

## BOARD OF COMMISSIONERS

### MINUTES OF THE BOARD SESSION – Regular Session

Wednesday, April 16, 2014  
9:00 a.m.

Commissioners' Board Room  
1115 Commercial Street NE  
Salem, OR 97301

**PRESENT:** Commissioner Sam Brentano, Commissioner Patti Milne and Commissioner Janet Carlson. Also present were John Lattimer as chief administrative officer, Bruce Armstrong as county counsel and Kim Hulett as recorder.

### **PRESENTATION**

#### Travel Salem Annual Report – President & CEO Angie Morris

Travel Salem President and Chief Executive Officer Angie Morris thanked the commissioners for their support and recognized Commissioner Milne who serves on Travel Salem's Board of Directors. Ms. Morris presented the Travel Salem 2012-2013 Annual Report (Attachment A) and highlighted Travel Salem's website, travel guide, social media, and other public relations efforts. Ms. Morris also thanked Marion County for providing the supplemental funding that restored a full-time public relations position, allowed Travel Salem to develop infrastructure for its website, and provided funding for other public relations initiatives. Ms. Morris said that the \$7.3 million dollars Travel Salem secured last year in economic impact was conducted by one person, Debbie McCune, who is incredibly talented at what she does. She added that Ms. McCune is the only person in Travel Salem's sales department. Ms. Morris said that the 2012-2013 estimated economic impact trends improved with \$511.3 million in travel impacts being generated for Marion and Polk Counties and that it represents a 2.7 percent increase over the previous year. Ms. Morris said that Travel Salem is celebrating its 30th anniversary this year and appreciates Marion County's commitment to tourism promotion. She said that the partnership and collaboration has been a win-win for the citizens that live, work, and play in Marion County.

Commissioner Milne thanked Ms. Morris for the thorough report and said that Travel Salem's success is a tribute to its staff. She said it is clear that Travel Salem plays an important part in Marion County's local economy.

Commissioner Carlson explained that she serves on the Oregon State Fair Council with Travel Salem Chair Austin McGuigan, and that Mr. McGuigan is one of Travel Salem's best champions and advocates on the council. Ms. Morris said that Mr. McGuigan has been Travel Salem's chair for the last three years and is currently the Polk County Community Development Director. She said that Mr. Guigan is an innovative person with a creative approach and is very supportive of the tourism industry and Travel Salem. Ms. Morris also said that the Oregon State Fair property is unique and the Mid-Willamette Valley is fortunate to have it in our area.

Commissioner Brentano asked if Travel Salem was involved with the 2014 Rotary District 5100 Conference that is being held at the Salem Convention Center next month. He also asked if Travel Salem is working with the Oregon Garden.

Ms. Morris explained that Travel Salem has been working with Rotary District 5100 for over a year on the conference and that the Oregon Garden continues to be a strategic partner in the region. She said the Oregon Garden is one of the “hooks” Travel Salem uses to lure people to the area and Travel Salem promotes the Oregon Garden extensively through its public relations efforts.

Commissioner Brentano asked what Travel Salem is going to do next. Ms. Morris said that Travel Salem’s Board of Directors recently did a strategic planning session examining where Travel Salem needs to be in the next three years. She said that Travel Salem will be focusing on expanding its convention program, particularly in the sports and recreation sector, as well as destination development which will focus on assets and opportunities in the two-county region.

The commissioner thanked Ms. Morris for the presentation.

## **PUBLIC COMMENT**

None.

## **CONSENT**

### BOARD OF COMMISSIONERS

Approve amendment #2 to add \$3,374 to the contract with Cascade Sound and Lighting to add ceiling mounted projector and screen to the 5<sup>th</sup> floor meeting room.

Approve amendment #6 to add \$12,353 to the contract with Trane of Oregon to provide replacement parts for AC-4 in Courthouse Square.

### FINANCE

Approve a resolution abolishing the Health IDS Reserve Fund.

