

## SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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### Board Members

Michelle Cordova, Chair  
Scott Snyder, Vice-Chair  
Adam Kohler  
Laura Tesler  
Claudia Vorse  
Johnathan Baker  
Elaine Navarro  
Rita Siong  
Gaelen McAllister

### City Staff

Chris Neider, Staff Liaison  
Kelly Kelly, Staff Support

**Next Meeting:** January 8th @  
City Library – Anderson Room B  
585 Liberty St SE  
Salem, OR 97301  
<http://www.cityofsalem.net/CTPAB>

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

### **MEETING AGENDA**

Tuesday, December 11, 2018

5:30 - 7:30 PM

City Library – Anderson Room B  
585 Liberty St SE, Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
  - a. September 11, 2018
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda
5. Items Requiring Action
  - a. Travel Salem – Salem Area Sports Commission– Debbie McCune
  - b. Public Works – Parks & Recreation – TOT funded projects update
  - c. Lodging Association – Salem Tourism Promotion Area (STPA)
  - d. Declaration of any conflicts of interest related to Grant applications
  - e. Facility Operator & Capital Improvement Grant Review
6. Information Items
  - a. Cultural and Tourism Fund Reports – November
  - b. Cultural and Tourism Fund Revenue (Tax) Reports – November
  - c. Facility Operating Grant Reports – A.C. Gilbert Children's Museum, Bush House Museum, Deepwood, Hallie Ford Museum of Art, SAA, Salem Multicultural Institute, Riverfront Carousel, Willamette Art Center, Willamette Heritage Center
  - d. Special Event Reports – Ceili of the Valley – New Year Festival, CherryNW Fest, Hoopla, New History Minstrels, Harmony on the Water, Rotary Multi-Sport River Fest 2018, Artisan Village 2018
  - e. Capital Improvement Reports – Salem Art Association - Exhibit Walls
  - f. Annual Reports – None
  - g. Upcoming TOT sponsored events
7. Appearance of Interested Citizens  
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

**MINUTES**  
**CULTURAL AND TOURISM PROMOTION ADVISORY BOARD**  
**TUESDAY, SEPTEMBER 11, 2018**

<p><b>MEMBERS PRESENT</b>  Michele Cordova, Chair  Scott Snyder, Vice Chair  Adam Kohler  Claudia Vorse  Jonathan Baker  Elaine Navarro  Vacant  Vacant</p> <p><b>STAFF PRESENT</b>  Chris Neider, CD Management Analyst II</p>	<p><b>MEMBERS ABSENT</b></p> <p>Laura Tesler</p>
<p><b>GUESTS</b>  James Phelps, Willamette Heritage Center  Helen Shafran, Willamette Heritage Center  Catherine Alexander, Straub Outdoors  Ashley Relf, Enlightened Theatrics  Sandra Burnett, Salem Art Association</p>	<p><b>GUESTS</b>  John Olbrantz, Hallie Ford Museum of Art  Alicia Bay, Gilbert House Children's Museum  Sally Litchfield Puhek, Elsinore Theatre  Roger Williams, Willamette Art Center  Kathleen Fish, World Beat/SMI  Yvonne Putze, Deepwood Museum &amp; Gardens</p>

**1. CALL TO ORDER**

Chair, Michele Cordova, began the meeting at approximately 5:48 p.m. with 6 of 9 members present.

**2. ROLL CALL**

Members present: Michelle Cordova, Chair, Scott Snyder, Vice Chair, Adam Kohler, Claudia Vorse, Jonathan Baker, Elaine Navarro, and Chris Neider.

Members absent: Laura Tesler

**3. APPROVAL AGENDA AND MINUTES**

a. Approval of today's agenda and the August 14, 2018 CTPAB meeting minutes.

**Motion:** To approve today's agenda and the August 14, 2018 CTPAB meeting minutes.

**Motion by:** Scott Snyder  
**Seconded by:** Claudia Vorse  
**ACTION:** APPROVED  
**Vote:** 6-0  
**Aye:** 6

Nay: 0  
Abstentions: 0

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

None.

**5. ITEMS REQUIRING ACTION**

**a.** Draft – Press Release for the next grant cycle orientation meeting dates October 9<sup>th</sup> and 11<sup>th</sup>. Grant Orientations will be held Tuesday, October 9<sup>th</sup>, 5:30-7:00 PM in the Community Development Department's Large Conference Room 305 (555 Liberty St SE), and Thursday, October 11<sup>th</sup>, 2:00-4:00 PM in Loucks Auditorium (Salem Public Library, 645 Liberty St SE). Members Michele Cordova and Elaine Navarro will attend Tuesday's meeting, and Adam Kohler and Claudia Vorse will attend Thursday's meeting.

**Motion:** Scott Snyder moved to add the November 17<sup>th</sup> Grant Application due date to the Press Release, to add that 75% attendance at regular TOT meetings equals a "pass" on mandatory attendance of a TOT Grant Orientation, and to have staff compile a list of attendance percentages to confirm which organizations may opt to skip the Grant Orientation meetings if they want. It was noted each organization should call and let staff know they intend to opt out of an Orientation meeting, but intend to apply for a TOT Grant.

**Motion by:** Scott Snyder  
**Seconded by:** Adam Kohler  
**ACTION:** APPROVED  
**Vote:** 6-0  
**Aye:** 6  
**Nay:** 0  
**Abstentions:** 0

**b.** Parking lot Items – Voting on Facility Operator criteria

**Motion:** Adam Kohler moved to remove the "unsatisfactory" threshold for Facility Operator Grant applications only. The scores the Facility Operators receive will still affect the portion of funding they receive.

**Motion by:** Adam Kohler  
**Seconded by:** Scott Snyder  
**ACTION:** APPROVED  
**Vote:** 5-1  
**Aye:** 1  
**Nay:** 0  
**Abstentions:** 0

**Motion:** Adam Kohler moved to remove the topic of reviewing the high/low scoring methodology from the Parking Lot List.

**Motion by:** Adam Kohler  
**Seconded by:** Michelle Cordova  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

**Motion:** Michelle Cordova moved to add check boxes to the Facility Operator Grant Application to show the applicant engages in programs and services 12 months per year.

**Motion by:** Michelle Cordova  
**Seconded by:** Claudia Vorse  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

**Motion:** Adam Kohler moved to remove the language requiring a potential Facility Operator to have received 3 TOT Event/Project or Capital Grants to qualify to apply as a Facility Operator.

**Motion by:** Adam Kohler  
**Seconded by:** Scott Snyder  
**ACTION:** APPROVED  
Vote: 6-0  
Aye: 6  
Nay: 0  
Abstentions: 0

## **6. Information Items**

- a. Cultural and Tourism Fund Reports – June
- b. Cultural and Tourism Fund Revenue (Tax) Reports – June
- c. Facility Operating Grant Reports – Elsinore Theatre, Hallie Ford Museum of Art, Salem Multicultural Institute, Salem Riverfront Carousel
- d. Special Event Reports – World Beat
- e. Capital Improvement Reports – None
- f. Annual Reports – None
- g. Meeting & Tour Dates 2018 – All were invited to host the upcoming CTPAB meetings for November, December or January. Let Chris Neider know if your organization is interested in hosting a winter TOT meeting. The 2 upcoming Grant Orientation meetings are scheduled for October 9<sup>th</sup>, 5:30 PM, CD's Large Conference Room, City Hall, 555 Liberty St SE, and October 11<sup>th</sup>, 2-4 PM, Loucks Auditorium, Salem Public Library, 645



Liberty St SE. The November 13<sup>th</sup> CTPAB meeting will be in the Salem Public Library, Anderson Room B, unless an organization comes forth with an offer to host. Updates will be shared if needed.

**h.** Upcoming TOT sponsored events

**7. APPEARANCE OF INTERESTED CITIZENS**

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

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

**Motion:** Michelle Cordova moved to add “How did you acknowledge the City of Salem’s TOT funding during your event?” to the Event Report language.

**Motion by:** Michele Cordova

**Seconded by:** Claudia Vorse

**ACTION:** APPROVED

Vote: 6-0

Aye: 6

Nay: 0

Abstentions: 0

**9. ADJOURNMENT**

With no further business, Chair Michele Cordova adjourned the meeting at approximately 7:30 p.m.

Grant Orientation meetings are scheduled for October 9<sup>th</sup>, 5:30 PM, CD’s Large Conference Room, City Hall, 555 Liberty St SE, and October 11<sup>th</sup>, 2-4 PM, Loucks Auditorium, Salem Public Library, 645 Liberty St SE. The next regular TOT board meeting will be held November 13, at 5:30 PM, either at the Salem Public Library, Anderson Room B, Salem, OR 97301, or location to be determined if a TOT-sponsored organization offers to host.

Respectfully Submitted,

Kelly Kelly, Board Staff Support



November 13, 2018

Mayor Bennett and Councilors,

RE: STPA Ordinance Adoption

The Salem Area Lodging Association is requesting inclusion on the 2019 Council Agenda to consider adoption of an ordinance creating the Salem Tourism Promotion Area (STPA). The STPA would establish a benefit assessment of 2% on all gross short-term room rental revenue booked in the City of Salem. The fee would be paid by transient visitors when staying in a Salem lodging property. The STPA revenues would be dedicated to marketing and promotion that is focused on shoulder season business (Oct.-Mar.). An Advisory Council made up of the contributing lodging operators would oversee and advise Travel Salem on where the funds are invested. STPA efforts will grow the Salem TOT collections at a faster rate, which will increase the 75% of TOT funds available for City-based priorities.

The City of Salem would be responsible for collecting the STPA and remitting funds to Travel Salem on a monthly basis. To achieve savings and efficiencies, STPA collections could use the same form, timeline and procedures currently used to collect the TOT. Once a fair cost to execute STPA collections is determined, monthly reimbursement to the City from the collections would be a presumed.

Several other communities in Oregon are considering implementation of Tourism Promotions after successful results in Portland, OR for the last 6 years. After seeing TOT revenues growing due to increased occupancy increasing City wide occupancy by 12% and average daily rates increasing by 29%, their lodging operators just renewed the District for another 10 years.

The TID/TPA model is used in 200+ markets across the country, with proven results and benefits to local economies. Tourism is the front door to economic development and TPA's ultimately result in diversified jobs creation and healthy vibrant communities.

The Lodging Association looks forward to working with City Council and the City of Salem to implement the STPA at the earliest time in the 2019 calendar as possible to provide maximum impact.

Respectfully submitted,

Scott Snyder  
Salem Area Lodging Association Chairperson

**Cultural and Tourism Fund**
**Fund Status Report - For the Period Ending November 30, 2018**
**Item 6.a.**

	FY 2018-19		FY 2017-18		FY 17-18	
	Budget	Actual Thru	Budget	Actual Thru	FY 17-18	%
	FY 2018-19	30-Nov	FY 2017-18	30-Nov	to FY 18-19	Difference
<b>Resources</b>						
Beginning fund balance	662,000	789,396	342,890	545,515	243,881	44.71%
Tax collections	4,443,500	1,614,482	4,092,310	1,598,307	16,175	1.01%
Other agencies	5,800	472	5,700	770	(298)	-38.75%
Interest earnings	4,100	1,800	3,800	3,136	(1,336)	-42.59%
Loan principle	-	-	-	1,614	(1,614)	-100.00%
Loan interest	-	-	-	136	(136)	-100.00%
Other revenue	12,000	7,500	15,000	5,000	2,500	50.00%
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
<b>Total Resources</b>	<b>5,127,400</b>	<b>2,413,650</b>	<b>4,459,700</b>	<b>2,154,478</b>	<b>259,172</b>	<b>12.03%</b>
<b>Expenditures by Division</b>						
Conference Center Marketing	294,210	98,070	289,220	72,305	25,765	35.63%
Tourism Promotion - Travel Salem	1,110,880	335,193	1,023,080	511,540	(176,347)	-34.47%
	6,544,490					
City Programs/Parks/CIP	2,237,760	834,804	1,989,110	844,885	(10,081)	-1.19%
Administration	308,920	123,896	362,480	128,436	(4,540)	-3.53%
Major Tourist Attractions and Cultural Facilities	600,000	208,268	458,760	137,463	70,805	51.51%
Contingency	120,000	-	60,000	-	-	0.00%
<b>Total Expenditures</b>	<b>4,671,770</b>	<b>1,600,231</b>	<b>4,182,650</b>	<b>1,694,629</b>	<b>(94,398)</b>	<b>-5.57%</b>
Total Resources Less Expenditures	455,630	813,419	277,050	459,849	353,570	76.89%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Annual Budget
2017-18	-	409,039	484,285	446,764	258,220	274,508	218,484	209,483	266,459	308,101	295,108	752,176	3,922,627	4,092,310
2018-19	-	477,793	481,996	380,983	273,710	274,508	218,484	209,483	266,459	308,101	295,108	752,176	3,938,802	4,443,500
% Chg		16.81%	-0.47%	-14.72%	6.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	12.81%

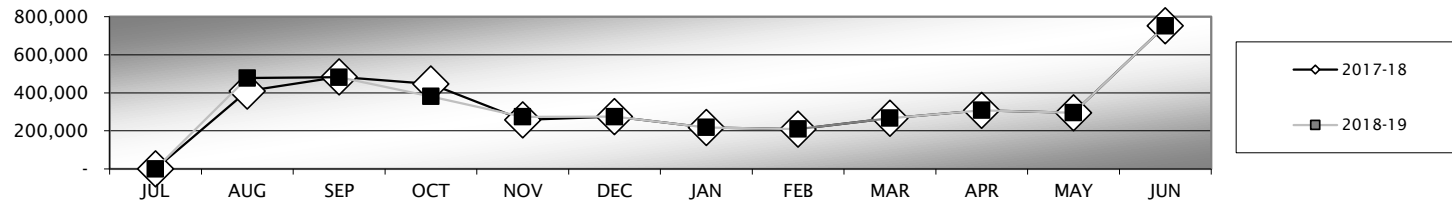


Chart and graph demonstrate actual revenue for FY 2016-2017 and FY 2017-2018.

