

SALEM CULTURAL AND TOURISM PROMOTION ADVISORY BOARD

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

Board Members

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

City Staff

Chris Neider, Staff Liaison
Kelly Kelly, Staff Support

Next Meeting: Jan. 11th

TOT Event Grant Reviews

<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 14, 2021

6:00 - 8:00 PM

City of Salem Planning Division YouTube Channel

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

Salem, OR

1. Call to Order
2. Roll Call
3. Approval of Today's Agenda and the Minutes from:
 - a. September 14, 2021 CTPAB meeting
4. Public Testimony - limited to three minutes per organization and pertaining to items on the agenda.
5. Items Requiring Action
 - a. Review of FY 2023 TOT Facility and CIP Grant Applications
 - i. 9 Facility Operators and 2 CIP Applications
6. Information Items
 - a. Cultural and Tourism Fund Reports – November 2021
 - b. Cultural and Tourism Fund Revenue (Tax) Reports – November 2021
 - c. Facility Operating Grant Reports – Bush House Museum, Deepwood Estates & Gardens, Elsinore Theatre, Gilbert House Children's Museum, Hallie Ford Museum of Art, and Salem Multicultural Institute
 - d. Event Grant Reports – Ceili of the Valley, Enlace Cross Cultural, and Hoopla
 - e. Capital Improvement Reports – None
 - f. Annual Reports – None
7. Appearance of Interested Citizens
(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)
8. Other Business & Parking Lot Items for future discussions
9. Adjournment

MINUTES
CULTURAL AND TOURISM PROMOTION ADVISORY BOARD
Tuesday, September 14, 2021
Remote Meeting via ZOOM
<https://www.youtube.com/watch?v=PLiCD7P1gHw>

<p>MEMBERS PRESENT Felipe Gonzales-Chair Laura Tesler Gaelen McAllister Ryan Gail Vacant Vacant</p> <p>STAFF PRESENT Chris Neider, CD Management Analyst II Kelly, CD Staff Assistant</p>	<p>MEMBERS ABSENT Scott Snyder Jonathan Baker Omar Alvarado</p>
<p>GUESTS Guests were allowed to attend via Zoom for this meeting. Guests were also able to view via YouTube.</p> <p>Input, questions and updates ahead of the meeting were invited by Chris Neider.</p>	<p>GUESTS Sally Puhek Litchfield, Elsinore Theatre Michelle Cordova – Willamette Heritage Center Ross Sutherland, Bush House Museum Kathleen Fish, Salem Multicultural Institute Yvonne Putze - Deepwood Museum & Gardens John Olbrantz – Hallie Ford Museum of Art Matthew Boulay – Salem Art Association Kelly Harms – Salem Art Association Alicia Bay – Gilbert House Children’s Museum Irene Bernards – Travel Salem Vincenzo Meduri – Enlightened Theatrics Carlee Wright – Salem Press Play</p>

1. CALL TO ORDER

Chris Neider began the meeting at approximately 6:04 p.m. with 3 of 7 members present.

2. ROLL CALL

Felipe Gonzalez, chair, read the roll call.

Members present: Laura Tesler, Ryan Gail, Felipe Gonzales,

Chris Neider, Kelly Kelly. (Gaelen McAllister arrived at 6:20 PM, completing quorum.)

Members absent: Jonathan Baker, Omar Alvarado, Scott Snyder

*Agenda items not requiring a quorum or vote were discussed ahead of Gaelen McAllister arriving at 6:20 PM, completing quorum.

Items requiring a vote of quorum were revisited for a vote once Gaelen McAllister arrived.

3. APPROVAL AGENDA AND MINUTES

- a. Approval of today's agenda and the August 10, 2021 CTPAB meeting minutes.

Motion: To approve the August 10, 2021 CTPAB meeting minutes.

Motion by: Felipe Gonzalez

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 4-0

Aye: 4

Nay: 0

Abstentions: 0

Motion: To approve today's agenda.

Motion by: Felipe Gonzalez

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 4-0

Aye: 4

Nay: 0

Abstentions: 0

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

5. ITEMS REQUIRING ACTION

- a. Salem Art Association - Change in Scope for TOT Grant Award -

Motion: To accept the Change-in-Scope as presented for the SAA TOT Grant Award.

Motion by: Felipe Gonzalez

Seconded by: Ryan Gail

ACTION: APPROVED

Vote: 4-0

Aye: 4

Nay: 0

Abstentions: 1

*Note: Scott Snyder, who was not able to attend, emailed in an affirmative vote, since Laura

Tesler needed to recuse herself from the vote. Therefore, the quorum was achieved for the passing vote. Omar Alvarado and Jonathan Baker were also offered to add their email or call-in vote, but did not respond.

b. TOT Grant Orientation Announcement –

Chris Neider announced the upcoming TOT Grant Orientation would be happening next meeting, Tuesday, October 12, 6-8 PM, with a 2nd meeting, Thursday, October 14, 2-4 PM. Both meetings will be virtual via Zoom. Grant Applicants must attend one of the two meetings to qualify. Applicants should email Chris Neider, cneider@cityofsalem.net, or call 503-540-2361, to receive the meeting zoom link. The public announcement was viewed and discussed.

Motion: To approve the Public Announcement for Grant Orientation October 12th and 14th, with mandatory attendance of one or the other meetings for TOT Grant Applicants.