### PUBLIC WORKS

Approve rejection of all bids received for the replacement of radiant floor in building #2 at the Public Works campus and reissue a new solicitation.

**MOTION:** Commissioner Milne moved approval of the consent calendar. Seconded by Commissioner Carlson; motion carried. A voice vote was unanimous.

## **ACTION**

FINANCE

1. Consider approval of the second supplemental budget for fiscal year 2013-14 (TO BE ACTED ON FOLLOWING PUBLIC HEARING). – Jeff White, Richard Minaker

**PUBLIC HEARING**

**9:30 A.M.**

FINANCE

A. Public hearing to consider adoption of the second supplemental budget for fiscal year 2013-14. - Jeff White, Richard Minaker

Senior Budget Analyst Richard Minaker presented the second supplemental budget for the Marion County Fiscal Year 2013-2014 Budget. He said that Oregon Revised Statutes require that increases to appropriation authority from the original adopted budget must be adopted by the governing body. In addition, any changes to the original adopted budget that are greater than 10 percent must be published in a local newspaper and a public hearing must be held to allow for public input on the proposed changes to the budget. Mr. Minaker said that public notice of this supplemental budget was published in the Statesman Journal newspaper in accordance with statutory requirements and the budget information is available on the Marion County website and at both the Marion County Board of Commissioners Office reception desk. He added that details of the second supplemental budget were reviewed with the Board of Commissioners at a Management Update meeting on March 31, 2014, and the second supplemental budget increases the total budget by \$6,018,163. Mr. Minaker presented the major fund changes (Attachment B).

Commissioner Carlson thanked Mr. Minaker for the presentation and confirmed that there have been no changes since the Management Update meeting on March 31, 2014. She said that Marion County's 2013-2014 budget has gone from approximately \$374 million to \$380 million and that out of the changes highlighted, the two biggest were the Health Fund for \$4.8 million and the Sheriff Grant Fund for \$742,000.

Commissioner Brentano said that no one has signed up to speak.

**MOTION:** Commissioner Carlson moved to close the public hearing and approve the second supplemental budget for fiscal year 2013-14 as presented. Seconded by Commissioner Milne; motion carried. A voice vote was unanimous.

Commissioner Brentano read the weekly calendar.

Commissioner Brentano said that Commissioner Milne's last day as a Marion County Commissioner is April 21, 2014, and asked if she would say a few words about her 15 years serving as a commissioner.


Commissioner Milne said that when she was elected in 1999, the Board of Commissioners Office was located in the Marion County Courthouse and that over the years she has worked with many wonderful people. Commissioner Milne said that she was thankful when Commissioner Carlson came to the board and brought a second vote for reciting the Pledge of Allegiance before

a board session and for having Merry Christmas on the county's holiday cards. Commissioner Milne said that there were some hard times because of Courthouse Square and explained that she did not agree with what was being proposed at the time, but was not sworn into office until after the final vote. She said there was not the transparency, public process, or openness that this Board of Commissioners has carried forth in the process for the remediation and she is happy with the remediation process the county went through. Commissioner Milne said that she honored her commitment to the taxpayers and ultimately the board made the correct decision. She added that two other highlights were Measure 57 and the county's budget process that was dramatically improved. Commissioner Milne said that she is comfortable that the county is in good hands and that the things she has been able to work on and has been involved in have made the county a better place. She said it is the right time to leave and that she is happy to be moving on to her next endeavor.

Commissioner Brentano and Commissioner Carlson wished Commissioner Milne well and noted that it would be a different board without her. Commissioner Carlson said that Commissioner Milne's farewell reception is on April 21, from 1:00-3:00 p.m.

Commissioner Brentano adjourned the meeting at 10:15 a.m.