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 November FY 2017-18	1,598,307
YTD November FY 2018-19	1,614,482
Variance FY 17-18 to FY 18-19	1.01%

# CTPAB Completion Report

## TOT Funds Supporting Salem Tourism

### *Facility Operating Grant*

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

#### **Organization:**

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

**Reporting period:** 1<sup>st</sup> X 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ or 4<sup>th</sup> \_\_\_ quarter of FY 2018-19

**Total number of days open:** 85

**Total hours of operation:** 595

**Volunteer hours for period:** 2,000

**Total attendance at facility:** 23,472

**Operating expenses funded by TOT, \$ 10,752, and special project expenses funded by TOT, \$ \_\_\_\_\_ (i.e., one-time events, brochures, unanticipated repairs) for the period.**

**Total income from other sources:** \$184,759

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

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

Gilbert House Children's Museum invested in our outdoor play area by having the Erector Set Maze painted and repairs on the wood and steel portions performed. This was made possible with a \$25,000 grant from the Epping Foundation and in-kind contributions valued at \$80,000 from E&C Quality Painting. The cost of the project for Gilbert House Children's Museum, not including staff time, was \$35,000. It has greatly improved the appearance of a feature of the Museum that can be seen from many points in our community. The Erector Set Maze is now more inviting and safe for our young visitors and their guests.

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

Gilbert House Children's Museum enhanced the quality of life for the children of our community by opening a brand-new exhibit, Lights! Camera! Action! The new exhibit is a significant technology upgrade to our theater exhibit by using green screen technology to create "Movie Magic" for children. The exhibit was made possible by the contribution of a TriCast Mini by NewTek and the support of teachers and students from the CTEC video production department. Museum staff will continue to work with CTEC students on background designs and editing opportunities for visitors.

**Submitted by:** Alicia Bay

**Date:** 10-15-18

## Erector Set Maze



The steel and wood portions were repaired and painted for improved appearance and extended use at Gilbert House Children's Museum.

## Lights! Camera! Action!



Grand Opening September 28, 2018. Children are center stage in this exhibit that combines “Movie Magic” and the their imaginations.

**CTPAB Completion Report**  
**TOT Funds Supporting Salem Tourism**  
**2018-2019 Facility Operating Grant (July to September 2018)**

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

**Organization:** Bush House Museum

**Name and location:** Bush House Museum | 600 Mission Street | Salem, Oregon 97302

**Reporting period:** 1<sup>st</sup> quarter of FY 2018-19 | July to September, 2018

**Total number of days open:** 40 Days      **Total hours of operation:** 160 Hours

**Volunteer hours for period:** 97.25\* Hours      **Total facility attendance:** 504 visitors

\*The Mission Street Parks Conservancy contributed an additional 1,721 volunteer hours  
on the Bush House Museum grounds and Bush's Pasture Park.

**Operating expenses funded by TOT, \$6,750\*, and special project expenses funded by  
TOT, \$ NA (i.e., one-time events, brochures, unanticipated repairs) for the period.**

\*Actual expenses for the first quarter were \$22,973.

**Total income from other sources:** \$8,435

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

The Bush House Museum is located in Bush's Pasture Park, the home of the Salem Art Fair & Festival which is presented by the Salem Art Association each July. Now entering its 70<sup>th</sup> year, the Salem Art Fair & Festival is one of the largest art fairs in the Pacific Northwest and attracts over 36,000 visitors to three days of art, music, food and Salem-area cultural-heritage organizations. For a number of years the Bush House Museum has enhanced local tourism by providing complimentary guided tours of the Museum as part of this event. These complimentary guided tours of Bush House Museum, sponsored in part by Pioneer Trust Bank, are every afternoon at 1, 2, 3 & 4 pm.

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

In July 2018, 135 people participated in guided tours of the Bush House Museum during the Salem Art Fair & Festival. 66 visitors live in Salem (48%), 31 came from out-of town (23%), 18 Oregonians traveled beyond 50 miles, (13%) and 20 were visitors from other states (28.14%). This visitor information is based on the zip code data collected at the Bush Barn Art Center Front Desk when visitors pickup their complimentary tour tickets. To continue increasing tourism to Salem, during the 2019 Salem Art Fair & Festival the Bush House Museum will have a collaborative marketing booth in the Cultural Community, with hands-on activities, with the Willamette Heritage Center, Deepwood Museum & Gardens and Gaiety Hollow.

**Submitted by:** Ross Sutherland, Museum Director

**Date:** December 5, 2018

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



**Organization:** Friends of Deepwood, Deepwood Museum & Gardens

**Location of facility:**

1116 Mission Street, Salem

**Reporting period:** 1<sup>st</sup> X 2<sup>nd</sup>    3<sup>rd</sup>    or 4<sup>th</sup>    quarter of FY 2018-19

**Total number of days open:** 52

**Total hours of operation:** 218

**Volunteer hours for period:** 849.25

**Total attendance at facility:** 457

This reporting does not include days open, volunteer time, hours open and attendance in the outside grounds of Deepwood.

**Operating expenses funded by TOT, \$9467.50, and special project expenses funded by TOT, \$0 (i.e., one-time events, brochures, unanticipated repairs) for the period.**

**Total income from other sources:** \$15,988.50

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

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

During the first quarter of the fiscal year Deepwood teamed up with the City of Salem to recruit and manage teams of volunteers working to clean and take an aggressive effort toward removal of invasive species and nuisance plants making the nature trails at Deepwood. Efforts to keep the trails clean make the paths more welcoming to walkers including guests with dogs and less appealing to anyone who may be looking for a remote protected place for unwelcomed activity.

Work cleaning the trails is certainly not relaxing or glamorous but it's critical to helping us preserve the beauty and natural essence of historical Deepwood. As well as many volunteers that worked through the City volunteer recruitment we were very happy to welcome 18 young people who spent about 72 hours pulling, digging and cleaning up in the trails. There's a lot to be said for being able to step back and see a space that had started to close in on walkers now having more welcoming open trails. Plus, the huge piles of eradicated weeds waiting for disposal are a pleasure to see.



This isn't the kind of undertaking that is done and forgotten, it's an ongoing commitment that we continually need to work on and keep front of mind amidst other things underway on the estate. Teaching young people the importance of caring for our natural area certainly offers a chance to give them pride and ownership over public spaces like the trails of Deepwood.

We have a vision of continuing to have more open spaces in the trails and keeping the space welcoming for local and out of towns guests looking to find a natural experience in the heart of Salem.

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

We consider volunteer involvement/engagement a key component of Deepwood's role in the community and critical to our efforts to be a destination for local and out of town visitors. Our volunteers sign in and out during every volunteer shift they work and tracking is also done to capture which of category/categories of volunteer work they performed for the organization. Our volunteer counts continue to grow and our average age of volunteers is getting younger.

During this quarter we had 240 volunteer shifts totaling over 849 volunteer service hours divided as follows:

	<b>Volunteer Hours</b>	<b>Volunteer Shifts</b>
Office & Museum Archive/Collection Work	318	107
Events	254	66
Tours	<u>277.25</u>	<u>67</u>
<b>Totals</b>	<b>849.25</b>	<b>240</b>

**Submitted by: Yvonne Putze, Executive Director**

**Date: 11/8/2018**

## Some of the faces of volunteering at Deepwood Museum & Gardens

On Tuesday July 24th, volunteers from the Oregon Youth Conservation Corps Crew came to Deepwood and worked cleaning up and weeding the nature trails. Deepwood so appreciates what these young people are doing and the help they offered to the preservation of the property.



Sharon has been a docent at Deepwood for over 15 years and it just wouldn't seem like Wednesday without her. While Sharon always welcomes our guests on Wednesday, several other volunteer docents alternate tour shifts on Thursdays-Saturdays year round.

College students from area schools find Deepwood a bit of 'home away from home' with some volunteering throughout their years of college.



Volunteers play a key role in special events of all types such as Adele modeling at our annual Fashion Tea. Other volunteers served, set up and captured photos of the day.

**CTPAB Completion Report  
Facility Operating Grant**

**TOT Funds Supporting Salem Tourism**

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

Organization: **Hallie Ford Museum of Art, Willamette University**

Name and Location of Facility: Hallie Ford Museum of Art, 700 State Street,  
Salem, OR 97301

Reporting Period: 1<sup>st</sup> X 2<sup>nd</sup>    3<sup>rd</sup>    4<sup>th</sup>    quarter of FY 2018-19

Total numbers of days open: 78\*      Total hours of operation: 507\*

Volunteer hours for period: 112\*      Total attendance at facility: 3,745\*

\*This quarter

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Operating expenses funded by TOT, \$0, and special project expenses funded by TOT, \$10,000 (i.e. one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$178,756.25

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

From its inception in 1998, the Hallie Ford Museum of Art has served as a major tourist destination and cultural attraction for Salem and the mid-Willamette Valley, attracting visitors from throughout the region and nation to view its encyclopedic permanent collection, attend its world-class temporary exhibitions, or participate in one of its dynamic education programs. HFMA is consistently featured in travel guides and magazines as one of the top tourist attractions and "must see" sites in Salem, and it is the sum total of what we have to offer—collections, exhibitions, and programs, rather than a single activity or event—that helps HFMA enhance Salem's appeal as a tourist destination.

This past summer, HFMA presented several exhibitions that attracted visitors from throughout the region. *Jim Riswold: Undignified* (June 2-August 26), an irreverent and provocative exhibition of staged photographs and other mixed media works that poke fun at historical and taboo figures such as Adolf Hitler, Vladimir Lenin, Mao Zedong, and Kim Jong-Un, among others, attracted audiences from Portland and Eugene, while *Strength and Dignity: Images of the Worker from the Permanent Collection* (July 28-October 21), an exhibition of 19th and 20th century European and American prints and photographs that depict the workers and working class in European and American life,

attracted visitors from throughout Salem and the mid-Willamette Valley who were interested in seeing rarely seen works from the permanent collection. *Witness: Themes of Social Justice in Contemporary Printmaking and Photography from the Collections of Jordan D. Schnitzer and His Family Foundation* (September 15-December 20) opened in mid-September and is destined to bring audiences to Salem from up and down the West Coast.

In total, 3,745 people visited HFMA during the summer months: 2,907 (78%) were from Salem; 424 (11%) were from outside of Salem but inside Oregon; 392 (10%) were from outside of Oregon but inside the United States; 11 (.05%) were international visitors; and 13 (.05%) were unknown. Of the 461 overnight travelers (visitors from beyond a 50 mile radius of Salem), it is estimated that each visitor spent a minimum of one night in Salem. Based on a daily rate of \$166 per day for overnight travelers (Source: Travel Salem), it is estimated that HFMA had an economic impact of \$76,526 on cultural tourism during the first quarter of 2018-19. This figure, of course, does not include those day visitors who eat in local restaurants or shop in local stores which at \$114 per day (Source: Travel Salem), could easily double our economic impact on cultural tourism during the past quarter.

In addition to serving as a tourist destination and cultural attraction through its encyclopedic permanent collection of Western and non-Western art and world-class temporary exhibitions, HFMA organized a number of free lectures, gallery talks, films, and special receptions and tours in conjunction with its collections and exhibitions that further enhanced the quality of life in Salem. During the past quarter, for example, these included two Jim Riswold-led gallery talks (77) and a lecture by African American art scholar LeRonn Brooks (149) on themes of social justice in contemporary printmaking and photography. In addition, staff-led, docent-guided, faculty-led, or self-guided tours of our collections and exhibitions reached another 612 participants, from children and college students to adults, seniors, alumni, and parents of prospective students.

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

One of the Hallie Ford Museum of Art's benchmarks or performance measures for the past five years has been membership development. For the first fifteen years of our existence, membership held steady at about 250 members, but over the past four years, we have experienced a steady rise in membership to our current level close to 700 members as of September 30, 2018. Moreover, based on the demographics of Salem and the mid-Willamette Valley as well as the quality and diversity of our collections, exhibitions, and programs, we have established what we believe to be an achievable membership goal of 750 individual, family, and business members by the end of 2018 and 1,000 members by the end of the decade.

In order to achieve this goal, membership/public relations manager Andrea Foust (whose position was recently funded through 2025 by a major gift from one of our donors) has or will implement various membership strategies, initiatives, and drives, including recruitment receptions, telethons, direct mail drives, special members' tours, etc. Moreover, we recently unveiled our new business membership program that will

offer exceptional partnership opportunities for local businesses and corporations, including increased visibility; business entertainment opportunities; membership benefits that can be transferred to employees; exhibition and program sponsorship; and an opportunity to partner with one of the best small college art museums in the country that has had a significant impact on the local economy and tourism for the past 20 years and has helped make Salem a great place to live, work, visit, and stay. As of September 30, 2018, we have three business members.

Similarly, another benchmark or performance measure has been to increase our visitation, and for the past two years, we have seen a steady rise in attendance from 16,000-20,000 visitors per year a decade ago to our current level of approximately 24,000 visitors per year. Moreover, as of September 30, 2018, we have 2,968 e-newsletter recipients, 1,988 Facebook followers, 2009 Facebook Likes, 208 Twitter followers, and 1,055 Instagram followers.

Visitation is always driven by exhibitions and programs coupled with effective publicity and marketing strategies, and with major exhibitions planned over the next few years on the WPA in the Pacific Northwest, David Roberts' (1796-1864) prints of Egypt and the Holy Land, narrative crafts, and contemporary Northwest Coast indigenous art, we anticipate seeing attendance continue to rise as people become aware of the Hallie Ford Museum of Art as an important cultural attraction and tourist destination and one of the highlights of their time in Salem.

Submitted by:

Date:

John Olbrantz

October 31, 2018

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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.*

**Organization:** Salem Art Association

**Name and location of facility:** Bush Barn Art Center and Annex

**Reporting period:** 1<sup>st</sup> x 2<sup>nd</sup>    3<sup>rd</sup>    or 4<sup>th</sup>    quarter of FY 2018-19

**Total number of days open:** 78 Bush Barn Art Center 78 Bush Barn Annex

**Total hours of operation:** 455 Bush Barn Art Center 455 Bush Barn Annex

**Volunteer hours for period:** 642 Bush Barn Art Center 141 Bush Barn Annex

**Total attendance at facility:** 6,036 Bush Barn Art Center 1,200 Bush Barn Annex

**Operating expenses funded by TOT, \$10,880, and special project expenses funded by TOT, \$10,000 (i.e., one-time events, brochures, unanticipated repairs) for the period.**

**Total income from other sources:** \$291,217

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

***Radius 25: Through My Eyes* – July 7-August 25**



The recurring *Radius 25* show is a community exhibit that aims to promote local artists within a 25-mile radius of Salem. This biannual exhibit has a unique theme and a different juror(s) each time, so the show offers a glimpse into the creative diversity of Salem artists. This year's exhibition, *Through My Eyes*, was juried by Jennifer H. Pepin, artist and owner of J. Pepin Art Gallery in Portland, Oregon. Having a juror from a well-known Portland Art Gallery increased the appeal of Salem's art scene as a tourist destination.