Motion by:	Felipe Gonzalez
Seconded by:	Gaelen McAllister (Arrived at 6:20 PM)
<u>ACTION:</u>	APPROVED
Vote:	4-0
Aye:	4
Nay:	0
Abstentions:	0

c. Example On-Line TOT Applications for FY 2023 –

The On-Line TOT Grant Applications were reviewed and discussed. It was suggested to add a note numbers do not accept/allow commas. I.E., show 75,000 as 75000 and be aware it will not allow or accept the comma. It was also suggested to add Chris Neider's contact information as part of the header, so applicants can reach him with any concerns.

Motion: To approve the new On-Line TOT Grant Application as presented, with the suggested changes.

Motion by:	Felipe Gonzalez
Seconded by:	Gaelen McAllister
<u>ACTION:</u>	APPROVED
Vote:	4-0
Aye:	4
Nay:	0
Abstentions:	0

6. INFORMATION ITEMS

- a.** Cultural and Tourism Fund Reports – June 2021
- b.** Cultural and Tourism Fund Revenue (Tax) Reports – June 2021
- c.** Facility Operating Grant Reports – Elsinore Theatre and Salem Multicultural Institute
- d.** Event Grant Reports – None

- e. Capital Improvement Reports – None
- f. Annual Reports – None

7. APPEARANCE OF INTERESTED CITIZENS

(Opportunity for those attending the meeting to address the board on items other than those appearing on the agenda. Limited to **three** minutes per person.)

Ross Sutherlin shared Summer Camps went well, with themed Art Programming, tours of the Museum and Grounds, and some lovely collaboration with other cultural partners such as Deepwood and Lord & Schryver. Ross noted they are still working on the guided tour and enhancing it with additional local history. Yvonne Putze from Deepwood asked about the Attendance Question on the TOT Grant Application, noting the way things are broken out on the Quarterly Reporting is better and allows the cultural organizations to explain more effectively their audience and numbers. Felipe Gonzalez noted all organizations will have the same perimeters to explain their organizations numbers, and it will be understood the current Pandemic-related limitation they all are experiencing, so let's not change it this cycle, but consider the change for the future if still wanted. Matthew Boulay of Salem Art Association introduced Kelly Harms, new SAA staff and thanked the Board for approval of the change in cope for their SAA Grant Event.

8. OTHER BUSINESS & PARKING LOT ITEMS FOR FUTURE DISCUSSIONS

9. ADJOURNMENT

The next regular meetings will be the two TOT Grant Orientation meetings, Tuesday, October 12, 2021, 6-8 PM, and Thursday, October 14, 2-4 PM, via Zoom and YouTube Live. Contact Chris Neider ahead of the meeting to confirm your desire to participate and receive the meeting Zoom link. Chris Neider noted we are about to begin another TOT Grant Funding Cycle and attending one of the two Grant Orientation meetings is a requirement to qualify for TOT Grant Funding. Applications become available on-line shortly afterwards, and are due November 15th, 2021.

With no further business, Chris Neider adjourned the meeting at approximately 7:20 PM.

Respectfully Submitted,

Kelly Kelly, Board Staff Support

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

	FY 2021-22		FY 2020-21		FY 20-21 to FY 21-22	% Difference
	Budget	Actual Thru	Budget	Actual Thru		
	FY 2021-22	30-Nov	FY 2020-21	30-Nov		
Resources						
Beginning fund balance	1,395,440	1,836,848	399,320	382,474	1,454,374	380.25%
Tax collections	3,132,120	1,724,665	3,180,370	1,063,163	661,502	62.22%
Other agencies	5,400	468	5,400	393	75	19.08%
Interest earnings	2,500	3,190	2,500	4,005	(815)	-20.35%
Loan principle	-	-	-	-	-	0.00%
Loan interest	-	-	-	-	-	0.00%
Other revenue	12,000	7,200	12,000	6,400	800	12.50%
US Treasury ARPA	1,637,570					
Intrafund Budgeted Transfers	-	-	-	-	-	0.00%
Transfers	-	-	-	-	-	0.00%
Total Resources	6,185,030	3,572,371	3,599,590	1,456,435	2,115,936	145.28%
Expenditures by Division						
Conference Center Marketing	313,210	125,000	309,090	-	125,000	
Tourism Promotion - Travel Salem	783,030	339,270	795,090	129,653	209,617	161.68%
City Programs/Parks/CIP	1,570,920	624,605	1,582,240	618,815	5,790	0.94%
Administration	314,650	133,003	275,140	113,701	19,302	16.98%
Major Tourist Attractions and Cultural Facilities	469,810	132,998	573,530	150,200	(17,202)	-11.45%
Contingency	120,000	13,143	64,500	8,517	4,626	54.31%
Total Expenditures	3,571,620	1,368,019	3,599,590	1,020,886	347,133	34.00%
Total Resources Less Expenditures	2,613,410	2,204,352	-	435,549	1,768,803	406.11%

Item 6.b.