- Attachments: (A) Travel Salem 2012-2013 Annual Report  
(B) Fiscal Year 2013-14 Second Supplemental Budget major fund changes

  
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CHAIR

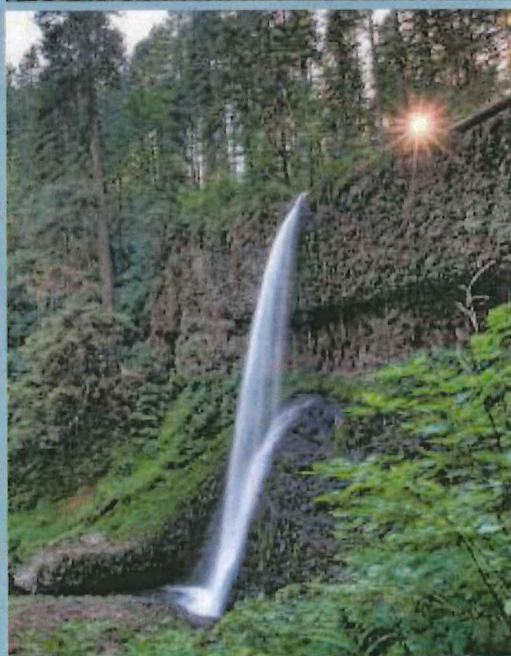
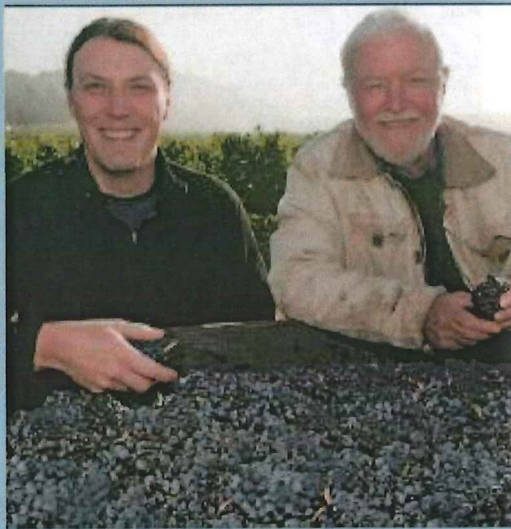
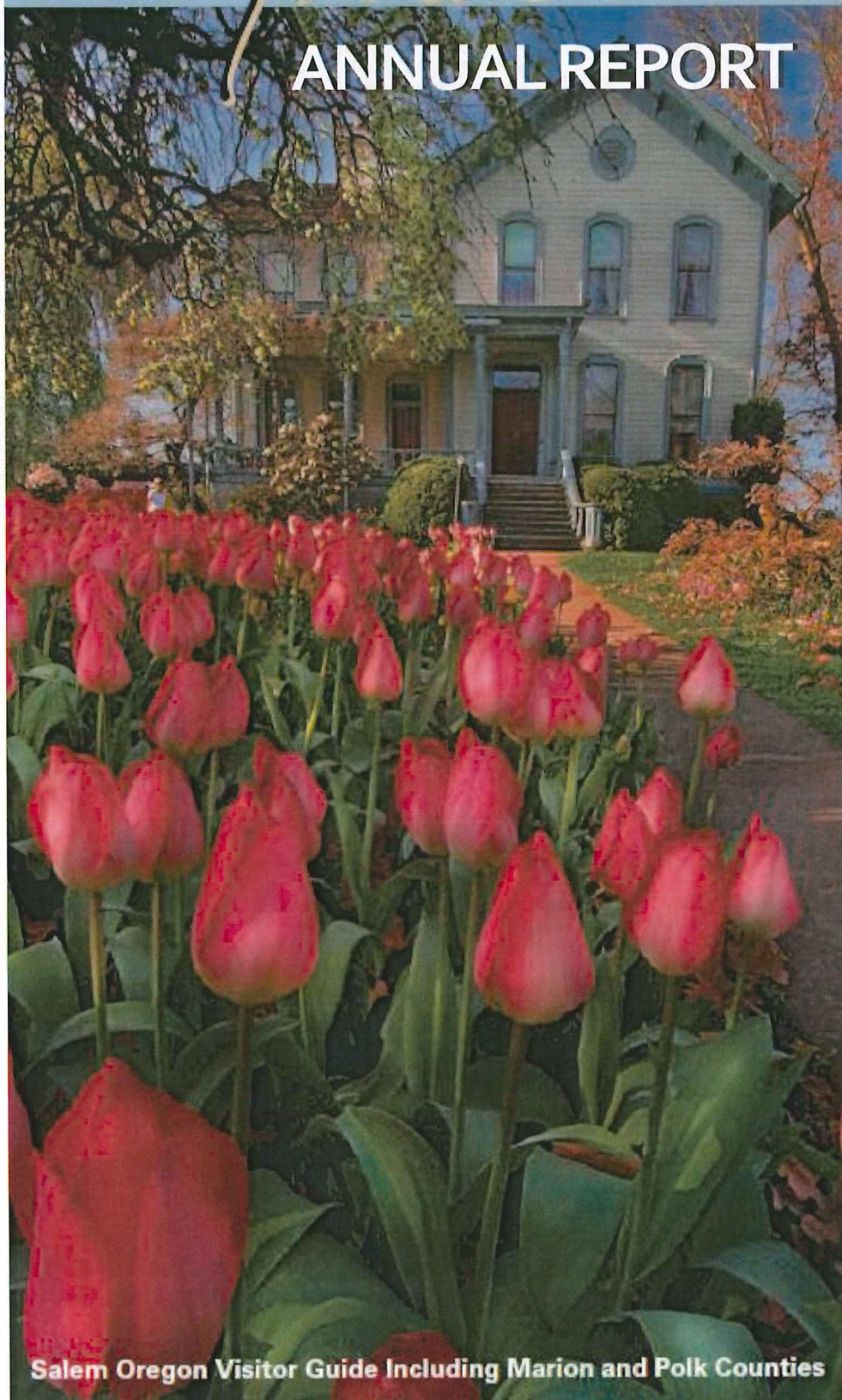
  