SAA's most public, year-round programming consists of its three contemporary art galleries and a gift gallery, which are housed in the Bush Barn Art Center. This historic building serves as Salem's civic art center and welcomes well over 20,000 visitors annually. The four galleries are opened during the annual Salem Art Fair & Festival, which serves to extend and enrich the cultural tourist's

experience. Coinciding with this year's Art Fair, *Radius 25* provided an additional draw and garnered a wider viewing audience from many of the out-of-town guests (~14,000) who attended Art Fair. During the three days of the fair, the Bush Barn Art Center had 1,808 visitors.

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

- Outcome 1: SAA's Galleries Program will display 18 free exhibits in its three galleries and offer at least six free events: receptions, art talks, Fine Art Fridays, etc.

The Bush Barn Art Center held 7 exhibitions free of charge during the first quarter: *Radius 25: Through My Eyes* in the A.N. Bush Gallery, July 7-Aug. 5; Featured Artist: Jennifer Gimzewski in the Camas Gallery July 7-Aug. 5; Suzie Torre-Cross: *Reliqui* in the Focus Gallery, July 7-Aug. 5; Helen Victoria Hejl in the Alcove of the A. N. Bush Gallery, July 7-Aug. 5; *The Joe, Jim, and Pedro Show* in the A.N. Bush Gallery, Sept. 8-30; Chad Robert Collofello: *Interspatial*, in the Focus Gallery, Sept. 8-30; Featured Artist: Jim Schomaker in the Camas Gallery, Sept. 8-30. The last three exhibits are on display through October 28.

In addition to the 7 free exhibitions that were open to the public, the following 6 free events were held at the Bush Barn Art Center: 2 Exhibit receptions, July 6 & Sept. 7; 3 First Tuesday Art Talks—Helen Victoria Hejl-July 3, Christine Joy-Aug. 7, and John Oberdorf, Sept. 5; and 1 Family Art Day open to the public. Data collection is a simple compilation of actual events.

- Outcome 3: The Bush Barn Art Center and Annex will attract 20,000 visitors, and the Salem Art Fair & Festival will attract 35,000 visitors.

In the first quarter, we also met our benchmark for Art Fair, which attracted approximately 36,550 visitors. Zip codes were collected via request at the front entrance gate during peak times, providing a data set for analysis.

**Submitted by:** Denise Magee

**Date:** October 17, 2018

# CTPAB Completion Report

## TOT Funds Supporting Salem Tourism

### *Facility Operating Grant*

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

**Organization:** Salem Multicultural Institute

**Name and location of facility:** World Beat Gallery & Office, 189 Liberty Street, NE Suite 107

**Reporting period:** 1<sup>st</sup> X 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ or 4<sup>th</sup> \_\_\_ quarter of FY 2018-19

**Total number of days open:** 30 Gallery/60 Office    **Total hours of operation:** 205  
Gallery/462 Office

**Volunteer hours for period:** 750                      **Total attendance at facility:** 140

**Operating expenses funded by TOT, \$ 9,942, and special project expenses funded by TOT, \$ 10,000** (i.e., one-time events, brochures, unanticipated repairs) **for the period.**

**Total income from other sources:** \$23,661

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

We opened our current exhibit, ***Banjos, Bagpipes and Bongos: Music Connects Us*** on September 6. The exhibit features instruments from around the world as well as stories from local musicians sharing why they play. There are a number of instruments that visitors are welcome to pick up and play, including a banjo, *tingsha* (Tibetan bells), *pat é* (Samoan slit drum) and a yak/cow bell (but, sadly, no Will Ferrell). The instruments are on loan from community members, including Temple Beth Sholom, the Severin Sisters, Paradise of Samoa, Mitch Imorii and ABC Music.

In July, our previous exhibit, ***Finding Home Again***, was on tour for two weeks at Salem Health. The work done by Waldo Middle School ESL students for that exhibit was also displayed at the World Beat Festival, June 30 and July 1.



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

Goal: More than 95% of out-of-area visitors say they would come to World Beat again.

Outcome: 96% of out-of-area visitors said they would return to World Beat.

This data was collected from onsite surveys taken at the World Beat Festival.

**Submitted by:** Kathleen Fish

**Date:** October 4, 2018

**CTPAB Completion Report  
Facility Operating Grant**

**TOT Funding Supporting Salem Tourism**

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

Organization: **Salem's Riverfront Carousel**

Reporting period: 1<sup>st</sup> X 2<sup>n</sup> 3<sup>rd</sup> X 4<sup>th</sup>    quarter of FY 2018-2019

Total number of days open: 91 (during reporting period) Total hours of operation: 900

Volunteer hours for period: 1278

Total attendance at facility: 44,751  
(Paid riders, school visits & events)

Operating expenses funded by TOT, \$9,400 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.

Total income from other sources: \$102,758

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

July – September 2018 during the summer months we were active in advertising in the publication Western & Costal Oregon 101 Things To Do Activities and Exploration Guide for Residents & Visitors. This publication is distributed in hotels, motels, rest stops and attractions. We also promoted our "Happy Hour" Fridays during the quarter when customers can purchase ride tokens for \$1 during 4:00 – 7:00pm.

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

Increase in token sales over last year 2017

Token sales 2017 \$64,227  
Token sales 2018 \$62,787  
-2.24% decrease

Data is collect from our P & L reports

Submitted by:

Marie Bradford Blevins  
Date: October 31, 2018

Salem's Riverfront Carousel  
marieb@salemcarousel.org

**CTPAB Completion Report  
Facility Operating Grant**

**TOT Funds Supporting Salem Tourism**

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

Organization: Friends of the Visual Arts dba Willamette Art Center

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

Reporting Period: 1<sup>st</sup> X 2<sup>nd</sup>    3<sup>rd</sup>    or 4<sup>th</sup>    quarter of FY 2018-19

Total number of days open: 64 Total hours of operation: 510

Volunteer hours for period: 1582 Total attendance at facility: 3977

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*Operating expenses funded by TOT, \$ 8,680 Facility Grant and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.*

*Total income from other sources: \$ 16,136 Program Services (classes, tickets, passes)*

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*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 (WAC) hosted the second annual "Art Jam", fair held on the State Fairgrounds in conjunction with the Marion County Fair from 10 am to 8 pm July 12 through 15. Fourteen artists from the local area set up their booths among the oak trees adjacent to the Art Center. The WAC gave tours of the art studio, sold pots for visitors to Raku and fire, and demonstrated wheel throwing and hand building with clay. The WAC again participated in the Englewood Forest Festival August 11. We set up a children's clay activity booth and distributed information about WAC classes and Family Clay Sunday. The WAC also participated in the STEAM Educational Scavenger Hunt. The Center also distributed information at our Salem Saturday Market booth June through September.

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

Facility attendance has increased from 3,955 in 2017 to 3977 in 2018, a 5.5% increase. Data was collected by daily hand tally.

Submitted by: Sue Karnosh, Financial Coordinator

Date: October 5, 2018



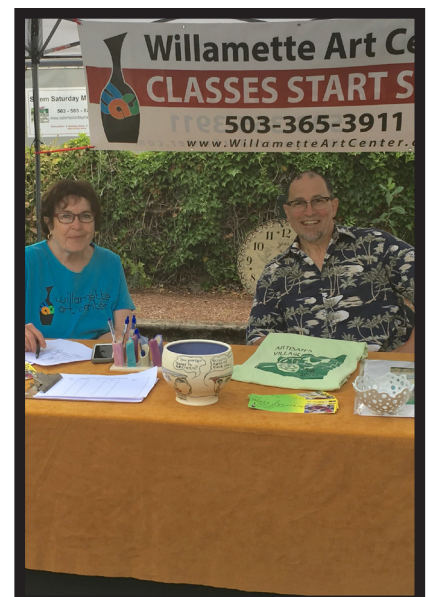
**Art Jam ~ Marion  
County Fair**



**Englewood Forest  
Festival**



**Salem Saturday  
Market**



## CTPAB Completion Report

## TOT Funds Supporting Salem Tourism

### Facility Operating Grant

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

**Organization:** Willamette Heritage Center

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

**Reporting period:** 1st quarter of FY 2018-2019 (July 1 – September 30, 2018)

**Total number of days open:** 78

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

**Volunteer hours for period:** 2942

**Total attendance at facility:** 24,919 (attendance and rentals)

**Plus 230 for Oregon Trail Live (9/08/18)**

**Operating expenses funded by TOT, \$10,145 and special project expenses funded by TOT, \$ 0 (i.e., one-time events, brochures, unanticipated repairs) for the period.**

**Total income from other sources:** \$658,550 (includes sales of two assets)

**What did your organization do to contribute to Salem's appeal as a tourist destination? Highlight one activity that occurred during the period.** The Willamette Heritage Center hosted our seventh annual "Oregon Trail Live" family/community team event on Saturday, September 8, from 11:00 a.m. to 3:00 p.m., and it was a really fun and high-energy day for all of our 230 participants, some of who are not our more customary guests; more than one-third of the participants had never been to the Willamette Heritage Center before. During this award-winning event, participants of all ages--grouped into self-selected teams--registered and competed in 10 challenges to win the coveted "Cow Bell Awards." Friends and neighbors from our region helped us run all of the challenges, and included the Girl Scouts, Lee Montgomery, Fort Yamhill Garrison; music from the Orchard Mountain String Band and Oregon's New History Minstrels Quartet helped set just the right mood. The on-site café, Krewe du Soul, created a special lunch menu and sold tasty and affordable lunches for participants to enjoy in the Dye House. Over 50 volunteers helped make the event possible, and our overall museum attendance that day was about 400, so even those not participating in the event had a chance to observe, enjoy, and learn from the 10 challenge areas. And, because no trip to the WHC would be complete without exploring our 1896 woolen mill, church, historic homes and parsonage, OTL participants stayed after the event's conclusion and some even became new museum members. [Photos follow]

**Report on one of the benchmarks of performance measures used by your organization:** A community, regional and state treasure, one of our performance goals is to increase regular admission to the Willamette Heritage Center. In our application, a stated goal was to demonstrate a 5% increase in the number of visitors who reside more than 50 miles from 97301, and "for example, in July 2017, we saw 269 people from outside Oregon; for July 2018, the WHC will expect to see 284 people. Anecdotally, staff want to hear at the admission desk, 'We have never been here before and we are from out of town.'" As stated above, more than one-third of our Oregon Trail Participants alone had never been to the WHC before. Additional statistics on our July 1 – September 30 visitors are as follows:

July: On-site walk-ins 4,595; total museum guests 770; out-of-state museum guests 371, out-of-country museum guests 38, Oregon museum guests 323

August: On-site walk-ins 5,719; total museum guests 687; out-of-state museum guests 215; out-of-country museum guests 46; Oregon museum guests 426

September: On-site walk-ins 5,538; total museum guests 388; out-of-state museum guests 131; out-of-country museum guests 56; Oregon museum guests 388

As always, we are proud and grateful to be able to engage our community with history and with one another.

## **Background and Additional Information on Oregon Trail Live:**

In 2012, Kelly Williams Brown, then a reporter at the *Statesman Journal*, realized the potential of a live action team competition version of the classic Oregon Trail computer game. Over the years, this event has varied slightly, but still maintains its original goals. In 2014, the event won the *Outstanding Museum Educator* award from the Oregon and California Trails Association; it was created to bring a more diverse and younger adult audience to the site. As a community event, focused on having fun with history (and not as a fundraiser), it needs community support to exist. The following is data collected from some sections of the exit surveys at the event.

### How did you hear about our event?

Top answers:

- WHC Website
- Facebook
- Travel Oregon Website

Other answers:

- Did it last year
- Friend
- Family
- From visiting the WHC
- Mailing
- Statesman Journal
- Roommates
- Newspaper
- Town meeting
- WHC Email
- Article online
- PhD research
- Minnesota

### What was your favorite part of the event?

- Teamwork! And bribing!
- Skirting the law
- Winning
- Bribery
- All of it!
- The “wheel of fortune.” Also, making the wagon and burying the dead.
- The spinning wheel choices. Dressing up!
- 3-legged race
- Hunting, blacksmith, buffalo chip toss
- It was all great!
- Everything is great! We learn something every year.
- The awards ceremony
- The part where you pull the wagon through the water
- Forging the North and South Platte rivers
- Trading Post
- The fun challenges
- Tent Challenge/Folk dance challenge
- Historical content
- Building the houses, and the blacksmith
- The project-based challenges: building the wagon, floating the wagon, homestead
- Building the house

### Additional participant comments

- We had a blast, learned a lot, Thank you!!!
- Thanks for the fun times!
- Super fun, thank you!
- Thanks, this was a blast! Have you considered doing this throughout the week for grade school field trips??
- I liked the volunteers who were dressed historically, and hunting for animals was funny
- Great time! And “Nana’s” for the food
- It is a little bottle-necked at the beginning. Challenges should be labeled better on the map.
- Awesome volunteers!
- We have a lot of fun with this event. The man running the Barlow Trail is full of good info. Enjoyed! And ha ha, the Bad News: Dysentery Bears will be back (for a 5<sup>th</sup> year).
- It was fun. We needed more building supplies for our homestead.
- Totally awesome
- Fun and educational day!
- Additional help needed at Decision Pass.
- More instructions on how to win!
- I liked all the history--it was fun learning about the Oregon Trail.

**PLEASE SEE ATTACHED PHOTOS.**

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

**Date:** October 24, 2018







**CTPAB Completion Report**  
**TOT Funds Supporting Salem Tourism**  
***Special Event or Project Grant***

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

**Organization:** Ceili of the Valley Society (CVS)

**Name of Program or Event:** Samhain Celtic New Year Festival

**Location of Program or Event:** Willamette Heritage Center, Spinning Room

**Description of Activity:** A one-day celebration highlighting and exploring music, crafts, dance and culture of the seven Celtic Nations (Ireland, Scotland, Wales, Cornwall, Brittany, Galicia and Isle of Man) and featuring hands-on experience and learning activities to connect people with Celtic culture.

**Completion Date(s):** Oct. 27, 2018

1<sup>st</sup> \_\_ 2<sup>nd</sup> \_\_ 3<sup>rd</sup> \_\_ or 4<sup>th</sup> XX quarter of FY 2018-19

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

Professional/staff hours 90

Volunteer hours 754

**Amount of funds provided by TOT, \$ 5,000, and by other sources, \$ 3,547 (includes \$100 gift card)**

**Admission (checks or give amount):** Free 55 (2 sponsor tickets, 53 volunteers)

**Admission** \$2985.00

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

Willamette Heritage Center provided rental space for the festival.