Transient Occupancy Tax - Actual Tax Revenue														Annual
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL	Budget
2019-20	-	521,252	532,890	348,253	363,399	283,123	227,425	236,482	287,341	204,371	79,478	290,940	3,374,954	4,137,870
2020-21	-	214,117	238,457	323,419	287,170	186,529	165,617	145,527	242,655	239,423	308,353	743,853	3,095,121	3,180,370
2021-22	-	442,382	452,411	500,380	329,491	186,529	165,617	145,527	242,655	239,423	308,353	743,853	3,756,622	3,132,120
% Chg		106.61%	89.72%	54.72%	14.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	21.37%	
														19.94%

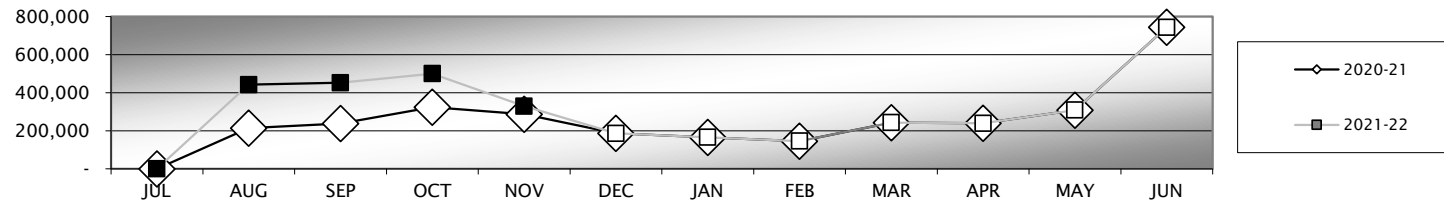


Chart and graph demonstrate actual revenue for FY 2019-2020 and FY 2020-2021 compared to FY 2021-2022.

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 2020-21	1,063,163
YTD November FY 2021-22	1,724,665
Variance FY 20-21 to FY 21-22	62.22%

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Bush House Museum

2. Name and location of facility

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

3. Reporting period

1st quarter

4. Total number of days open

8

5. Total hours of operation

285

6. Volunteer hours for period

0

7. Total attendance at facility

171

8. List the attendance and each type of activity

9. Operating expenses funded by TOT for the period

\$6,935.00

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

\$0.00

11. Total income from other sources

\$8,123.00

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

Due to the COVID-19 health crisis, the Bush House Museum was not open for afternoon guided tours from July to September 2021. While the Museum was not physically open to the public, Salem residents and visitors, as well as those living outside Salem, could access a virtual guided tour of the Museum's interior at <https://bushhousemuseum.org/>. To date this two-part video has been viewed by 645 individuals and classrooms. In late July and early August, in the lull between COVID-19 and the Delta Variant, the Museum provided educational tours as part of the Salem Art Association's Art of All Kinds Summer Camp. There were four one-week camp sessions for youth 7-9 and 10-12, and the Museum had a total of 171 multiple interactions with these campers.

July through September 2021, the Bush House Museum continued working to enhance Salem's appeal as a tourist attraction. The Museum, as with many Salem cultural-heritage sites, is working to broaden the history it interprets to include the Bush Family household, the cultural diversity of Salem history and Oregon's artistic heritage.

To enhance the cultural diversity of Salem history, the Museum hosted a virtual meeting of the Bush House Museum Reimagining Steering Committee, which has representation from the Confederated Tribes of the Grand Ronde, the Oregon Black Pioneers, Latinos Unidos Siempre, City staff and others. At this meeting, Committee members shared their personal perspectives and professional experiences. Some of the impetus for establishing this Committee, has been feedback from the Oregon Heritage Commission, and community members, asking that the Museum address Asahel Bush's disparaging comments about Black Oregonians. In the coming months this Committee will help craft a new guided tour, and complementary programming, to address various social justice issues.

The Museum reimagining comes at a time when numerous cultural-heritage organizations are being asked to broaden and deepen the history they interpret. There is Committee members that continuing to interpret the furnished historic home of a white, wealthy, privileged man, who used his newspaper, financial clout and political influence to affect public opinion, is of declining interest to a growing number of Salem residents and visitors.

The challenge to the Bush House Museum, and the Committee, is not only determining what to say, but how to present this interpretation. There are those that have expressed their perspective that while educating visitors about discrimination and racism is an important first step, Museum programming should also work to "heal" the impact of systemic racism on visitors from a variety of backgrounds.

One component to reimagining of the Bush House Museum, is the role of contemporary art in engaging visitors and communicating complex issues with them. As part of the reimagining effort, a Guest Curator Program is being developed which will encourage contemporary Oregon artists to create and install site specific artwork in the Museum. Working from a "Leave No Trace" perspective, there are numerous opportunities to incorporate contemporary artwork into the furnished historic rooms in the Bush House Museum that addresses social justice issues.

For decades there have been artists creating site specific art at the intersection of history and fine art, such as Fred Wilson's 1992 "Mining the Museum" exhibition at the Maryland Historical Society. Without altering any of the artifacts, Wilson created thought provoking artwork, by juxtaposing selected pieces from the Historical Society's permanent collection. He placed slave shackles next to finely handcrafted silver and positioned cigar store Indians facing away from the viewer, to communicate Black and Indigenous perspectives.

Another nationally recognized contemporary artist is Rebecca Keller, who teaches at the School of the Art Institute of Chicago. She states that "much of my recent work falls under the umbrella title "Excavating History": wide ranging, research driven projects investigate the idea of history as a category and engine for artmaking." <https://rebeccakeller.net/home.html> Keller's artwork, and that of her students, has interpreted the hidden history of various sites with installations that complement an historic setting rather than overwhelm it.

The Bush House Museum, in collaboration with the Salem Art Association, has recently received grant funding to develop and implement the Guest Curator Program. The creation and installation of site-specific, socially relevant, contemporary art in the Museum will not only encourage increased visitation from Salem area residents, but provide new cultural-heritage experiences for Salem visitors.

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

In the Bush House Museum's 2021-2022 TOT Facilities Operating Grant application, two measurable outcomes were presented. The first is to "increase the number of local and out-of-town visitors to BHM" and to "increase the diversity of visitors to BHM."

