesday programming included a presentation on tatreez (Palestinian needlecraft) by Wafa Ghnaim. Wafa was awarded the prestigious New York Foundation for the Arts Fellowship in Traditional Arts in 2018, and was the first-ever Palestinian embroidery instructor at the Smithsonian Museum. Other offerings included Samoan and Nigerian cooking classes, koto performances by Masumi Timson and a West African drumming demonstration with Alseny Yansane of the West African Cultural Arts Institute.

The World Beat Gallery re-opened to the public on September 2, but closed again the next week due to the poor air quality that resulted from the fires. Mr. Masaki Shiga, the new Japanese Consul General in Portland, visited the gallery at the end of August. The Consulate listed the exhibit in their current newsletter.

Our favorite activity, though, was our collaboration with Gilbert House Children's Museum to create and deliver 1,000 cultural craft bags. The bags were distributed to children at Mano a Mano, St. Francis Shelter, Salem Dream Center, Salem Leadership Foundation and 6 Salem-Keizer Public Schools free lunch sites. Crafts included origami patterns and paper; a Nowruz (Persian New Year) coloring sheet and information page; Masai necklace craft; and Dia de Muertos mask. Instructions were in Spanish and English. The activities came in sturdy, reusable tote bags and also included crayons, yarn, bubbles, balsa gliders and putty. Volunteers from Salem Health and the World Beat Dragon Boat Club came to a socially-distanced bag assembly gathering at Gilbert House.

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: Out of area attendance at World Beat events remains robust.
Goal/Target #1: At least 20% of visitors are from out-of-area.

Result: Of our 15 World Beat Gallery visitors, 5 (33%) came from more than 50 miles away, 3 were from Medford. A total of 1000 people 'attended' our virtual events. While the preponderance of viewers came from Oregon, Washington and California, there were also viewers in Mexico, Nigeria, Russia, India, Japan, the Netherlands, the Philippines, the UK and Germany.

14. Submitted by

Kathleen Fish

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

kathleen@salemmulticultural.org

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

[Mano a Mano Photo.jpg](#)

[Consul General Shiga with Masumi Timson and Kathy Andreas.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

Willamette Heritage Center

2. Name and location of facility

1313 Mill St. SE, Salem OR 97301

3. Reporting period

1st quarter

4. Total number of days open

65

5. Total hours of operation

342

6. Volunteer hours for period

662

7. Total attendance at facility

3493

8. List the attendance and each type of activity

Museum tours / gallery visits : 212

Classes, Workshops, Camps : 6

Rentals : 1200

9. Operating expenses funded by TOT for the period

\$10,145.00

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

\$174,811.00

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

September 29, we hosted the first speaker in our Zooming Back to History series that will continue once a month through December. This public online gathering seeks to share historical perspectives of topics related to the Mid-Willamette Valley and beyond. Starting at 7 p.m. on one Tuesday night each month, the speakers talk about their topic for approximately 30 minutes at which point participants are asked to submit questions regarding the topic. We had a great turnout with 36 people purchasing the series and 25 "attending" the first virtual talk. We are expecting more response to the upcoming speakers through this series and expect to hold more after the first of the year.

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 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. While our overall attendance is a fraction of what it typically is during this time of year, during this quarter (July - Sept, 2020), we recorded that 60% of our visitors live 50+ miles outside of Salem. The data collected was tracked by admissions staff and volunteers.

14. Submitted by

Michelle Cordova

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

michellec@willametteheritage.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.



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Graphic Designer

October 30, 2020

Dear City of Salem Cultural & Tourism Promotion Advisory Board,

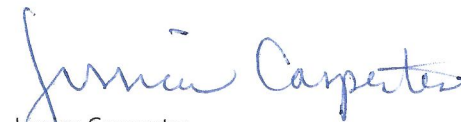
This letter is official notice that the Willamette Master Chorus will not be able to hold our Holiday Concert live this year due to COVID-19 and will instead be offering a free virtual concert on YouTube. We were awarded a grant for this concert and we understand that the committee has determined that virtual events will not qualify for grant funding. If we are misinformed, please let us know immediately what is available to use of the funds we had expected from City of Salem to help promote this virtual concert.

We plan to return to our regular live performances for the 2021/2022 season and will submit new grant applications for consideration by the Nov. 16, 2020, deadline.

Please let me know if you need any further documentation from Willamette Master Chorus to update you on the changes to our current season.

From all of us at the Willamette Master Chorus, peace, and good health during these challenging times.

Thank you again for your support; we look forward to seeing you at upcoming concerts and local events when it is safe to do so.


Jessica Carpenter
WMC Administrator

The Willamette Master Chorus is a 501(c)(3) charitable organization and our IRS tax ID# is 94-3150636. We advise that you reply upon the guidance of your personal tax preparer regarding the deductibility of your gift and/or auction purchase.