Promotional and marketing information for our festival was printed in the following publications: All-Ireland Cultural Society newsletter, Press Play Salem, arts + entertainment + culture for Salem, and Statesman Journal. Grant Community School and Salem Multicultural Institute distributed flyers. Large posters were posted throughout Salem in local coffee shops, local businesses, and Salem libraries. Public announcements were done by local radio station KMUZ. Sign Crafters printed and hung a banner to hang over Liberty Street. A local printing

company, who chooses to remain anonymous, provided ten large banners for use at the festival. Statesman Journal and Salem Weekly provided free online calendar postings. Parsons Designs provided printing of Festival Logo t-shirts and sweatshirts. Local designer, Carlee Wright, provided webpage design work, graphics design work for posters and flyers, social media maintenance and general marketing. A local photographer volunteered his time to take photos of the event for future marketing.

The following local businesses and individuals provided sponsorships: Rich Duncan Construction and Friends of CVS.

For the food: Lifesource provided organic produce and food. Scones were purchased at a discounted price from Roth's Food Market. Soups from three Celtic nations were catered by Sassy Onion for lunch.

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

We had 28 presenters and vendors from the Salem area as well as Canby, Corvallis, Newport, Portland, Sherwood, Silverton, and Turner. We had out-of-state attendees from Washington and California as well as out-of-town attendees from as far away as Bend. We partnered with Holiday Inn on Market street for a reduced overnight package for festival presenters, workers, and attendees. Some of the out-of-town presenters spent the night at Salem accommodations and dined out at Salem restaurants.

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

This is our third Samhain Celtic New Year Festival. The Festival is an affordable family-friendly, educational cultural experience. Attendees explore and discover Celtic culture through a variety of demonstrations and workshops. The public were introduced to comparisons in Irish and Scottish pipes, string instruments, singing styles, and a first ever Celtic Language Panel that included Scottish Gaelic, and the Irish and Welsh languages. Celtic demonstrations included kilt folding, Welsh cake cooking demo, Irish Brush Dance, as well as many other activities.

The space was kept hopping with wonderful auditory experiences with headliner band, Bidy on the Bench, providing Celtic music with Uilleann pipes, bouzouki, tin whistle, fiddle, bodhran, and accordion. They also presented vocal harmony with sea shanties, ballads, and songs sung in Gaelic. Other auditory experience included the Welsh Choir, Storytelling, and Sean-Nos singing & dancing.

At our Celtic Pop-Up area, you could watch a demo or try your hand at Uncial Calligraphy, making a Celtic Knot with Rope, and Celtic knot printmaking.

Cultural activities for the young-at-heart and children included a cultural crafts area inside and mini-Highland games held outside. Indoor activities included face painting and creative crafts, including one craft table lead by local elementary student. The crafts included working with Sculpey clay, water-color paints, colored pencils and paper just to list a few, there were activities

for every age and skill. At the outdoor Kid's Highland Games, participants could compete for fun in the Welly Throw, Sheaf Toss, and Caber Toss. Information exhibits included Spinning, Knitting, All-Ireland Society, Benton Brigade (Hurling), Welsh Society, and Comhaltas Ceoltoiri Eireaan.

The Festival day ended with a Ceili Finale where all festival attendees are invited to participate in a called Irish Ceili dancing with live traditional Irish music.

**How many attendees did your activity attract?** 350 **How were attendees counted?** Ticket Sales/Estimate

**Estimated percentage of:** (based on surveys)

**Salem residents and/or guests** 227 individuals (70%)

**Out-of-town tourists (less than 50 miles)** 68 individuals (21%)

**Overnight tourists (hotel/motel)** 28 individuals(9%)

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

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

CVS used vendor & presenter applications, hotel info, surveys, volunteer information & estimates.

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

Our demonstrations and workshops had 320 attendees. This count may include people attending multiple classes.

Festival attendees increased from 200 (first festival) to approximately 350.

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

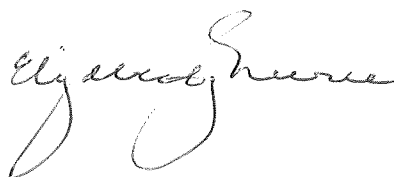
According to our survey, festival attendees found out about the festival mainly through Facebook, the Liberty Street banner, or at a Ceili of the Valley community event.

A variety of promotion & marketing strategies were used including a paid press release in Press Play, press in the All-Ireland Cultural Society newsletter and Holding Court in Statesman Journal, boosted posts and ads on Facebook, calendar posting on Salem Weekly, PSAs and calendar posting on KMUZ. Banner hung on Liberty Street to promote the festival for the week leading up to and including festival day. Posters were hung and flyers distributed throughout the Salem area. Digitally, we leveraged both the Ceili of the Valley and celticfestival.info websites for promotion, plus social media networks such as Twitter and Instagram. Through the use of hashtags, we were able to expand the reach of these free platforms. Promotion was also done on website 67music.net, a Celtic music media and promotions company. Radio spots were provided

by KMUZ. Printed flyers and quarter sheets were distributed to attendees of World Beat, Salem Art Fair, Englewood Festival, Salem Health & Diversity Fair, as well as at 2<sup>nd</sup> Friday Ceilis. Flyers were at Salem Multicultural Institute and posted on their website. Statesman Journal, Salem Weekly, and Travel Salem provided free online calendar postings.

In addition, we gave Grant Community School Spanish flyers for students to take home. We translated the flyers both in English and Spanish. KMUZ provided PSAs in Spanish about our Samhain Celtic New Year Festival. Also, the festival information was posted on our Samhain Festival website both in Spanish and English. We also participated multi-cultural festivals at the Capitol and St. Joseph Catholic Church where we distributed flyers in Spanish. Both festivals included Spanish participants and attendees.

**Submitted by:**

A handwritten signature in black ink, appearing to read "Eliseo Suarez". The signature is fluid and cursive, with the first name "Eliseo" and last name "Suarez" clearly distinguishable.

**Date:** 11/17/18

**TRANSIENT OCCUPANCY TAX**  
**EVENT OPERATING EXPENSE**  
**FY 2018-19 GRANT APPLICATION - BUDGET ATTACHMENT**

Revenue Item	Status of Revenue	Proposed
Admissions		2,985
Donations/Grants		2,155
Sponsorships		1,392
TOT GRANT FUNDS	Pending	5,000
Sales/Raffle/FoodSales		2,410
Vendor Fees		310
<b>TOTAL REVENUES</b>		<b>14,252</b>

In-Kind Item	Value
Marketing-Statesman Journal, Travel Salem, etc.	450
Artisian/Presenter fee waivers	918
Miscellaneous supplies, equipment and services	1,400
Volunteer Hours (estimated)	7,540
Quilt, Art Supplies	550
<b>TOTAL IN-KIND VALUE</b>	<b>10,858</b>

<b>TOTAL RESOURCES</b>	<b>25,110</b>
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Expenditure Item	Proposed		
	Actual	In-Kind	Total
<b>Personnel Costs</b>	1,800	8,040	9,840
<b>Other Operating Expenses:</b>			
Facility Rent	2,375		2,375
Equipment/Rentals	279	500	779
Utilities (included in rental)			0
Security (not required)			0
Artistic Fees	1,860	418	2,278
Marketing/Signage	1,546	1,350	2,896
Comped Entry	20		20
Hospitality Food for lunches sold/drinks/snacks	1,287		1,287
Supplies & Materials	327	50	377
Insurance (included in our general policy)			0
Merchandise	1,684	500	2,184
<b>TOTAL OPERATING EXPENSES</b>	<b>11,178</b>	<b>10,858</b>	<b>22,036</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.

# CTPAB Completion Report

## TOT Funds Supporting Salem Tourism

### ***Special Event ~~or Project Grant~~***

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

**Organization:** Hoopla Association

**Name of Program or Event:** Cherryfest NW (formerly named The Bite & Brew of Salem; funds may have been requested for the event under the former name)

**Location of Program or Event:** Riverfront Park in Downtown Salem

**Description of Activity:** Cherryfest NW, formerly The Bite & Brew of Salem, is Salem's premier summer party. 2018 was the event's landmark 25<sup>th</sup> year. Set in Salem's popular downtown Riverfront Park, Cherryfest NW has grown into a family-friendly, four-day festival for community members of all ages. A typical day at Cherryfest NW features live music throughout the day, carnival rides as well as a Kid Zone with an array of inflatable and other attractions and games for youngsters; a range of savory locally-prepared cuisines; a huge variety of cold beers and ciders on tap; and an impressive wine slate featuring Willamette Valley labels. Folks from all over the Willamette Valley bring family, blankets and lawn chairs for a relaxing day in the park and enjoy listening to fun musical performances by some of the northwest's best talent. In 2018, for the first time ever, the event was held in conjunction with the 4<sup>th</sup> of July, and a festive atmosphere resulted with new and fun features including a fireworks show and the NW Cornhole Classic.

**Completion Date(s):**

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

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

Professional/staff hours 0 Volunteer hours 2,000

**Amount of funds provided by TOT, \$ 10,000, and by other sources, \$ 222,245**

**Admission (checks or give amount):** Free \_\_\_\_\_

**Admission:**

Wed, 7/4: FREE

Thu, 7/5: \$5 general admission  
Family max: \$20

Fri, 7/6 &  
Sat, 7/7 \$9 general admission  
Family max: \$20  
Seniors: \$5  
Military: \$5  
Kids, ages 6-17: \$5  
Kids, 0-5: FREE

Sun, 7/8: FREE

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

Cherryfest NW benefits from partnerships with many local businesses and organizations that support the event in many ways: whether as sponsors, vendors or volunteers. Sponsors contribute financially, but many also help market the event and/or involve their employees in the event as volunteers. Most of our corporate sponsors are truly “partners” with the event and take pride as such. As Cherryfest has grown over the years, the event has spent much more for goods and services from vendors, the great majority of which are Salem-based. Cherryfest NW also works with various governmental bodies – including the City of Salem and the State of Oregon – to efficiently and cooperatively utilize Riverfront Park and the city’s nearby streets and walkways. Cherryfest NW works with Travel Salem in a number of ways, and has partnered with other events in Salem like the Men’s Senior Softball Nationals and the Fun Run benefiting Liberty House, now called Salem’s 4<sup>th</sup> of July Stars & Stripes Run. These cooperative efforts allowed for cross-marketing and benefited all constituents, helping each event grow.

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

Cherryfest NW attracts participants, exhibitors, guests and vendors from across the Pacific Northwest and beyond. This not only contributes significantly to Salem’s economy, but also gives visitors the opportunity to see that Salem is a diverse community as well. This year about 21,500 people attended Cherryfest NW. 62% of our attendees were from the Salem area, while 38% were from out of the Salem area. Our estimate is that 5% of our out-of-area attendees stayed in hotels. We estimate we had an increase of 31% in room nights sold from 313 (2017) to 409 (2018). With this growth, Cherryfest NW’s overall economic impact was similarly impacted and was significantly greater.

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

Cherryfest NW offers the Salem community a vibrant community event that offers a number of entertainment and cultural to Salem citizens, now centered around the 4<sup>th</sup> of July. Cherryfest NW is a fun-filled, outdoor, active and healthy family-oriented opportunity for folks to gather, celebrate and have a good time together. A fireworks show is a highlight on the 4<sup>th</sup> of July. A Kid Zone and carnival offers fun options for the youngest in attendance. Live musical acts singing and playing throughout the event offer entertainment for all. A plethora of food and beverage options from a variety of cultures enriches the experience for many. The NW Cornhole Classic was a blast in its first year this year at Cherryfest NW, bringing cornhole aficionados of all shapes and sizes from all over the region. Cherryfest NW is an annual reunion of sorts, bringing together friends new and old throughout the region and uniting people of many ages, races and socioeconomic categories through the common interests of food, music, games and fun.

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

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

21,500 attended Cherryfest NW in 2018. We arrived at this number through a combination of counts at gate on paid days plus estimates on Wednesday and Sunday (when Admission was free to all).

**Estimated percentage of:**

<b>Salem residents and/or guests</b>	<u>62%</u>
<b>Out-of-town tourists</b>	<u>38%</u>
<b>Overnight tourists (hotel/motel)</b>	<u>5%</u>

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

Out-of-Salem tourists were calculated by sample polling at the gate conducted on multiple days at The Bite. The overnight tourist number is an estimated figure.

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

- (1) Attendance: Increased 8% from 19,950 (2017) to 21,500 (2018)
- (2) Out-of-Area Attendance: Increased from 35% (2017) to 38% (2018)
- (3) Overnight Tourists: Increased 31% from estimated 313 room nights (2017) to 409 room nights (2018)
- (4) Social Media Presence:
  - a. Increased Facebook followers more than 9.3% from 5,824 (2017) to 6,364 (2018);
  - b. Increased Twitter followers nearly 22% from 693 (2016) to 848 (2018); &
  - c. Increased Instagram followers about 25% from 845 (2017) to 1,053 (2018).

There is no question Cherryfest NW benefited in huge ways from the added resources we were able to devote to our entertainment lineup and marketing offerings made possible by our TOT grant. Improving attendance by 8% in an event's 25<sup>th</sup> year is a strong showing.

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

Cherryfest NW has a strong relationship with iHeart media that provides radio messaging and top-of-mind awareness of the event. Digital billboards, event posters, postcards, yard signs and drink coasters similarly promote the event. We think both our bolstered entertainment lineup *and* our investments in marketing and promotion (specifically grassroots social media campaigns) were hugely effective in helping us grow the event so much in the event's 25<sup>th</sup> year. We did not target per se any Spanish language populations, but did work to have a diverse offering of musical acts and food and drink offerings that we hoped would appeal to a wide group of cultures and populations.

**Submitted by:**  
Jason Unruh

**Date:**  
November 15, 2018



# CHERRYFEST NW 2018



**TRANSIENT OCCUPANCY TAX**  
**EVENT OPERATING EXPENSE - The Bite & Brew of Salem**  
**FY 2018-19 GRANT APPLICATION - SUMMARY ATTACHMENT**

Revenue Item	Status of Revenue	Actual
Alcohol Sales		87,116
Admissions		20,267
Vendor Fees		49,833
Sponsorship		45,050
Carnival		12,737
TOT GRANT FUNDS		10,000
Other		5,000
Merchandise		1,777
Sales		465
<b>TOTAL REVENUES</b>		<b>232,245</b>

In-Kind Item	Value
Advertising	7,500
Beverages	9,500
Tents & Other Rentals	2,000
<b>TOTAL IN-KIND VALUE</b>	<b>19,000</b>

<b>TOTAL RESOURCES</b>	<b>251,245</b>
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Expenditure Item	Actual	In-Kind	Total
<b>Personnel Costs</b>	0	0	0
<b>Other Operating Expenses:</b>			
Advertising/Marketing	18,790	7,500	26,290
Apparel	6,220	0	6,220
Beverages	28,206	9,500	37,706
Chemical Toilets	5,193	0	5,193
Communications	340	0	340
Dues & Subscriptions	0	0	0
Entertainment/Music	54,600	0	54,600
Fuel	59	0	59
Hospitality	1,152	0	1,152
Meetings	384	0	384
Misc	0	0	0
Outside Services	900	0	900
Permits	15,394	0	15,394
Power	20,150	0	20,150
Prize Money	400	0	400
Production	2,450	0	2,450
Printing	151	0	151
Professional Fees	12,700	0	12,700
Research/Development	0	0	0
Security	13,410	0	13,410
Sound/Lighting	18,545	0	18,545
Supplies	3,676	0	3,676
Telephone	0	0	0
Tents/Rentals	28,188	2,000	30,188
Volunteer Service/Meals	656	0	656
Website	692	0	692
<b>TOTAL OPERATING EXPENSES</b>	<b>232,256</b>	<b>19,000</b>	<b>251,256</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.