The first goal would be to increase visitation in both categories of visitor 10%, by developing a diversity based Museum tour which related to current events. The second goal would be achieved by marketing this diversity based tour to a broader audience, using diversity based communication channels such as Spanish language newspapers and radio stations.

The Museum has begun working to reach these goals by establishing the Bush House Museum Reimagining Committee to help develop a Museum tour which features the stories of traditionally underrepresented Salem residents. Complementing this effort is the reinterpretation of several second floor bedrooms to provide visitors with a better understanding of Sally Bush and her sister Eugenia, who returned from a mental health sanitarium in the eastern U.S., following the death of her father in 1913. Work is also proceeding to develop a dedicated exhibition space on the second floor and establish a workspace to continue work on the Salem Remembers Timeline. This online resource provides information on a range of Salem's underrepresented residents from the 1830s to the 1930s.
<https://bushhousemuseum.org/salem-remembers-timeline/>

14. Submitted by

Ross Sutherland

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

ross@BushHouseMuseum.org

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

2. Thank You!

Thank you for submitting your report.

TOT Report 2021-2022 1st Quarter | July to September 2021

Attachments

For decades there have been artists creating site-specific art at the intersection of history and fine art, such as Fred Wilson's 1992 *"Mining the Museum"* exhibition at the Maryland Historical Society. Without altering any of the artifacts, Wilson created thought provoking artwork, by juxtaposing selected pieces from the Historical Society's permanent collection. He placed slave shackles next to finely handcrafted silver and positioned cigar store Indians facing away from the viewer, to communicate Black and Indigenous perspectives.

Fred Wilson's 1992 exhibition "Mining the Museum" at the Maryland Historical Society.



Another nationally recognized contemporary artist is Rebecca Keller, who teaches at the School of the Art Institute of Chicago. She states that *"much of my recent work falls under the umbrella title 'Excavating History': wide ranging, research driven projects investigate the idea of history as a category and engine for artmaking."* <https://rebeccakeller.net/home.html> Keller's artwork, and that of her students, has interpreted the hidden history of various sites with installations that complement an historic setting rather than overwhelm it.

Rebecca Keller's site-specific are installation in a historic furnished house museum.



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Red_Room1_5(2).jpg



Red_Room1_6(3).jpg

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Friends of Deepwood

2. Name and location of facility

Deepwood Museum & Gardens, 1116 Mission Street SE, Salem, OR 97302

3. Reporting period

1st quarter

4. Total number of days open

92

5. Total hours of operation

1104

6. Volunteer hours for period

331

7. Total attendance at facility

4301

8. List the attendance and each type of activity

Museum tours / gallery visits : 299

Events, Festivals, Experiences, Other Programs : 2772

Rentals : 1230

9. Operating expenses funded by TOT for the period

\$7,945.00

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

\$0.00

11. Total income from other sources

\$38,233.00

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

Despite the extreme challenges to operate our historic home amidst pandemic guidelines we were open for museum home tours with volunteer led tours the full quarter. We modified hours to 3 instead of 4 tours each open day and we eliminated our least popular tour day of the week. However after the prior year had no home tours during the first quarter of the year this year we were open for tours 120 hours and welcomed 299 guests with the majority (185) from outside of the local market (50+ miles from Salem). We increased social media marketing on our pandemic procedures; did additional volunteer training on managing distancing, handling challenges, etc and carried forward with an attitude focused on making things successful. We also made sure attendees received the new Experience Salem brochure to help promote other attractions and a longer stay in Salem.

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

We had a goal for this fiscal year to Increase rentals FY 21/22 over 20/21 by 15% and the method listed was to do marketing efforts both in and 50 miles beyond Salem through social media & web sites. We exceeded the goal and followed the identified methods:

During this quarter 14 rental events were held on the grounds of Deepwood. These rentals brought a total of 1242 people to the grounds of Deepwood. Of the 14 rental events 9 were couples outside of the 50 mile radius which is considered to constitute an overnight stay and of those rentals from out of market there were 830 guests. This draw to the market brings guests who often stay for 2-3 days including stays at area hotels, meals at restaurants, visits to other attractions and of course business with many vendors related to the wedding (photographers, videographers, catering, rental equipment, music. In this quarter the prior fiscal year 11 rentals were held in the first quarter with a total of 396 guests. Of those rentals 6 were couples were from outside of our 50 mile radius resulting in 207 guests.

Based on these results we saw a YOY increase of 50% in couples from outside of the market and more than double guests at those out of market rental couple's events alone.

We utilized our newly developed #DeepwoodWeddings social media (Facebook and Instagram), as well as increasing our presence within online wedding sites.

14. Submitted by

yvonne putze

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

yvonne@deepwoodmuseum.org

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

[Independence Day Flashback Friday.png](#)
[Garden Tour post promoting partnership.png](#)
[DeepwoodWeddings Post.jpg](#)
[Treasured Garden Volunteers.jpg](#)
[Q1 Garden beauty.jpg](#)
[Always popular what is it Wednesday.pdf](#)

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

The Historic Elsinore Theatre

2. Name and location of facility

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

3. Reporting period

1st quarter

4. Total number of days open

22

5. Total hours of operation

66

6. Volunteer hours for period

343

7. Total attendance at facility

2803

8. List the attendance and each type of activity

Museum tours / gallery visits : 36

Films / performances : 2222

Children's Entertainment : 446

Rentals : 99

9. Operating expenses funded by TOT for the period

\$7,702.50

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

\$0.00

11. Total income from other sources

\$1,031,517.02

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

On July 3, the theater was rented to NPC Oregon (National Physique Committee - the largest amateur bodybuilding organization in the US) for their Oregon Open Men's and Women's championship. 190 tickets were sold and 95 of them were from zip codes beyond 50 miles. Twenty-seven of those were from out of state. Hopefully some of those folks needed hotels in Salem. This event definitely adds to the diversity of our offerings and the organizers are excited to have it in our theater every year. It is already booked for July 2022.