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COMMISSIONER



# Travel SALEM

2012-2013

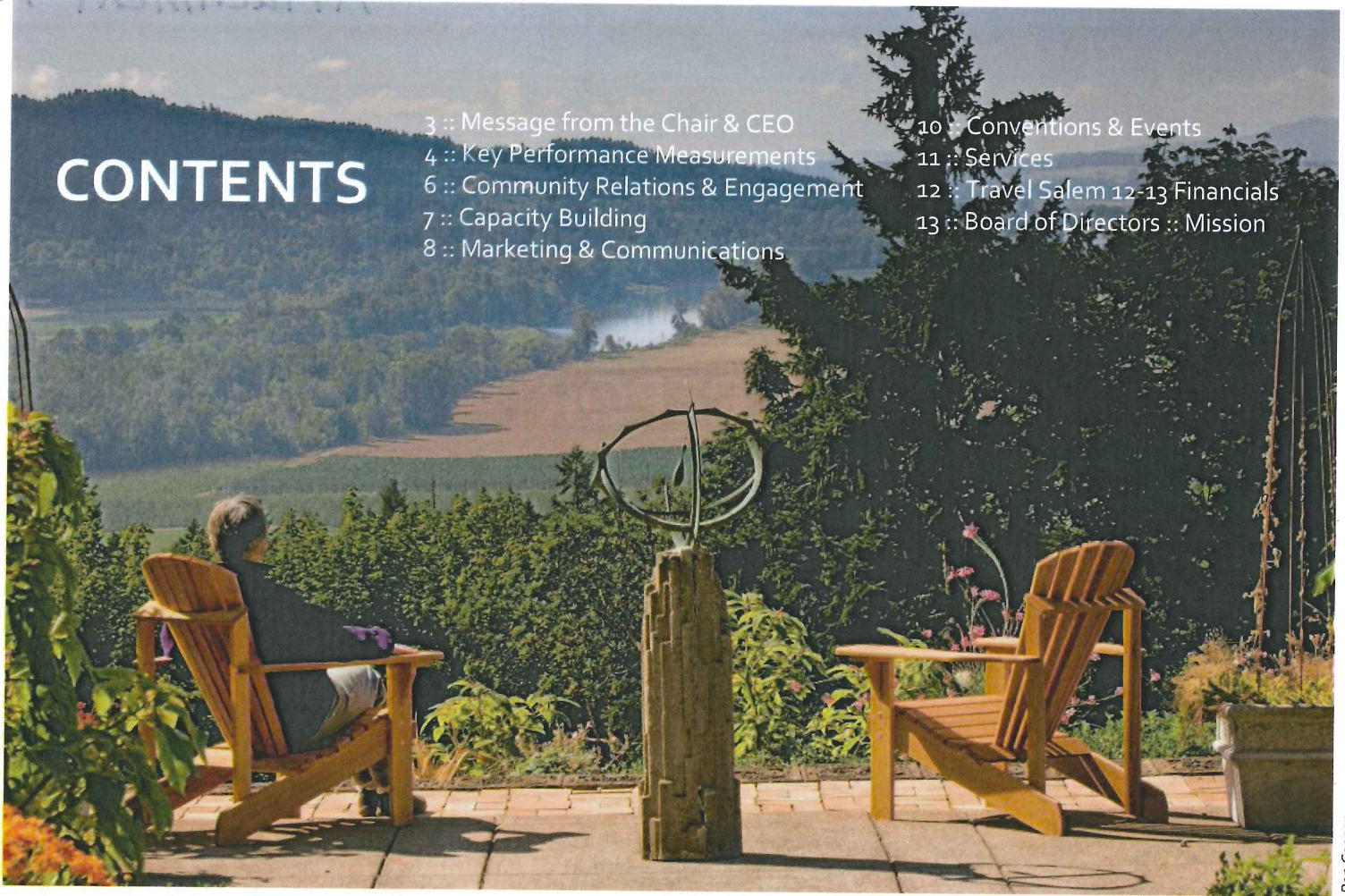
## ANNUAL REPORT





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www.TravelSalem.com



## EXECUTIVE & ADMINISTRATION

Angie Morris ..... President & CEO

## MARKETING & PUBLIC RELATIONS

Irene Bernards ..... EVP & Director of Marketing & PR  
Kathie Reeves ..... Marketing Manager  
Kara Kuh ..... Public Relations Manager  
Barb Cowan ..... Guest Services  
Barby Dressler ..... Weekend Travel Café Host  
Andrew Toney ..... Weekend Travel Café Host

## CONVENTION & EVENT MARKETING

Debbie McCune ..... VP & Director of Sales  
Tara Preston ..... Program Assistant

## BUSINESS DEVELOPMENT

Sue Nichols ..... Community Development Director





The Grand Hotel & Zenith Vineyards/Ron Cooper

Regional tourism efforts were running at full tilt in 2012-13!

Partners celebrated the announcement that the Willamette Valley received the Trip Advisor 2012 Travelers Choice Best U.S. Wine Destination—ranking 3<sup>rd</sup> out of the top 10 wine destinations in the United States, after Napa and Sonoma. The region continues to lure visitors from all over the world who want to experience the culinary, recreation & cultural heritage assets of the Mid-Willamette Valley!



The Mid-Willamette Valley tourism industry bounced back from the recent recession driving positive results in two of the three key performance indicators (KPI). Based on the fact that a DMO is working to secure promotions & events 3-5 years in the future, some of these increases are derived from efforts from previous years.

Despite increases in two of the KPIs, it should be noted that due to significant budget cuts from the City of Salem in 12-13, Travel Salem's staff levels went from 8.67 FTE in 11-12 to 5.7 FTE in 12-13. This resulted in 12-13 program cuts across the board including decreased Travel Café hours, cuts in trade shows & advertising, and part-time staffing in public relations. Cuts directly translate into decreased leverage, and decreases in future EEI & TOT.