# CTPAB Completion Report

## TOT Funds Supporting Salem Tourism

### *Special Event or Project Grant*

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

**Organization:** Hoopla Association

**Name of Program or Event:** Hoopla XX

**Location of Program or Event:** Downtown Salem; on Court Street in front of the Oregon State Capitol Building, on State Street between Willamette University and the Capitol Building and on nearby connecting and adjacent streets and areas.

**Description of Activity:** Hoopla is Oregon's premier 3x3 community basketball event. An all-time record 1,006 teams and 4,024 participants played in the August, 2018 event. A Free Kids Clinic conducted by college coaches was attended by hundreds of local girls and boys, while Slam Dunk, Free Throw, Hot Shot and 3-Point contests were also highlights. An army of more than 1,000 volunteers helped Hoopla run smoothly. Hoopla's turnout in 2018 helped the event retain its position as the 2<sup>nd</sup> biggest event of its kind in the world, and the event continues to attract out-of-area families to Salem-area in large numbers. A family-friendly event, Hoopla attracts participants that are young and old, male and female, skilled and unskilled in basketball, and from diverse races, cultures and virtually all socioeconomic backgrounds. Families make a weekend outing of it, players and spectators alike, many convening down around the Oregon State Capitol Building for an event filled with competition, camaraderie, family, friends, and fun.

**Completion Date(s):**

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

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

Professional/staff hours 1,440 Volunteer hours 15,000

**Amount of funds provided by TOT, \$ 10,000, and by other sources, \$ 220,707**

**Admission** (checks or give amount): Free X **Admission** \_\_\_\_\_

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

Hoopla benefits from partnerships with many local businesses and organizations that support the event in many ways: whether as sponsors, vendors or volunteers. Sponsors contribute financially, but many also help market the event and/or involve their employees in the event as volunteers – for example corporate sponsors of our free kids clinic, wheelchair division and 3-point contest all had employee-based volunteer teams help at Hoopla. Volunteers help in virtually every capacity at Hoopla, whether it be monitoring courts, refereeing, assisting with crowd control, performing garbage detail, or staging special events – volunteers and organizations that volunteer are essential to Hoopla. It also may be important to note that as Hoopla has grown over the years in size and scope, the event has needed to buy more and more



services from vendors, the great majority of which are locally-based. Hoopla also works with various governmental bodies – including the City of Salem and the State of Oregon – to efficiently and cooperatively utilize public streets and parks during Hoopla.

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

Hoopla attracts participants, exhibitors, guests and vendors from across the Pacific Northwest and beyond. This not only contributes significantly to Salem's economy, but also gives visitors the opportunity to see that Salem is a diverse community as well. This year about 45,000 people attended Hoopla. 46% of our teams were from the Salem area, while 54% were from out of the area. Our estimate is that 8% of our out-of-area attendees stayed in hotels. Hoopla had teams this year come from virtually all parts of Oregon, and we had teams from Washington, California, Idaho, Nevada, Texas, and more states represented as well. With an all-time record number of teams in 2018 (1,006) and an all-time record number of teams from out-of-area in 2018 (543), we further project we had a record number of room nights sold in 2018 and improved our overall economic impact as well along the way.

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

Hoopla offers the Salem community a fun-filled athletic event open to all interested in participating. Teams are made up of players both male and female, from many races and cultural backgrounds, virtually all ages, various socioeconomic backgrounds and varying skill levels. Whether you are playing in the 7&Under Girls Recreational Division, the Men's 50&Over Division, the Family Competitive Division or any of Hoopla's more than 50 other divisions, there is a place for everyone to enjoy the event. Over the years, Hoopla has become a mainstay on the calendars of families from Oregon and beyond; in fact, many plan their summer vacations around the event. The result is a gathering of community, the promotion of healthy physical activity and participation, and the building of stories for generations to come. Saxons and Royal Scots, Vikings and Olympians – they all come together as teammates and/or competitors and enjoy their city's event together...battling on the street courts against foes from Salem and many from beyond the city limits. Rarely will you see such a diverse population as you will see at Hoopla; yet, everyone shares the common and uniting bond of the Hoopla experience. At the heart of it all is Salem, Oregon's state capital, symbolized robustly by the Capitol Building and it's dominant location at the very heart of the event.

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

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

An estimated 45,000 attended Hoopla, another year with massive attendance in 2018. Hoopla is an open and free event, and one at which people come to and from the event throughout the day, so getting a precise number is precarious. Our estimate is derived from feedback from the Oregon State Police several years ago. Some contend that as the event has grown in terms of team size and participant numbers, that our actual attendance is significantly higher than the somewhat old Oregon State Police figure we continue to cite today. Down the line, we will ask the State Police for an updated attendance estimate to see if it has changed materially in the past few years. The entire area around the Oregon State Capitol Building is pretty much packed throughout Hoopla from dawn to dusk... and the event's footprint continues to expand, too.

**Estimated percentage of:**

<b>Salem residents and/or guests</b>	<u>46%</u>
<b>Out-of-town tourists</b>	<u>54%</u>
<b>Overnight tourists (hotel/motel)</b>	<u>8%</u>

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

We calculated the Salem percentage based on the number of Salem teams, and out-of-town tourists based on the number of teams that came from out-of-town, as we collect zip codes from participants when they register for the event. The overnight tourism number was estimated based on anecdotal sample data.

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

(1) Team Registrations: For the first time ever, we surpassed the 1,000-team mark in 2018... a HUGE milestone for Hoopla... This figure also represents 4,024 participants on those teams. Final number of teams was an incredible 1,006 in 2018, an all-time record.

(2) Out-of-Area Team Registrations: We grew 4% from 523 teams (2017) to 543 teams (2018)

(3) Estimated Overnight Stays: Based on our estimating formula, we estimate we increased about 4% from 418 room nights (2017) to 434 room nights (2018)

(4) Email List: We increased our email database 10.3%

(5) Web-Site Impact: We increased across the board in our highest traffic month (August) in terms of webs-site impact in 2018 over the corresponding one-month timeframe in 2017:

Sessions: Increased 3% to 21,092

Users: Increased by 115 to 8,846

Pageviews: Increased 2.5% to 62,053

Pages per Session: Increased 26% to 2.94

Session Duration: Surged past 3 min., 30 seconds for first time in event history

(6) Facebook Impact: Increased Facebook likes to 5,839 in 2018

(7) Twitter Impact: Increased Twitter followers to 505 in 2018

(8) Instagram Impact: We increased our followers 15.6% from 718 (2017) to 830 (2018)

While we did not hit every target we had in the above outlined areas, we did improve in every category and were very pleased by these increases. Some of the increases were incredible for an event in its 20<sup>th</sup> year. In addition, the work we are doing on this marketing front is the longer-term type that we believe will yield improvements for years to come into the future. For both of these important reasons, we view the expanded marketing efforts undertaken in 2018 made possible by our TOT grant were a huge success for Hoopla and ultimately the City of Salem.

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

Hoopla benefits from a tremendous partnership with Entercom Radio of Portland (1080 The Fan), offering exposure on a 100% trade basis. This adds to Hoopla's "top of mind" presence. Social media efforts – expanded in 2018 thanks in part to this grant – were more impactful this

year. Hoopla's most effective marketing is believed to be grassroots in nature; beyond word-of-mouth and positive past experiences, we have found email communications to be a tremendously effective resource for marketing and promotion, often leading to direct registrations in the event. This is another area that was targeted for improvement and allocated additional resources in 2018 with the support of this grant. Hoopla does not solicit ethnicity or racial information in its registration process; however, anecdotally we believe that once again a larger turnout from the Hispanic community was enjoyed by Hoopla in 2018.

**Submitted by:**  
Jason Unruh

**Date:**  
October 24, 2018

# HOOPLA 2018





# 2018 Hoopla

## City of Salem Special Event Grant Financial Report

### A. Email Database Enhancement

- |  |                 |
|--|-----------------|
| 1. Ryan Cruz Basketball – <i>Email acquisition partnership</i> | \$500.00        |
| <b>Sub-Total:</b>  | <b>\$500.00</b> |

### B. Personalities and/or Entertainment to Enhance Event

- |   |                   |
|---|-------------------|
| 1. Audio Entertainment – <i>Provide sound equipment, music<br/>And emcee services</i> | \$8,000.00        |
| <b>Sub-Total:</b>   | <b>\$8,000.00</b> |

### C. Marketing, Advertising & Promotion

- |  |                   |
|--|-------------------|
| 1. The Bruin Company - <i>Conduct Brand Research, Brand/<br/>Logo Design, Applications, &amp; Scripting Briefs</i> | \$3,000.00        |
| 2. Civic Sports – <i>Website re-design work</i>  | \$802.50          |
| 3. Civic Sports – <i>Website</i>   | \$487.50          |
| 4. Facebook – <i>Boost important posts for greater exposure</i>  | \$524.94          |
| <b>Sub-Total:</b>  | <b>\$4,814.94</b> |

**GRAND TOTAL: \$13,314.94**

**REIMBURSEMENT REQUEST: \$10,000.00**



**TRANSIENT OCCUPANCY TAX**  
**EVENT OPERATING EXPENSE**  
**FY 2018-2019 GRANT - ACTUAL EXPENSES ATTACHMENT**

Revenue Item	Status of Revenue	Actual
Team Registrations		127,471
Sponsorships		85,728
Food Vendors		3,967
Merchandise		1,040
Rentals		2,500
TOT GRANT FUNDS		10,000
<b>TOTAL REVENUES</b>		<b>230,706</b>

In-Kind Item	Value
Facility Rentals	1,500
Apparel	1,400
Awards & Prizes	7,500
Hospitality	4,500
Marketing	25,500
Professional Fees	8,500
Tents/Other Rentals	4,250
<b>TOTAL IN-KIND VALUE</b>	<b>53,150</b>

<b>TOTAL RESOURCES</b>	<b>283,856</b>
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Expenditure Item	Proposed Actual	In-Kind	Total
<b>Personnel Costs</b>	0	0	0
<b>Other Operating Expenses:</b>			
Apparel	17,056	1,400	18,456
Awards & Prizes	1,356	7,500	8,856
Chemical Toilets	6,734	0	6,734
Communications	1,571	0	1,571
Dues & Subscriptions	1,978	0	1,978
Fuel	66	0	66
Hospitality	8,298	4,500	12,798
Insurance	3,876	0	3,876
Marketing (includes TOT)	16,671	25,500	42,171
Meetings	1,455	0	1,455
Miscellaneous	650	0	650
Outside Services	50,600	0	50,600
Permits	623	0	623
Photography	4,877	0	4,877
Power	5,755	0	5,755
Printing	600	0	600
Prize Money	5,300	0	5,300
Professional Fees	50,500	8,500	59,000
Referees	22,986	0	22,986
Research/Development	0	0	0
Security	5,450	0	0
Supplies/Equipment	8,596	0	0
Tents/Other Rentals	14,156	5,750	19,906
Tournament Management	1,650	0	1,650
Travel	0	0	0
<b>TOTAL OPERATING EXPENSES</b>	<b>230,804</b>	<b>53,150</b>	<b>283,954</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.

## CTPAB Completion Report

## TOT Funds Supporting Salem Tourism

### Special Event or Project Grant

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

**Organization:** Oregon's New History Minstrels. **Sponsoring organization:** Rivers of Life Center

**Name of Program or Event:**

1<sup>st</sup> \_\_\_ 2<sup>nd</sup> \_\_\_ 3<sup>rd</sup> \_\_\_ YES \_\_\_ or 4<sup>th</sup> \_\_\_ quarter of FY 2018-19

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

Professional/staff hours \_\_\_\_\_ 78, project coordination by Rivers of Life Center for New History Minstrels

**Amount of funds provided by TOT, \_\_\_\_\_, and by other sources,** \_\_\_\_\_ \$2,000. By other sources: **Touring Youth Ensemble** (van and youth) dollar value \$500 in kind. Performance music and graphics development (\$250) by Rivers of Life Center and Fedex in kind. Program exhibits, panels \$250 in kind by Fedex. Promotional materials and handouts designed in printing (\$800) by Buels Printing in-kind.

**Admission** (checks or give amount): **Free** \_\_\_ YES \_\_\_ **Admission** \_\_\_\_\_

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

Rivers of Life Center staff (managing the events) personally contacted each venue, sent confirming emails and then called before the day of the event.

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

This small grant interfaced with seven established outdoor events and museum sites on the dates they promoted with us for participation. Informational flyers were available for distribution by the venues and to nearby hotel motel operations in their vicinity.

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

Each of the seven venues that we participated at was profoundly impressed by the response of citizens and visitors to their sites to witness the programs. Outdoor music and history presentations have never been combined in this manner and when performed without the need of electronic amplification, allowed the quartet and presenters to reach up to 500 people during the event run.

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

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

The seven venues chosen included established museums and large outdoor gatherings on Saturdays, such as Salem Farmer's Market and Salem Riverfront Park and Carousel, where our record keeping demonstrated a minimum of 500 and a probability at Riverfront Park due to performance on a venue date, another 1,000.

**Estimated percentage of:**

<b>Salem residents and/or guests</b>	<b>70%</b> _____
<b>Out-of-town tourists</b>	<b>15%</b> _____
<b>Overnight tourists (hotel/motel)</b>	<b>15%</b> _____

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

At each event venue, we calmly asked the groups and individuals where they were from, and nearly all inquiries were responded to with enthusiasm because people "wanted to let you know who they were and where they were from;" record keeping by the Salem Farmer's Market over several years demonstrates a large percentage being Salem resident with of course other patrons communing from surrounding communities and the region.