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

Our #1 Goal was to increase full year % of tickets purchased from people living beyond 50 miles from 15% in FY18-19 to 19% in FY21-22. Comparing those two time periods for the first quarter (with FY 22 being drastically impacted by COVID):

Events happening July1, 2018 through Sept 30, 2018, 5934 tickets were sold and 17% (981 people) came from beyond 50 miles.

Events happening July1, 2021 through Sept 30, 2021, 1856 tickets were sold and 32% (596 people) came from beyond 50 miles.

We anticipate the large increase beyond 50 miles is due to two big shows, Clay Walker and Dwight Yoakam, who have fan clubs that may have drawn people from far away who were anxious for a sense of normalcy after being cooped up. The other explanation could be more third party tickets luring people to their website to purchase tickets. In that case, we can only collect the zip code of the third party ticket company, not the actual ticket holders.

14. Submitted by

Sally Puhek

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

Sally@ElsinoreTheatre.com

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

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

GILBERT HOUSE CHILDREN'S MUSEUM

2. Name and location of facility

Gilbert House Children's Museum

3. Reporting period

1st quarter

4. Total number of days open

67

5. Total hours of operation

390

6. Volunteer hours for period

1819

7. Total attendance at facility

11061

8. List the attendance and each type of activity

Museum tours / gallery visits : 10402

Classes, Workshops, Camps : 480

Events, Festivals, Experiences, Other Programs : 79

Rentals : 100

9. Operating expenses funded by TOT for the period

\$8,197.00

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

\$0.00

11. Total income from other sources

\$154,777.00

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

Gilbert House Children's Museum followed all Covid restrictions provided by the state and those determined by our staff to create a safe environment to play. Capacity limits, timed ticketing for admission, enforcing masks mandates and frequent cleaning of all surfaces made GHCM a healthy environment for children to play. Our target population for visiting the museum has not yet been approved for the vaccine, so families expect the highest safety measures for their children when they visit.

We continued our offers to families that were members of the Portland Children's Museum. The offers include a free visit for four to try out GHCM and/or an additional month if they purchase a membership. GHCM purchased targeted ads on Facebook and Instagram to reach families in the Portland Metro area to advertise a visit to Salem. The website landing page for Portland families lists other places to visit.

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

One benchmark set for this fiscal year is to increase the number of out of town visitors to 20% being from outside the Salem-Keizer area. In the first quarter of FY 2021-22, 43% of people that visited GHCM were not from Salem-Keizer. Forty-seven percent of the visitors were from Salem-Keizer. Ten percent of the visitors did not provide a zip code. Staff collects zip codes through website sales and in-person sales for admission. There were approximately 10,000 visitors for the first quarter and 4,300 of those were from outside the Salem-Keizer area.

We appreciate the support of the Cultural and Tourism Advisory Board and grant funds that help to fund operational and marketing costs.

14. Submitted by

ALICIA BAY

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

executivedirector@acgilbert.org

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

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Hallie Ford Museum of Art

2. Name and location of facility

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

3. Reporting period

1st quarter

4. Total number of days open

66

5. Total hours of operation

330

6. Volunteer hours for period

164.5

7. Total attendance at facility

5643

8. List the attendance and each type of activity

Museum tours / gallery visits : 5298

Student attendance : 345

9. Operating expenses funded by TOT for the period

\$0.00

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

\$7,685.00

11. Total income from other sources

\$212,596.25

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

Summers are typically our slowest months, especially the month of August, but this past summer the Hallie Ford Museum of Art enjoyed a record number of visitors, driven almost exclusively by a major exhibition of work by internationally-recognized Seattle glass artist Dale Chihuly as well as smaller exhibitions of medieval Islamic coins and prints from the Crow's Shadow Institute of the Arts. Indeed, it has often been said that if you want to attract large numbers of visitors to your institution, you need to present exhibitions of Egyptian art, Chinese tomb figures, French Impressionism, or contemporary glass, and last summer's Dale Chihuly exhibition was no exception.

The exhibition, "Dale Chihuly: Cylinders, Macchia, and Venetians from the George R. Stroemple Collection", opened on June 5 and continued through August 28 and featured 72 glass vessels, sculptures, and drawings from what is considered to be the finest collection of Chihuly's artwork in private hands. Included in the exhibition were superb examples of the artist's Irish cylinders, inspired by St. Patrick's Day, Irish themes, and James Joyce's masterpiece "Ulysses"; his Macchia (Italian for spotted), flamboyantly-shaped vessels in virtually every color imaginable; his Venetians, traditional vessel forms—cones, cylinders, amphorae, bowls, and ginger jars—with elaborate surface decoration and embellishment; and a range of his drawings from the 1980s and 1990s.

In addition to the Chihuly exhibition, the Hallie Ford Museum of Art presented two other smaller exhibitions last summer that attracted visitors from throughout the region: "Gold of the Caliphs: Medieval Islamic Coins from the Gary Leiser Collection of the Hallie Ford Museum of Art" featured more than 75 coins of the more than 500 coins that Leiser donated to the Hallie Ford Museum of Art in 2017, and "Crow's Shadow Institute of the Arts Biennial", an exhibition of contemporary prints created by native and non-native artists at this important printmaking atelier in northeastern Oregon over the past two years. Both exhibitions opened on February 6 and closed on August 14. They were followed in September by "Claudia Cave: Interiors and Interiority" and "Time in Place: Northwest Art from the Permanent Collection".