The 12-13 **estimated economic impact** (EEI) trends improved with \$511.3 million in travel impacts being generated for Marion & Polk counties. This represents a 2.7% increase over the previous year, and bodes well for ongoing upward trends as market conditions improve.

The 12-13 **transient occupancy tax** (TOT) kept pace with the previous year by generating \$2.6 million in revenues for Salem. Occupancy was up 7% to 364,608 room nights sold, with average daily rates on the rise.

The third key performance measurement, **leverage**, was down 40% to \$1,914,854 in 12-13. This decrease was due to the public relations program functioning at half capacity. The program went from a full-time person in 11-12 to a part-time position in 12-13 due to budget cuts. The leverage generated in 11-12 through public relations initiatives alone was \$2,166,423 ... compared with \$960,533 in 12-13. Visitors Guide advertising sales were down 22% due to recessionary market conditions. In addition, resources from Willamette Valley Visitors Association were down 16%.

Travel Salem's mission is to bring value to the businesses and communities we serve, by creating jobs and enhancing the overall quality of life of the region. Let's keep the positive momentum moving forward into 2013-14!



Austin McGuigan  
Chair



Angie Morris  
President & CEO



# KEY PERFORMANCE MEASUREMENTS

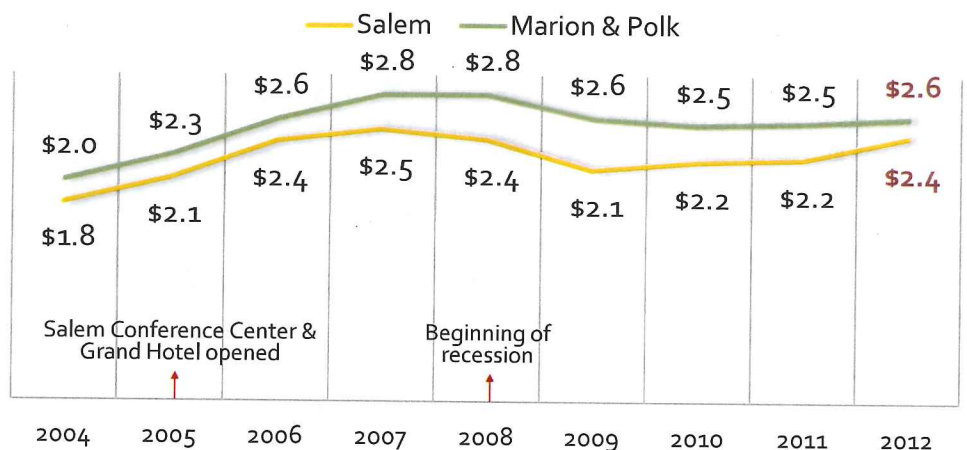
Travel Salem’s programs and services are designed to deliver tangible results for the communities and businesses we serve. There are several key performance indicators that can provide a sense of the overall economic health of the Salem area tourism industry. When evaluating progress, these indicators must be considered alongside other measurements such as financial resources and membership support. Add into the mix environmental influences and other economic

trends to gain better insight into the health of the industry. Specific tourism-based activities also provide context for evaluating the big picture, and can reveal trends and key market factors that influence how the organization makes adjustments in program initiatives. Travel Salem is not the sole contributor or driver to the region’s tourism economic outcomes. However, the organization takes a leadership role in tourism promotion to help shape industry results.