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

Measurable outcomes included:

1. Maintain and report some method of asking of the crowds or individuals at the 7 venues the minstrels visited. This was done as previously discussed by asking participants to "let us know here you are from and what you think of the program" Individual venue notes of participation were maintained.
2. Each venue was surveyed (primarily visitors and on-site managers) to determine their acceptance of the program. All venues were again impressed by the combination of historical interpretation with A Capella music delivery. All persons interviewed at venues and venue managers reported the project and its delivery was unique and desirable to do again in support of the venue, visitors, and Salem.

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

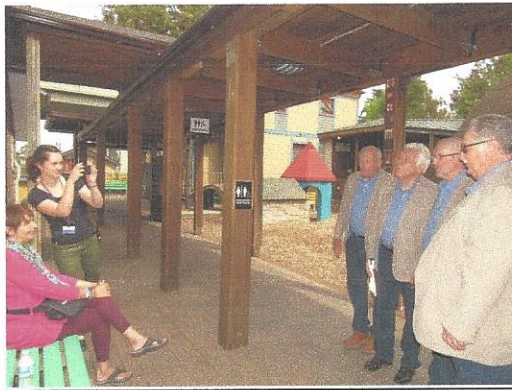
A discreet promotional brochure was developed including endorsements from Governor Kate Brown about the New History Minstrels services and distributed at each location and venue. Pre and post event facebook postings spread the word about pending dates and venues where the program would be seen.

**Submitted by: Jerry Herrmann, President, Rivers of Life Center**

**Date: 2018/10/04**



## Celebrate Salem Photo Portfolio



### Locations (from left to right, top down):

1. Deepwood Gardens, 2. Willamette Heritage Center, 3. Gilbert House, 4. Salem Carousel, 5. Salem Saturday Farmer's Market, 6. Willamette Queen Sternwheeler

## Venues Planned to Broaden Salem Tourism Experience

Venue		Location
  Gilbert House and Mission Mill		At Museum sites, Salem
Salem Art Fair and Festival		Downtown Salem
Salem Bite and Brew		Salem Riverfront Park
 Downtown Farmers Market	1 <sup>th</sup>	Inner-City Downtown
Salem Art Walk		Downtown Salem
 Bush House and Deepwoods		At Museum Sites, Salem
Salem Art Walk		Downtown Salem

ALL SITES CONTACTED - ASTRICKED  
SITES VISITED

AND   
- SALEM RIVERFRONT PARK CAROUSEL  
- WILLAMETTE QUEEN 



# ORIGINAL BUDGET

Complete the project budget section below with all anticipated revenues and expenditures.

Revenue item	Status of revenue	Proposed
TOT Grant funds	Requested	2,000.00
Confirmed	Oregon's New History Minstrels Sponsor Fund	1,200.00
Confirmed	Fed EX promotional material design	800.00
<b>Total Revenues</b>		<b>4,000.00</b>
In-kind item	Value	
Youth and ensemble touring van	500.00	
Performance, music and presenters text development	250.00	
Program exhibits, exhibit panels and graphic displays	250.00	
<b>Total In-kind values</b>		<b>1,000.00</b>
<b>TOTAL REVENUES AND IN-KIND VALUES</b>		<b>5,000.00</b>

Expenditure item	Proposed	In-kind	Total
<b>Personnel costs</b>			
<b>Other operating expenses</b>			
Personnel Costs Youth Training and presenters	500.00		500.00
Performance, music and presenters text development		250.00	250.00
Marketing Promotional and Outreach materials printing	700.00		700.00
Youth and ensemble touring van		500.00	500.00
On site performances and staging	800.00		800.00
Program exhibits, exhibit panels and graphic displays		250.00	250.00
Oregon's New History Minstrels Sponsor fund		1,200.00	1,200.00
Fed Ex promotional Material design		800.00	800.00
			0.00
			0.00
			0.00
			0.00
<b>TOTAL OPERATING EXPENSES</b>	<b>2,000.00</b>	<b>3,000.00</b>	<b>5,000.00</b>

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

# FINAL REPORT BUDGET

## TRANSIENT OCCUPANCY TAX

### EVENT OPERATING EXPENSE

#### FY 2018-19 GRANT APPLICATION - BUDGET ATTACHMENT

Revenue Item	Status of Revenue	Proposed
TOT Grant Funds	(Received)	\$2,000
Oregon's New History Minstrels Sponsor Fund (Received)		1,200
Fedex Materials and Buels Printing (Received)		800
<b>TOTAL REVENUES</b>		<b>4,000</b>

In-Kind Item	Value
Youth and Ensemblbe Trouing Van (acutal)	500
Performance, music and presenters text devleopment (actual)	250
Program exhibits, exhibit panels and graphic displays (actual)	250
TOTAL IN-KIND VALUE	1,000

<b>TOTAL RESOURCES</b>	<b>5,000</b>
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Expenditure Item	Actual	Actual In-Kind	Total
<b>Personnel Costs &amp; Administration</b>			
<b>Other Operating Expenses:</b>			
*Personnel Costs Youth Training and Presenters (Proposed: \$500*)	500		
Performance, music and presenters text development		250	
*Marketing Promotional/performance materials (Proposed: \$700*)	800		
Youth and ensemble touring van		500	
*On site performances and staging (Proposed: \$800*)	700	150	
Program exhibits, exhibit panels and graphic displays		250	
Oregon's New History Minstrels Sponsor fund		1,200	
Fed Ex promotional Material design		800	
*Personnel administration by Rivers of Life Center, proposed \$500, actual \$500			
*Marketing Promo/performance materials, actual \$100 more			
*On site performances and staging, actual: \$700, total project: \$2,000			
<b>TOTAL OPERATING EXPENSES</b>	<b>2,000</b>	<b>3,150</b>	<b>5,150</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.



## "Celebrating Salem" 2018 Budget Sheet

Category	Proposed	Actual	Bill # 1	Available
Marketing/ Performance Mtls	700.00	872.87	800.00	0.00
Personnel Costs	500.00	500	500.00	0.00
On Site Performances	800.00	700.00	700.00	0.00

<b>Project Total</b>	<b>2072.87</b>	<b>2000.00</b>	<b>0.00</b>
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Note: These marketing promotional/performance materials total: 872.87, with a surplus of 72.87, covered by Rivers of Life Center.

Note: The categories above were derived from the grant.

This is final billing to close out this grant.

Call Jerry Herrmann at (503)-260-3432 if you have any questions.

**CTPAB Completion Report****TOT Funds Supporting Salem Tourism*****Special Event or Project Grant***

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

**Organization:** Rivers of Life Center

**Name of Program or Event:** Harmony on the Water

1<sup>st</sup> \_\_ 2<sup>nd</sup> \_\_ 3<sup>rd</sup> \_\_ YES \_ or 4<sup>th</sup> \_\_ quarter of FY 2018-19

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

Professional/staff hours \_\_\_\_\_ 200 hours, design, execution and management by Rivers of Life Center.

**Amount of funds provided by TOT, \_\_\_\_\_, and by other sources,**

\_\_\_\_\_ \$9,000, Rivers of Life Center, working with the Oregon Youth Conservation Corps provided trained youth sufficient to staff each night's shoreside lectures, assist in boarding and off boarding of all guests, and returning patrons to their cars while sharing maximum safety to all participants. This effort cost nearly \$4,000 in terms of time and labor and associated equipment. The Salem Parks and Recreation Department was very effective in helping us to define and establish the required permit in a timely manner. Parks and Recreation staff stopped by on a routine basis to check on the event to make sure our needs were being met. This agency involvement was very important to this program. The Sternwheeler Willamette Queen dedicated many additional hours to the project that they were compensated for through patron fees to make every table blossom with fresh cut flowers, fine food preparation and provision, and a hosting attitude that you cannot find in the downtown Portland river cruise market. Salem should be very proud of this service provider Willamette Queen and Captain Richard Chesbrough and his wife Barbara.

**Admission** (checks or give amount): Free \_\_\_\_\_ **Admission** \_YES (\$65)\_\_\_\_\_

Lectures for 200 people history; FREE, on-vessel food and programming was a net value of \$30 per person.

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

The Salem Kiwanis clubs helped distribute literature, Salem Rotary and Travel Salem were involved with promotional assistance, Salem Chamber of Commerce helped distribute promotional materials. Salem Statesman Journal coverage on seven occasions assisted in encouraging participation along with targeted social media ads to over 25,000 reached.

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

Harmony on the Water was promoted for the region of Eugene to Portland, Bend to Lincoln City, as a major cultural event for and in Salem. Coverage from that region showcased Salem as a destination event location for the first ever combined theater, cultural history, and music on the water program in Oregon.

Hotel/Motel and hospitality facility participants we targeted indicated good reception to their clientele and onboard requests to the audience" to give us their location and reason for visitation indicated nearly 30 some people staying in overnight accommodations that would have not otherwise come to Salem.

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

Shoreside cultural and natural history lectures (FREE to all) reached over 200 persons, many of whom witnessed qualified presenters history reenactors, and most importantly young people delivering a message about Salem cultural and natural history and especially its river related history never before covered. Each night's departure was witnessed by hundreds of people attending Salem Riverfront Park with many more witnessing departures and returns from the Wallace Marine Park staging area.

Thus, Salem's riverboat potential and most importantly, the linking of history, reenactment, music, and onboard theater was a unique life enrichment program, first of its kind in Salem.

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

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

436. 200 people of the community took advantage of the free shoreside lecture series.

**Estimated percentage of:**

<b>Salem residents and/or guests</b>	<u>65%</u>
<b>Out-of-town tourists</b>	<u>25%</u>
<b>Overnight tourists (hotel/motel)</b>	<u>10%</u>

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

On board registry of guests and onboard requests for information from our qualified Master of Ceremonies depicted the actual situation.



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

This project promoted natural history and cultural history awareness of a board region around Salem and in particular, the special attributes of Salem's natural history and cultural history and most importantly settlement.

The project has now established a reason to come to Salem during the summer for distant guests from Oregon, including Lebanon, Eugene, Medford and many guests from Canby, Woodburn, Keizer, as well as Portland.

More work could be done in the future to better coordinate with hotel/motel interests. This was the reason we involved ourselves with the Chamber of Commerce and Travel Salem. Timing is important for such information and development and the grant cycle does not always allow for sufficient time once it has been determined what grants will be funded to bring together promotional messaging and materials.

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

Seven Statesman Journal media articles, five other printed articles in other-regional newspapers, but most importantly was the aid we got from Pamplin Media in designing and executing on a two week turnaround. Social media facebook ads and targeting them to reach certain demographics was very effective.

**Submitted by: Jerry Herrmann, President, Rivers of Life Center**

**Date: 2018/10/05**

**TRANSIENT OCCUPANCY TAX**  
**EVENT OPERATING EXPENSE**  
**FY 2018-19 GRANT APPLICATION - BUDGET ATTACHMENT**

Revenue Item	Status of Revenue	Proposed
TOT Grant	Received	\$9,000
Oregon Comm. Found	Received	1,000
Salem SenateAlres	(Recived, directors recived)	2,200
Joe Weston	Received	2,500
Oregon Youth C. C.	Received	1,600
<b>TOTAL REVENUES</b>		<b>16,300</b>

In-Kind Item	Value
Marketing Promo Flyers Media:	1,800
Local Musuem and reenactors	1,500
Vessel Operation Willamette Queen	2,500
Riverside Staging	2,000
Onboard musicians	2,200
Salem Area Youth Reenactors	1,800
<b>TOTAL IN-KIND VALUE</b>	<b>11,800</b>

<b>TOTAL RESOURCES</b>	<b>28,100</b>
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Expenditure Item	Actual	Actual In-Kind	Total
<b>Personnel Costs &amp; Administration</b>			
<b>Other Operating Expenses:</b>			
Local Museum and Reeanctors	3,022	1,300	4,322
Permits and Park Useage	825	0	825
Vessel Operations	-	1,230	1,230
Onboard musician preformances	3,600	2,200	5,800
Marketing, promo, flyers posters, social media	1,203	1,650	2,853
Event Insurance	808	2,500	3,308
*Note: The total expenditures were more than expected due to		3,500	3,500
comp liabiltiy insurance requiermetns for involving youth from Rivers		2,920	2,920
of Life Center. The Center had to provide comprehensive liability for youth being		3,800	3,800
in this event.			
<b>TOTAL OPERATING EXPENSES</b>	<b>9,458</b>	<b>19,100</b>	<b>28,558</b>

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



- e. Complete the project budget section below with all anticipated revenues and expenditures.

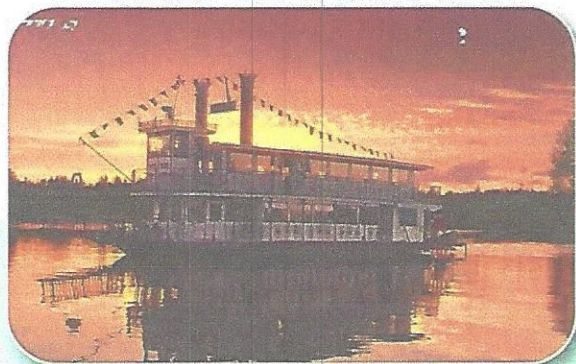
Revenue item	Status of revenue	Proposed
TOT Grant funds	Requested Salem	9,000.00
Confirmed	Oregon Community Foundation	1,000.00
Confirmed	Salem SenateAires	2,200.00
Confirmed	Joe Weston Foundation	2,500.00
Confirmed	Oregon Youth Conservation Corps	1,600.00
<b>Total Revenues</b>		<b>16,300.00</b>
In-kind item	Value	
Marketing-Promo Fliers, Posters, Social Media (Travel Oregon and Media)	1,650.00	
Local Museum and Reenactors Training	1,300.00	
Vessel operations, Willamette Queen	1,230.00	
Riverside Staging, Rivers of Life Center "Youth in Tourism"	2,920.00	
On-Board Musicians, Performers	2,200.00	
Salem Area Youth Reenactors	2,500.00	
<b>Total In-kind values</b>	<b>11,800.00</b>	
<b>TOTAL REVENUES AND IN-KIND VALUES</b>		<b>28,100.00</b>

Expenditure item	Proposed	In-kind	Total
<b>Personnel costs</b>			
<b>Other operating expenses</b>			
Local Museum and Reenactors Training	3,000.00	1,300.00	4,300.00
Permits, Park Usage Fees, City of Salem	1,200.00	0.00	1,200.00
Vessel Operations, Willamette Queen	0.00	1,230.00	1,230.00
On-Board Musicians, Performers	3,600.00	2,200.00	5,800.00
Marketing: Promo Flyers, Posters, Social Media (Travel Oregon and Media)	1,200.00	1,650.00	2,850.00
Salem Area Youth Reenactors	0.00	2,500.00	2,500.00
Event Insurance	0.00	3,500.00	3,500.00
Riverside Staging, Rivers of Life Center "Youth in Tourism"	0.00	2,920.00	2,920.00
Marine Board Dock Usage	0.00	3,800.00	3,800.00
			0.00
			0.00
			0.00
<b>TOTAL OPERATING EXPENSES</b>	<b>9,000.00</b>	<b>19,100.00</b>	<b>28,100.00</b>

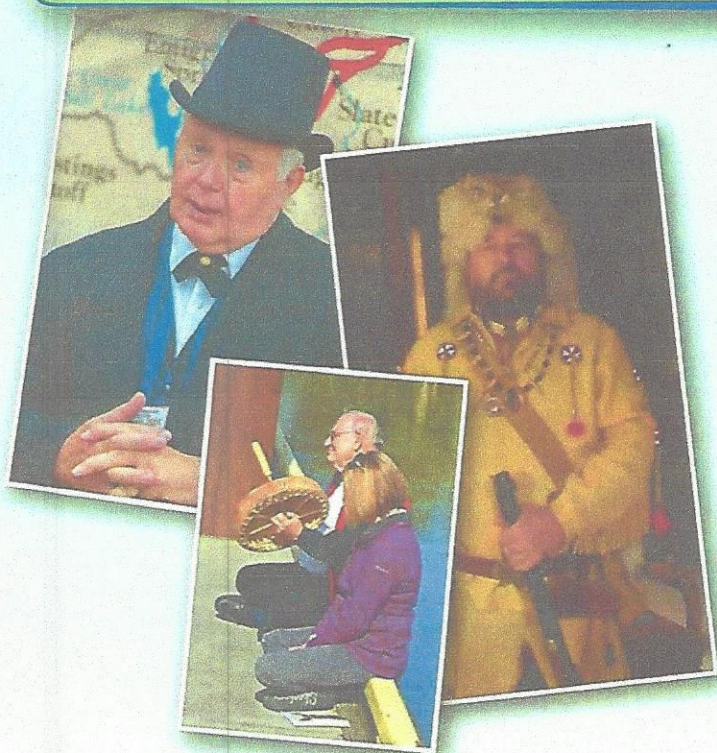
Provide expenditure types that are obvious and understandable regarding the expenditure being represented.