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

As part of our TOT grant from the City of Salem, we identified two outcomes related to CTPAB goals that we hoped to achieve this year: increase attendance at the Hallie Ford Museum of Art by 10% in 2021-22, and increase attendance at our education programs by 10% during the same time period. Both goals were intended to increase our impact on cultural tourism and enhance the quality of life in Salem. Unfortunately, neither goal will be achieved as a result of the coronavirus pandemic.

Nevertheless, in spite of the pandemic, building capacity limitations, and social gathering restrictions, the Chihuly exhibition drew record crowds to the Hallie Ford Museum of Art last summer. While attendance for the quarter was 5,643, the Chihuly exhibition attracted 5,084 visitors during the months of June, July, and August or an average of 83 visitors per day for the 12 week run. In August alone, which is typically our second slowest month of the year, we attracted 2,030 visitors. Of the 5,643 visitors who attended during the quarter, 4,965 visitors (88%) came from within a 50 mile radius of Salem/Keizer; 242 visitors (4%) came from beyond a 50 mile radius of Salem/Keizer but within Oregon; 436 visitors (8%) came from outside of Oregon but within the United States; and 0 visitors came from abroad.

While the percentages of visitors from Salem/Keizer, beyond a 50 mile radius of Salem/Keizer but inside Oregon, outside of Oregon but inside the United States, and abroad remain surprisingly consistent with previous quarters, the sheer volume of visitors last summer helped double our economic impact from the previous spring. Based on a daily rate of \$166 per night per visitor (Source: Travel Salem), for example, our 678 potential overnight visitors had an economic impact of \$112,548 during the summer, compared to \$50,132 the previous spring. This figure, of course, does not include our 4,965 day visitors who, at an average daily rate of \$114 per visitor (Source: Travel), had a significant financial impact on the local economy.

Similarly, because of social gathering restrictions imposed by the State of Oregon, education programs planned in conjunction with our exhibitions have been cancelled through the fall of 2021 and we are therefore unable to implement our goal of increasing attendance at lectures, films, gallery talks, and the like by 10% this year. However, if the Delta variant does not cause further closures and social distancing restrictions this fall, we hope to implement a wide range of lectures, films, gallery talks, and the like beginning in the winter of 2022, as well as our popular member receptions.

14. Submitted by

John P Olbrantz

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

jolbrant@willamette.edu

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

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Facility

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Facility Operating Grant

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

1. Organization name

Salem Multicultural Institute

2. Name and location of facility

World Beat Gallery 390 Liberty Street, SE Salem, 97302

3. Reporting period

1st quarter

4. Total number of days open

33

5. Total hours of operation

132

6. Volunteer hours for period

150

7. Total attendance at facility

50

8. List the attendance and each type of activity

Museum tours / gallery visits : 50

9. Operating expenses funded by TOT for the period

\$7,870.00

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

11. Total income from other sources

\$12,829.00

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

The exhibit "Play: Toys and Games Around the World," was on display in the World Beat Gallery. Gallery hours were limited due to staffing. During this period, though, we collaborated with other organizations and businesses to support their activities and events. We loaned canopies and other supplies to Fire Out West and to Divine Distillers; helped with preliminary planning of a new performing arts showcase scheduled for early next June; and sat on Salem Main Street Association's holiday lights planning committee.

Teams from the World Beat Dragon Boat Club travelled to Ridgefield, WA in August for the only races that were held last summer. This sort of activity helps keep our club on the radar, which in turn helps with attracting out of area teams to the World Beat Dragon Boat Races.

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

Goal: >20% of visitors are out-of-area.

Outcome: 14% of guests came from out of area during the 1st quarter, including guests from Cordova, Alaska.

Method: Guest book entries.

14. Submitted by

Kathleen Fish

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

kathleen@salemmulticultural.org

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

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Ceili of the Valley Society (CVS)

2. Name of program or event

Samhain Celtic New Year Festival

3. Location of program or event

VFW Hall, Salem & virtual (on-line)

4. Description of activity

A month -long celebration of the seven Celtic nations (Ireland, Scotland, Galicia, Isle of Mann, Brittany, Cornwall, & Wales). Because of unpredictable covid concerns, we held a hybrid Festival with a combination of in-person events and virtual on-line events and content. To keep everyone safe, all in-person events required masks and either proof of full vaccination or negative testing with 72 hours. The celebration started with an in-person Ceili with live music and we had four more in-person workshops/presentation/concerts sprinkled throughout the month. Our virtual events featured the performers and wrapped up with a Zoom Whisky Tasting. You could also travel the Celtic nations in the comfort of your own home with on-line content of all the Celtic nations that included content Just for Kids, Food & Recipes, Dance, and Historical Sites.

5. Completion date(s)

2nd quarter

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

92

7. Estimated volunteer hours to administer program or event

267.25

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$5,787.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

25

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

A handful of local organizations and businesses showed their support for and assisted with the Samhain Festival in a variety of ways. We received local promotion/marketing support from Press Play, MUZ, Hayloft concerts and Travel Salem. Sound for our event was provided by Yoakum Sound. Event sponsors included The Summit Group of Oregon, All-Ireland Cultural Society, Real Systems and Friends of the Ceili of the Valley.