*"As Miss Marion-Polk County 2013 your website helps me make my list of appearances and know what is going on in Salem. I love it! and I am so thankful for Travel Salem making it easy to know what is new in town."*

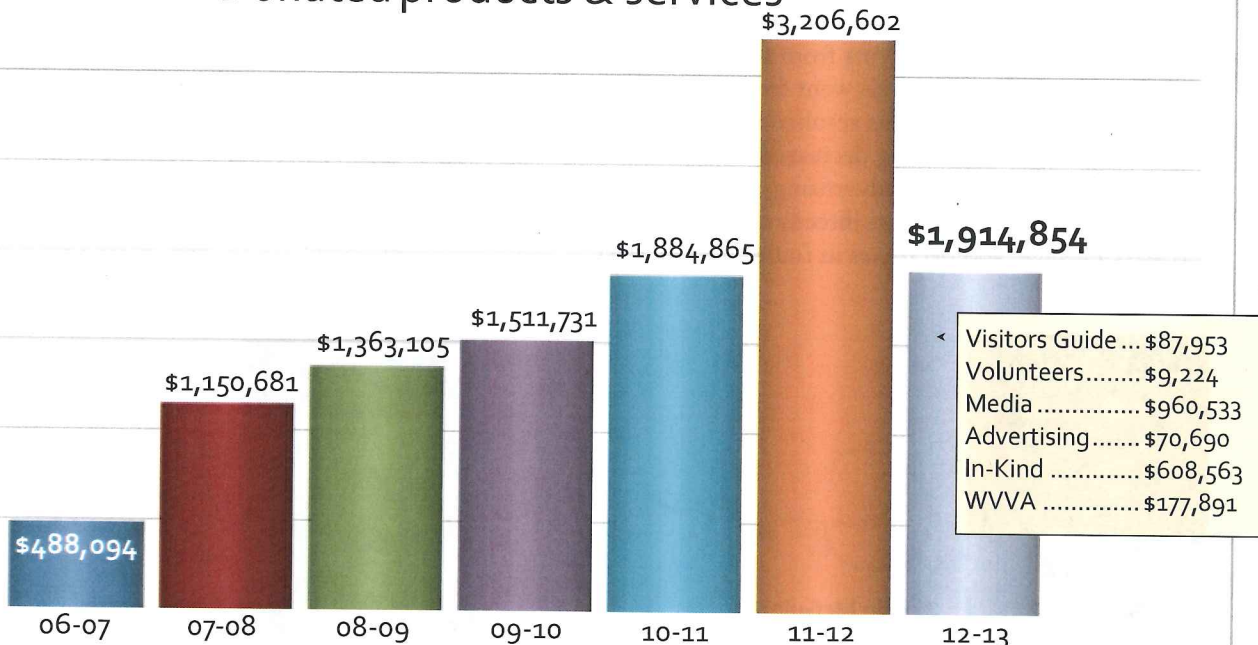
— Nicole Crane  
Miss Marion Polk County

## Transient Occupancy Tax (in \$ millions)



## Leverage

### Donated products & services





# 2012 Travel Impacts\*

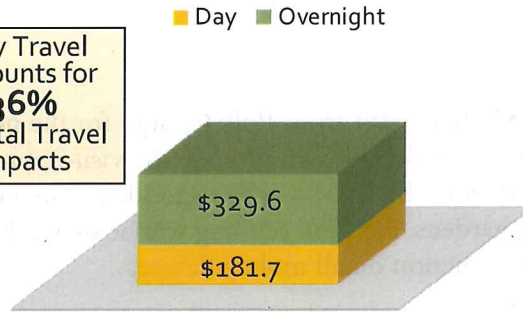
(in \$ millions)

## MARION & POLK COUNTIES

Accommodations .....	\$56
Food & Beverage .....	\$112.9
Food Stores .....	\$48.3
Local Transportation & Gas .....	\$48.9
Arts, Entertainment & Recreation.....	\$123
Retail Sales .....	\$53.7
Other Travel .....	\$68.4
<b>Direct Travel Spending .....</b>	<b>\$511.3</b>
Direct Earnings .....	\$127
Jobs .....	6,290