**Harmony  
On The Water**  
ShowBoats-A-Comin'



*Join Us Every other Thursday, 6:30pm-9:00pm*  
**Six Great Concerts/Dinner Cruises on a Sternwheeler!**



**Meet Historic Reenactors  
& Enjoy Salmon Bake!**

*Presented by*  
**The Oregon SenateAires**

**July 26 • August 9, 23  
September 6, 20 • October 4**

We'll be on the Willamette Queen Sternwheeler with historical characters in dress and the Northwest's best singers celebrating the settlement of Oregon and our Willamette Valley.

You will meet great quartets, an amazing chorus, and eat the finest food on the water anywhere including a Northwest Indian style Salmon Bake. Skilled youth tour guides will escort arriving guests on Riverside discovery walks before vessel departure on the shoreline.



**Reservations: \$65/pp**

**Call the Willamette Queen at:  
(503) 371-1103**





# Harmony On The Water

ShowBoats-A-Comin'

CITY OF *Salem*  
AT YOUR SERVICE

At Salem's Wallace Marine Park



## "Famous Things and Famous People" *Free Event!*

**All programs, 5:30pm-6:30pm**

***A Series Portraying our Settlement and Great Leaders***

### **"Exploration and Settlement" by Naturalist and Author Bryon Boyce, Thursday, July 26th**

This one hour program with exhibits portrays the rich history of North American Settlement and especially that of the Northwest Region by Captains Cook, Vancouver, Hecita, and John Gray as they "coast piloted" and interfaced with other explorations of Lewis and Clark, Oregon Trail Pioneers, and French trappers and mountain men. Donations requested.

### **"Meeting Historic Linn City Mayor Robert Moore of the 1800's Era" Played by Professional Reenactor and Former Mayor of West Linn, Larry McIntyre, Thursday, August 9th**

"Robert Moore worked hand in hand for Jason Lee in the 1826-1843 Era of found settlement along the river. Jason Lee of course thought the routes down the valley and settled Willamette Mission in Salem. Meet Robert Moore in person and hear the story of this very important Oregon Pioneer. Played by former mayor of West Linn, and professional reenactor, Mayor, Larry McIntyre."

### **"Salem as A Special Place – Can We Wave a New Flag?" by Mayor Chuck Bennett of Salem and Brian Hodson of Canby – Both River Cities, Thursday, August 23rd**

This interactive session between Salem and Canby's Mayors and youth is intended to spark people's imaginations in recognition of these two special river cities. Each boasts unique people, flora, agricultures, and special history of their settlements. The Oregon SenateAires hope to work with the two cities to advance with these projects and then dedicate through music the new flags of our two river cities. This joint talk will celebrate the joint cities and will be a great time to hear from both mayors.

### **"Knowing and Working for Tom McCall – The Best Darn Governor You Ere Recall" By State Administrator and Engineer John Borden, Thursday, September 6th**

John Borden worked personally for Governor McCall and his first environmental Director L. B. Day in cleaning up Oregon's rivers, establishing guidelines for natural resource and agricultural practices and most importantly, exciting citizens about American's "finest state." The McCall Years have never been replicated in terms of new initiatives, cooperative working ethics, and never-before-established benefits to the Statehood. Donations requested.



**Meet Historic  
Reenactors!**





# CTPAB Completion Report

## TOT Funds Supporting Salem Tourism

### *Special Event or Project Grant*

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

**Organization:** Rotary Clubs of Salem and South Salem

**Name of Program or Event:** Rotary Multi-sport RiverFest

**Location of Program or Event:** Riverfront Park, Minto-Brown Island Park, Wallace Marine Park, and south Salem roads.

**Description of Activity:** The 2018 Rotary Multi-sport RiverFest was the second annual iteration of last year's Rotary Triathlon of Salem. The expanded list of events this year included a Triathlon (Olympic and Sprint distances), Duathlon (Olympic and Sprint), Half Marathon, 5K/10K run/walks, and a Kid's Run. This year we were successful in implementing the swim, resulting in the first Willamette River triathlon for Salem. The bike ride once again extended the full length of River Road South, and the running events took place in Riverfront and Minto-Brown Island Park. The after-party in Riverfront Park included food and drinks from local providers, music, and even a yoga session – all open to the public.

**Completion Date(s):** September 23, 2018

1<sup>st</sup> \_\_\_ 2<sup>nd</sup> X 3<sup>rd</sup> \_\_\_ or 4<sup>th</sup> \_\_\_ quarter of FY 2018-19

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

Professional/staff hours 500 hours Volunteer hours 2,500 hours (see notes below)

- (1) Professional/staff hours includes estimates for paid time for Race Managers, Salem Public Works, Salem Police, Marion County, and EZ Signs/Rentals (who provided traffic control in Marion County).
- (2) Volunteer hours based on approx. 200 volunteers over two days of event (incl. set up/take down) and one year work of volunteer organizers.

**Amount of funds provided by TOT, \$10,000, and by other sources, \$57,000**

Other sources include: Registration fees, Rotary clubs, vendors in the event tent, cash sponsorships, and in-kind contributions.

**Admission** (checks or give amount): **Free** X **Admission** X (See below)

There was no admission fee for anyone wanting to view the events. Entry to the Awards/Food/Event Tent was also free to spectators, family, friends, and any park visitors. There was a registration fee for participants in the sport events, which varied by event, participant age, and the date of registration. The range (high to low) was \$110 for the Triathlon to \$15 for the Kid's Run.

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

Local businesses supported the Rotary Triathlon of Salem in several ways—as sponsors, vendors, and volunteers. There were 20 local organizations that provided cash sponsorships, which individually ranged from \$200 to \$5,000 and totaled \$18,700. Additionally, 24 local businesses provided in-kind support or discounted the cost of their services for the event, valued at approximately \$20,500. In addition to the volunteer support provided by the Rotary Club of Salem and Rotary Club of South Salem, we received volunteers from the Willamette Valley Triathlon Club (which was also a cash sponsor), Willamette University, City of Salem, South Salem High School, Center 50+, and many other fine organizations.

In alphabetical order, our cash and in-kind sponsors included: Abate Right; AC Gilbert House; Agape Youth; All Star Tents; Anderson Shirley Architects; Arcane Cellars; Bike Peddler; Boldt Carlisle + Smith; Café Yumm; Capital Financial Planners; Capitol Auto Group; Cherry City Interiors; City of Salem; Courthouse Athletic; David Barker Photography; Gallaghers Fitness; Gelco Construction; Great Harvest Bread; Huggins Insurance; Ike Box; Illahe Hills Country Club; Indigo Wellness Center; Kelley Imaging; Landis Consulting Engineers; Lewis Design; Maps Credit Union; Mediterra Swim; MSC Engineers; Northwest Rehabilitation Services; Oregon Beverage Services; Plaid Pantry; Print Specialties; PT Northwest; Roth's; Saalfeld Griggs; Safe Stor; Salem Golf Club; Salem Riverfront Carousel; ServiceMaster of Salem; Swiftcare Clinic; Travel Salem; Willamette Queen; Willamette Valley Bank; and Willamette Valley Triathlon Club.

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

This year, there were 217 participants who came from nine states (OR, WA, CA, OH, AZ, TX, ID, IL, WI). Nearly two-thirds (145) were from other than Salem or Keizer. About 30 percent (≈ 65) came from the Portland area. Over one-quarter of all participants (58) traveled over 50 miles for our event, at least some of whom would have stayed in local hotels and patronized businesses.

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

Besides attracting local participants in the various racing events, there were quite a few spectators who came down to Riverfront Park to cheer on the athletes and generally enjoy the event. Food and beverages were available to the public, and the music and highly entertaining announcer contributed to a festive atmosphere.

In addition, having an event such as this that promotes physical fitness, getting outdoors, and enjoying the company of fellow community members helps to create a positive and energetic vibe for the City of Salem.

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

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

Participants: 217 (number that crossed the finish line)

Spectators: 150 (estimated)

Volunteers: 250 (registered)

**Estimated percentage of:**

Salem residents and/or guests	<u>33%</u>
-------------------------------	------------

Out-of-town tourists (less than 50 miles)	<u>40%</u>
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Overnight tourists (hotel/motel)	<u>27%</u>
----------------------------------	------------

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

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

Registration data for participants and volunteers, estimate for spectators.

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

1. Projected Registered participants: 400	Actual: 266 registrations
2. Projected On-site participants: 340 (85%)	Actual: 217 (82%)
3a. Projected Salem Residents: 45%	Actual: 33%
3b. Projected Out-of-town tourists: 35%	Actual: 40%
3c. Projected Overnight tourists: 20%	Actual: 27%
4. Projected non-participating attendees: 500	Actual: 150 (estimated)

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

Judging from the fact that most of the participants were either triathletes or duathletes, the most effective resources were probably online triathlon event listings, and our email invitations to past participants.

**Submitted by:** John Shirley, Chair  
2018 Rotary Multi-sport RiverFest

**Date:** 11/17/18

**CTPAB Completion Report      TOT Funds Supporting Salem Tourism**  
***Special Event or Project Grant***

**Organization:** Friends of the Visual Arts, Willamette Art Center

**Name of Program or Event:** Artisan Village

**Location of Program or Event:** Oregon State Fairground

**Description of Activity:** The Artisan Village is a tent village comprised of a Willamette Art Center Raku glazing and firing tent, an art gallery, 18 art vendors and a music stage.

**Completion Date(s):**

1<sup>st</sup> X 2<sup>nd</sup>    3<sup>rd</sup>    or 4<sup>th</sup>    quarter of FY 2018-19

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

Professional/staff hours 320

Volunteer hours 615

**Amount of funds provided by TOT, \$ 10,000, and by other sources, \$ 7500**

**Admission** (checks or give amount): Free (after state fair admission).

**How did local businesses or organizations assist in this activity?** The Oregon State Fair contributed \$7,500 to the Artisan Village to help pay for the rental of sound equipment and tents, and musician fees. Local artists provided ceramics pieces for the art gallery, and musicians presented live music on the stage. Nine artists provided demonstrations throughout the Artisan Village every day.

**How did this event contribute to the CTPAB's goal of increasing room nights/revenue and increasing the overall economic impact of tourism in Salem?** The Artisan Village is an integral part of the Oregon State Fair. It provides an annual opportunity for families from all over the state to see art and working artists and to create a piece of artwork themselves. Numerous families come to Salem for the State Fair, and a number of glazing participants specifically mentioned that they look forward to working in the Raku glazing booth every year. Other families and employees from out of the area noted that the Village offers a quiet, relaxing alternative to the hustle and bustle of the rest of the fair.

**How did this event contribute to the CTPAB's goal of enhancing the quality of life for Salem's residents?** The Artisan Village not only introduces Salem residents to a ceramics process that was developed in Japan and allows participants of all ages to create a work of art, but it also builds community through the rich conversations and communal atmosphere of the glazing process. Artisan Village volunteers and printed materials at the art center tent introduce Salem-area residents to the Willamette Art Center community activities, such as the Empty

Bowls Marion Polk Food Share fundraiser, and center offerings such as classes, workshops and studio passes.

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

According to the State Fair's press release the total attendance to the fair increased by 27% over last year to 316,153 visitors. The Artisan Village attracted approximately 17% of the attendees or 53,746 visitors. Volunteers at the Willamette Art center's booth, using manual counters, determined that 17,229 people visited our tent alone.

**Estimated percentage of:**

<b>Salem residents and/or guests</b>	<u>62%</u>
<b>Out-of-town tourists</b>	<u>38%</u>
<b>Overnight tourists (hotel/motel)</b>	<u>15%</u>

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

Volunteers identified non-residents during gallery and Raku ceramics sales. Receipts for attendees from out-of-town were stamped and counted, and that number was subtracted from the number of attendees who made purchases from the art center. Press releases and the Director of Marketing and Sales for the fair provided additional statistical information.

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

A survey of art venders was completed; on a scale of one to ten on nine questions, with 10 as the highest number, responses averaged from 7.5 – to 9.75. The final question that asked vendors to provide an overall rating showed an average 8.75 in the level of satisfaction. Positive vendor comments included several statements that vendors appreciated the location of the event. Comments included, "Great experience. Will be back next year!", "Perfect location. Love to be here again" and "Would recommend to other vendors." All vendors indicated a desire to return to Artisan Village.

Another outcome has been a noticeable increase in new participants in the art center's community offerings of Family Clay Sunday and our fall classes. Our beginning wheel classes quickly filled, resulting in the addition of a third beginning wheel class for the winter term to meet the new demand.