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

Our covid requirements and smaller venue may have effected attendance. In the non-covid years, our regular venue was the Spinning Room at Willamette Heritage Center.

The presenters for 3 of our in-person events/concerts were from out-of-town and out-of-state. The Fire is a nationally known band which brought in close to 70 attendees in our small venue. We had out-of-state attendees from California, Colorado, and Washington as well as out-of-town attendees from as far away as Ashland and Bend.

Some of the out-of-town musicians/presenters spent the night at Salem accommodations and dined out at Salem restaurants.

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

This is our sixth Samhain Celtic New Year Festival. The Festival's mission this year was to provide an affordable family-friendly, educational cultural experience while keeping everyone's well-being in mind because of the covid virus. This was done by providing a few in-person events and concerts in a smaller venue and requiring masks, vaccinations or negative testing.

The celebration started with an in-person Ceili with live music and 4 community callers where attendees could experience and participate in dances from the different Celtic nations. Other in-person events were sprinkled throughout the month and included: Native Plant Stories Connecting Oregon and Ireland, Celtic Harp Hands-On Workshop, Celtic Harps, Rare Instruments & Wondrous Stories Concert, and wrapping up with a high energy concert The Fire Scottish Band.

Our virtual events featured the following performers: Alan Reid-Scottish Folk Musician, Seamas Gagné-Harp & Gaelic Songs, Emmet Cahill, The Elders and Hanneke Cassel. The final event was a Zoom Virtual Whisky Tasting with Bill Mullen where we learned interesting facts of the wonderful world of Whisky in the safety of our own homes. A list of whiskys were recommended that you could purchase for the Tasting.

15. How many attendees did your activity attract?

148

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

Ticket Sales

17. Estimated percentage of Salem residents and/or guests

45%

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

33%

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

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

22%

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

Required zip code field on electronic ticket purchases

21. Report on the other measurable outcome documented in your application. Include the outcome, goal and method used to track.

Our Zoom virtual event, Whisky Tasting had 37 attendees that included participants from all over Oregon and other states/countries.

For those that did not feel safe with in-person activities, we engaged communities through our on-line presence. Our website included content Just for Kids, Food & Recipes, Dance, Historical Sites for all the Celtic Nations and featured musicians. There were 2,569 views and 1,590 users.

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

We were unable to determine the most effective marketing. However, we used a variety of marketing tools. They included: Press Play, KMUZ, Hayloft concerts, CVS and Samhain Website, CVS MailChimp newsletter, Instagram, CVS and Samhain Facebooks, TravelSalem, and musicians' websites.

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

The following wording are included on our CVS & Samhain website in both English and Spanish.

"Ceili of the Valley Society is open to everyone, Celtic heritage or not. All activities are inclusive. We welcome all people."

"Ceili of the Valley Society está abierta a todos, con herencia celta o no. Todas las actividades son inclusivas. Damos la bienvenida a todas las personas."

24. Submitted by

Ginny Wedel-Board Secretary

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

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

ceiliofthevalley@gmail.com

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

ENLACE Cross-cultural Community Development Project

2. Name of program or event

Hispanic Heritage Month Closing Celebration

3. Location of program or event

East Salem Community Center 1850 45th Ave NE, Salem, OR 97305

4. Description of activity

Event it was to celebrate the community positive impact that Latinos as minority group did during the 2021 year and to recognizing leaders and organizations who partnering with ENLACE project through the "Guelaguetza" Latino Partnership program to promote community development unity, diversity, and cultural identity through cross-cultural projects, programs, and events.

5. Completion date(s)

2nd quarter

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

5

7. Estimated volunteer hours to administer program or event

500

8. Amount of funds provided by TOT

\$2,000.00

9. Amount of funds provided by other sources

\$3,000.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

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

In the event

We had the participation of 10 organizations that promoted their services through community informational tables

We had three latino radio station announcers that learned about our event and promoted the event

The event had the participation of 10 businesses sale their hand craft products and traditional culinary products having promotional tables

We had several city of Salem Leader who attended the event

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

This event is the staring key point to promote small businesses, promote cultural diversity, and promote community connection. This was the first-year event on which ENLACE did everything it is own. In 2019 the first time ENLACE did it with the whole support of several represent ant of the different City of Salem departments and it was held at the plaza city hall. This year with the Grant support of city of Salem, support of businesses and neighbors we coordinate the whole event, and we created the structure to continue the connection with the city departments not just for the even (the event is to celebrate our partnership achievements). Businesses where very happy, because the connection that they did with the participants, other businesses, organizations, and leaders help them to expand their network and increased the number of new costumers. Five neighbors who knows how to create traditional handicrafts they realized if they could start their own small businesses, they talked with others experiences and they where very inspired to do it. Some cultural presenters meet the city of Salem Manager, a person who represented the police department and a city councilor and expressed their gratitude for be present but also shared with them their thoughts in how they would like to see the city create more opportunities for minority groups to help them to grow.

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

This event showed the importance of the cultural diversity into the Latino community. The large population of specific Latino country such as Mexico made think to many people that all Latinos are Mexican. But the reality is that in our city we have people from about 20 Latino countries. Another important thing is that Mexico has 30 states and each state in Mexico has different regions (counties). One on the main purpose for the event is to show our community, leaders, and businesses that the Latino community has a very big diversity which mean that is important to learn how to better interact with ourselves as Latinos through our cultural tools and how to interact with other no Latino cultures. On this event we had community members from Peru, Salvador, Mexico, Guatemala Honduras. Nicaragua. Also, we have performances from different cultural backgrounds from Mexico and other Latino Countries and we discovered how different we are from other cultures, but how similar we are when we talk about cultures and communities.