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

Signage outside and around the fairgrounds and bright-colored flags drew attendees into the Artisan Village. The music stage also drew attendees to the village tents.

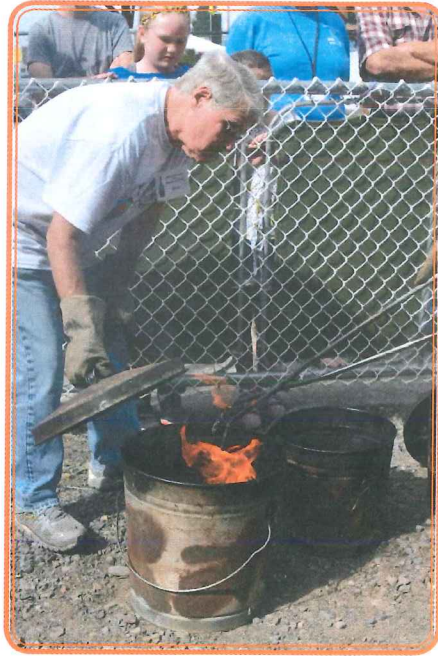
Two Willamette Art Center volunteers are Spanish-speaking; they communicated with a number of non-English-speaking families and individuals who participated in the Raku glazing activity.

Submitted by: 

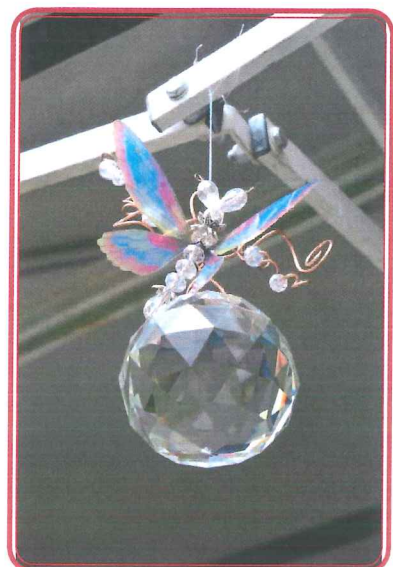
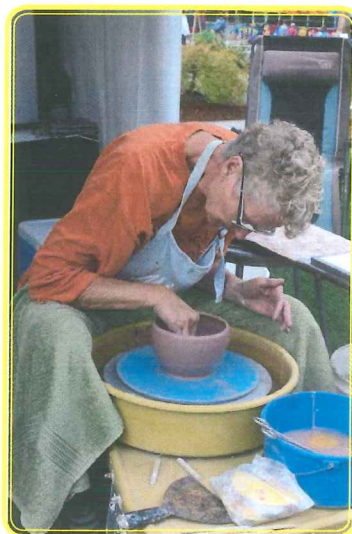
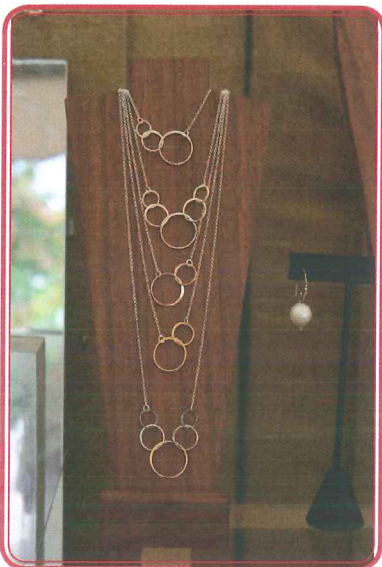
Date: Oct 04, 2008



## Rakuing Pots



## Artisans in the Village





**Willamette Art Center  
Artisan Village 2018  
Oregon State Fair**



**Glazing in the  
Raku Tent**



# CTPAB Completion Report      TOT Funds Supporting Salem Tourism

## *Capital Asset or Improvement Grant*

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

**Organization:** Salem Art Association

**Location of project:** Bush Barn Art Center

**Description of project:** Art Exhibit Wall Expansion

**Date completed:** October 31, 2018

1<sup>st</sup> \_\_\_ 2<sup>nd</sup> x 3<sup>rd</sup> \_\_\_ or 4<sup>th</sup> \_\_\_ quarter of FY 2018-19

**Staff to administer project** (estimate number):

Professional/staff hours      48

Volunteer hours      8

**The amount of funds provided by TOT, \$10,000, and by other sources, \$11,050.**

**How many local businesses or organizations assisted with this project?**

**Pilgrims Custom Cabinets & Construction** (1260 Woodrow St NE, Salem, OR 97301) assisted with repairs to the pull-out display walls. They removed the walls and conducted work at their facility, and reinstalled them at the Bush Barn Art Center. Removing the walls also allowed the contractor to repair tracks that had cut grooves in our wooden floor.

**Sunbelt Rentals** (1860 22nd St SE, Salem, OR 97302) assisted with unloading and staging the crate containing the MBA display walls for unpacking. Sunbelt donated \$365 for the fork lift rental and in-kind labor.

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

The project expands opportunities for exhibitions, installation, versatility in configuration, and increased number of entries per community shows, such as our recent "Holiday Showcase." This year's Showcase features 50 artists from as far as Boise, ID. With its three contemporary art galleries and a gift gallery, the Bush Barn Art Center offers the public year-round programming, serves as Salem's civic art center, and welcomes well over 20,000 visitors annually. The four galleries are opened during the annual Salem Art Fair & Festival, which serves to extend and enrich the cultural tourist's experience. In July/August 2019, we will expand our "Salem Salon" exhibition to accommodate artists within a 50 mile radius from Salem. This biannual exhibit coincides with the Salem Art Fair & Festival, which will provide an additional draw and garner a wider viewing audience from many of the out-of-town guests who attend Art Fair.



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

The MBA display walls are free standing, may be repositioned into multiple configurations, and do not attach to the building structure. With repairs to the pull-out walls in the Camas Gallery, we were able to completely refurbish and preserve existing construction.

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

This project allows Salem Art Association to feature additional artists in our sales and rental gallery, and likewise in our three major community exhibitions (Holiday Showcase, Salem Salon, and Young Artists' Showcase) attracting communities locally, regionally, and nationally.

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

The MBA walls are low maintenance and will only require patching and painting after each use. The pull-out walls will not require any major maintenance other than periodic adjustments and cleaning for the next 5 years.

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

**Outcome 1: Amount of time from project implementation to project completion**

The time from the purchase to the assemblage and installation of the repositionable walls is expected to be completed between July-October 2018 and the repairs to the pull-out walls (from ordering the new parts and making the upgrades) is expected to be completed between July-October 2018.

- Pilgrims Custom Cabinets & Construction completed the project quickly within a week.
- The MBA walls were delivered on time and installed before October 31. (see attached invoice)

**Outcome 2: Anticipated improvement in operating efficiency resulting from project**

The project will realize an increase in services to artists through expanded opportunities for exhibitions, installation, versatility in configuration, and increased number of entries per community shows. The quality and curatorial design of exhibitions will meet the higher standards of cultural visitors. The Galleries and Annex are expected to be ready for use by October 31, 2018.

- The pull-out wall project allows us to have additional display areas for artists' paintings, drawings, and prints that are for sale and/or for rent.
- The MBA wall project expanded opportunities for exhibitions, installation, versatility in configuration, and increased number of entries per community shows, such as Holiday Showcase, Salem Salon, and Young Artists Showcase.

**Submitted by:** David Wilson, Gallery Director      **Date:** 12/05/2018

**TRANSIENT OCCUPANCY TAX**  
**CAPITAL ASSET / IMPROVEMENT PROJECT**  
**FY 2018-19 GRANT APPLICATION - BUDGET ATTACHMENT**

Revenue Item	Status of Revenue	Acutal
Type 1	The Ford Family Foundation	11,050
Type 2	City of Salem TOT	10,000
Type 3		
Type 4		
Type 5		
Type 6		
Type 7		
Type 8		
Type 9		
Type 10		
<b>TOTAL REVENUES</b>		<b>21,050</b>

In-Kind Item		Value	
Type 1	Director/Gallery Prep Asst. 48 hrs. assembly/installation	1,764	
Type 2	Sunbelt Rentals equipment and labor	365	
Type 3			
Type 4			
Type 5			
Type 6			
<b>TOTAL IN-KIND VALUE</b>		<b>2,129</b>	<b>\$ 23,179</b>
			<b>TOTAL REVENUES</b>

Expenditure Item	Actual	In-Kind	Total
<b>Personnel Costs</b>			-
<b>Other Operating Expenses:</b>			
Type 1	Director/Gallery Prep Asst. 48 hrs. assembly/installation	1,764	1,764
Type 2	Sunbelt Rentals equipment and labor	365	365
Type 3	Sunbelt Rentals delivery/pickup fees and tax	197	197
Type 4	12 movable wall kits- for Galleries	18,025	18,025
Type 5	Labor/materials to repair 11 pull outs	2,575	2,575
Type 6			-
Type 7			-
Type 8			-
Type 9			-
Type 10			-
<b>TOTAL OPERATING EXPENSES</b>	<b>20,797</b>	<b>2,129</b>	<b>22,926</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.

# UP COMING EVENTS

Salem's Riverfront Carousel

*Santa at the Carousel*

Saturday, December 15, 2018, 10 AM -5 PM

Sunday, December 16, 2018, 11 AM – 5 PM

Saturday, December 22, 2018, 10 AM-4 PM

Sunday, December 23, 2-18, 11 AM-5 PM

Monday, December 24, 2018, 10 AM-3 PM

Salem's Riverfront Carousel

*Letters to Santa*

**\*Drop off your *Letters to Santa* and receive a response before Christmas\***

Available now through December 16, 2018

<http://salemcarousel.wixsite.com/salemcarousel/calendarofevents>

Salem's Riverfront Carousel

*Breakfast with Santa (SOLD OUT)*

Saturday December 15, 2018

8 AM

\$20/person

By reservation only, 503-540-0374 (SOLD OUT)

Salem's Riverfront Carousel

*Tea with Mrs. Claus (SOLD OUT)*

Sunday December 16, 2018

11 AM and 1:30 PM

\$20/person

By reservation only, 503-540-0374 (SOLD OUT)

Salem's Riverfront Carousel

*Holiday Pajama Party*

Friday, December 21, 2018 &

Saturday, December 22, 2018

\$20/person

By reservation only, Call 503-540-0374

Salem's Riverfront Carousel

*Free Carousel Rides*

Christmas Day, Wednesday, 26, 2018, &

New Year's Day, Tuesday, January 1, 2019

Open Noon – 4 PM

Free unlimited carousel rides

**\*Suggested can food donation benefitting Marion-Polk Food Share\***

# UP COMING EVENTS

Oregon State Capitol Foundation

*Holidays at The Capitol*

Until December 22, 2018, the Sounds of the Season will be heard in the Capitol Rotunda

Daily from 10 AM to 2 PM

Download Choir Schedule at:

<https://www.oregonlegislature.gov/capitolhistorygateway/Pages/Events.aspx>

Self-guided building tours are available 8 AM to 5 PM - Free

Oregon State Capitol Foundation

*Heather Fortner Exhibit in the Governor's Ceremonial Office*

December 7 through January 31, 2019

Monday through Friday, excluding holidays

Free

Toledo artist Heather Fortner will exhibit "Secrets of the Kelp Forest: Nature printed scenes of life under the canopy" in the Governor's Office.

Bush Barn Art Center

*Holiday Showcase*

600 Mission St SE, Salem, OR

Through December 23, 2018

Free

Gallery hours are Tues-Fri, 10 AM-5 PM, and Sat/Sun, Noon to 5 PM.

This annual, gift-themed exhibition is a one-stop shop for unique gifts. More than 50 artists will be selling traditional art, plus jewelry, ceramics, textiles, tree ornaments, greeting cards and more.

Bush Barn Art Center

*Kathryn Cellerini Moore*

600 Mission St SE, Salem, OR

Through December 23, 2018

Free

Gallery hours are Tues-Fri, 10 AM-5 PM, and Sat/Sun, Noon to 5 PM.

A work focused on self-reflection and healing.

Bush Barn Art Center

*Featured Artist: Christine Joy*

600 Mission St SE, Salem, OR

Through December 23, 2018

Free

Gallery hours are Tues-Fri, 10 AM-5 PM, and Sat/Sun, Noon to 5 PM.

Christine's passion is creating images with her own hands inspired by nature.

# UP COMING EVENTS

## **Bush Barn Art Center**

***Artist-in-Residence: Roberto Oran***

**600 Mission St SE, Salem, OR**

**December 11 – January 6, 2019**

**Free**

**Gallery hours are Tues-Fri, 10 AM-5 PM, and Sat/Sun, Noon to 5 PM.**

**Roberto Oran will create new art during his residency in the Annex at Bush Barn Art Center. His passion is to create art that tells stories and his subject matter is inspired by his Latino roots and struggles and dreams of the Latino immigrant community.**

## **Deepwood Museum & Gardens**

***Holiday Teas (SOLD OUT)***

**1116 Mission St SE, Salem, OR**

**Friday, December 14, 2018 through**

**Tuesday, December 18, 2019 (2018 Teas Sold Out, See 2019 Teas Scheduled below)**

**11:00 AM - 1:00 PM**

**\$35 per guest/\$31.50 for Deepwood members**

**Celebrate the holidays with this annual favorite at Deepwood! Enjoy a delicious three-course holiday inspired menu accompanied by Deepwood's signature organic rose tea, all set in the historic home decorated for a Victorian Christmas. House Tour included after tea.**

**\*see 2019 Tea Schedule here: <https://deepwoodmuseum.org/events/deepwood-teas/>**

## **Willamette Heritage Center**

***Magic at the Mill***

**December 19-23, 2018**

**5:30-8:00 PM**

**\$8 Adults**

**\$5 Kids**

**1313 Mill Street SE, Salem, OR**

**Free to WHC Members**

**Come see thousands of twinkling lights and holiday cheer. Children's activities, heritage tours, blacksmith and textile art demonstrations, a holiday market for shopping. Experience the holiday magic with this family friendly activity.**

## **Oregon State Capitol Foundation**

***Exploring Oregon's Heritage-Oregon's 160<sup>th</sup> Birthday Party***

**Saturday, February 16, 2019**

**10 AM to 2 PM**

**Free**

**Exploring Our Heritage -- Oregon's Birthday Celebration! Oregon became a state on February 14, 1859 and to celebrate we will have costumed history interpreters, historic re-enactments, activities for children, period music, covered wagons and a stagecoach, free birthday cake while supplies last and more! This event is sponsored by the Oregon State Capitol Foundation.**



# CTPAB Parking Lot

Schedule Tour and Meeting Dates for the next 3 months