15. How many attendees did your activity attract?

300

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

tickets

17. Estimated percentage of Salem residents and/or guests

80%

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

10%

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

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

2%

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

estimated

21. Report on the other measurable outcome documented in your application. Include the outcome, goal and method used to track.

Our partners and participant are very interest on continue this event as a Salem tradition show interest in expand this event in different ways.

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

Face book and radio station announcements'

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

All the promotion it was 50% Spanish and 50% English

24. Submitted by

Amador Aguilar

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

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

enlace3c@gmail.com

2. Thank You!

Thank you for submitting your report.

CTAB Completion Report-Event

1. (untitled)

CTPAB Completion Report TOT Funds Supporting Salem Tourism

Special Event or Project Grant

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

1. Organization name

Hoopla Association

2. Name of program or event

Hoopla XXII

3. Location of program or event

Downtown Salem, Oregon

4. Description of activity

Hoopla is Oregon's premier and largest 3v3 street basketball tournament. Held in downtown Salem literally in the shadows of the Oregon State Capitol Building, over time Hoopla has grown to more than 1,000 participating teams with more than 4,000 participants. Teams come from the Pacific Northwest and beyond. Players are boys and girls, men and women, young and old, advanced and recreational alike. Everyone is welcome. Hoopla is the 2nd largest street basketball event in the US. A family-friendly affair, Hoopla also features many sub-events and activities, including a Friday 2x2 tournament that continues to grow. Hoopla brings together people of many races, cultures and socioeconomic backgrounds who are both from the community or people who make an annual pilgrimage to Salem to play and reunite with their communities. Many plan their summers around the event; it has become a central part of the fabric of summers in Salem. Hoopla is the largest community-based sporting event in Salem, and it relies on a small army of volunteers and a number of crucial key partnerships with companies and entities to stage the event each year.

5. Completion date(s)

3rd quarter

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

1440

7. Estimated volunteer hours to administer program or event

15000

8. Amount of funds provided by TOT

\$7,500.00

9. Amount of funds provided by other sources

\$195,000.00

10. Was the event free?

Yes

11. Amount of admission ticket, if any

0

12. 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 that be 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 and 3-point contest 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. (Separate note: please note that the answer in #9 above is an estimate as we have not closed our books yet for 2021.)

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

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 with much to offer as well. Hoopla's thousands of participants, referees, volunteers, vendors and spectators all came to downtown Salem for the event, and many stayed, played, dined, recreated and more during their visits.

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

Hoopla offers the Salem community a fun-filled athletic and community-based event open to all interested in participating. Teams are made of players both male and female, from many races and cultural backgrounds, virtually all ages, various socioeconomic backgrounds and varying skill levels. Whether 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 just about everyone to enjoy the event. Over the years, Hoopla has become a mainstay on the calendars of families from Oregon and beyond. The result is a summer gathering of community, the promotion of healthy physical activity and participation, and the building of traditions and stories for generations to come. Saxons and Olys, Vikings and Royal Scots, Ducks and Beavers - they all come together at Hoopla. For years, Hoopla has conducted a free basketball clinic for girls and boys that attracts hundreds of youngsters to downtown Salem. This year, Hoopla proudly worked with the Salem-Keizer School District to increase access to more people by creating another free basketball clinic, this one designed specifically for students with disabilities, and beyond that formed a new division for students with disabilities in the Hoopla tournament. Both were huge hits at the event, featuring great participation levels filled with smiles, joy and meaning. Rarely will you see such a wonderfully diverse population as you will see at Hoopla; yet, everyone shares the common and uniting bonds of the Hoopla experience. At the heart of it all is Salem, Oregon's state capital, symbolized robustly by the Capitol Building and its central location at the very heart of the state and the event.

15. How many attendees did your activity attract?

45000

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

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 cite today. Down the line, at some point we hope to 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.

17. Estimated percentage of Salem residents and/or guests

45%

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

50%

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

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

5%

20. 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 the 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 tourist number was estimated based on anecdotal sample data.

21. Report on the other measurable outcome documented in your application. Include the outcome, goal and method used to track.

Our other goal related to Team Registrations. We had 1,012 registered teams, which was an all-time record number in the 22-year history of Hoopla, but it was just short of reaching our goal of 1,055 teams.

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

Hoopla benefits from a strong partnership with Entercom Radio in Portland (1080 The Fan), which offers the event a tremendous amount of exposure in key markets on a 100% trade basis. This adds to Hoopla's "top of mind" presence. Social media efforts have continued to grow in impact in our view. 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.

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

We mentioned above our efforts to expand access to Hoopla for students with disabilities at this year's event; this was an important push for us, and it was overwhelmingly successful. Hoopla does not solicit ethnicity or racial information in its registration process; however, we believe that once again we enjoyed strong participation from a wide array of races. This year we also began the process of getting a Spanish translation for our website live; it's not quite complete, but we are very excited because it is in the works for future years.

24. Submitted by

Jason Unruh

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

[Scott Tom Invoice - Hoopla 2021.png](#)
[248 Invoice HOOPLA 2021 08.04.21.pdf](#)
[Hoopla Association Invoice August 2021.pdf](#)
[invoice #INV-20210815-2138.pdf](#)
[Hoopla invoice.docx](#)
[Hoopla invoice 2.docx](#)

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

oregonhoopla@gmail.com

2. Thank You!

Thank you for submitting your report.