## Day vs. Overnight Travel

Day Travel accounts for **36%** of total Travel Impacts



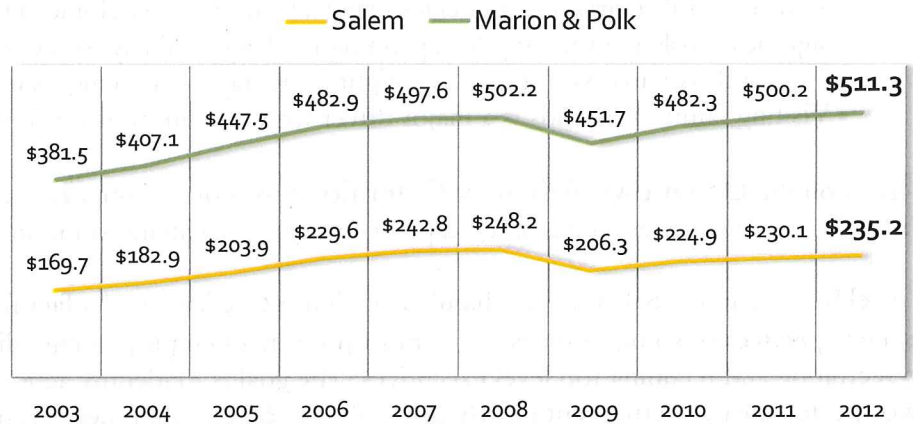
Marion & Polk

## Tourism Economic Development

Over the past five years, direct travel spending in Marion & Polk Counties grew **\$3.68 million** on average each year. (Growth remained steady even during recession.)

## Estimated Economic Impact Trends

(in \$ millions)



Willamette Heritage Center/Ron Cooper



## Visitor Volume & Average Spending (Marion County only)

Visitors made roughly **1.76 million trips** to the region in 12-13.

On average, there were **2.6 people** per travel party, spending **\$125 per day**, and staying **2.7 nights**.

\* Source: *Economic Impacts of Travel, 1991-2012p, Salem, Oregon*, Dean Runyan Associates, www.deanrunyan.com



## COMMUNITY RELATIONS & ENGAGEMENT

*Create partnerships & resources to influence community dialogue and decision-making that impacts tourism; support local businesses and harness best practices; create broader understanding of tourism as an economic development generator.*

### **RESULTS:**

- Secured a \$15,000 grant from Polk County for the next phase of the **Interactive Online Map**. This dynamic online resource is designed to provide the visitor with a visual representation of the region's assets and ultimately extend their trip. The IOM will be expanded to include other industry categories such as culinary, outdoor recreation, gardens, etc. The funding will be expended in 13-14 when new technology is secured that will allow the IOM to function on all mobile devices.
- Compiled the results of Travel Salem's **Visitor Intercept Survey** that was conducted at 11 regional locations from November 2011 through November 2012. Following are highlights of the results:
  - What ranked high as the motivating factor to travel to the Salem region was not the highest ranking once they were "on the ground" in the region. Visitors were drawn by a particular niche, but broadened their experience to a variety of niches when in the region.
  - Visitors spend an average of \$1,294 per visit, much higher than previously thought.
  - Travel Salem's marketing strategies (Travel Café, Visitors Guide, TravelSalem.com, I-5 signage) played a significant role in attracting & expanding the length of stay for 66% of the visitors surveyed.
  - 75% of those surveyed stayed overnight an average of two nights in Salem.
  - Visiting family & friends is a major driver for why consumers visit the region.
- Served on the **Downtown Advisory Committee** to provide support in the areas of website development, First Wednesday themes, and a block captain strategy to facilitate communication and teamwork.
- Travel Salem and the Salem Area Chamber of Commerce launched a fact finding mission to capture the opinions and perspectives of some of the region's most prominent employers regarding **Salem's livability** as it pertains to recruiting and retaining top level executives. The goal is to identify action steps, tools and resources to support two specific areas: recruitment efforts by employers & relocation needs of employees. The results of this study will be presented in 13-14.



Farmers Market Vegetables/Ron Cooper

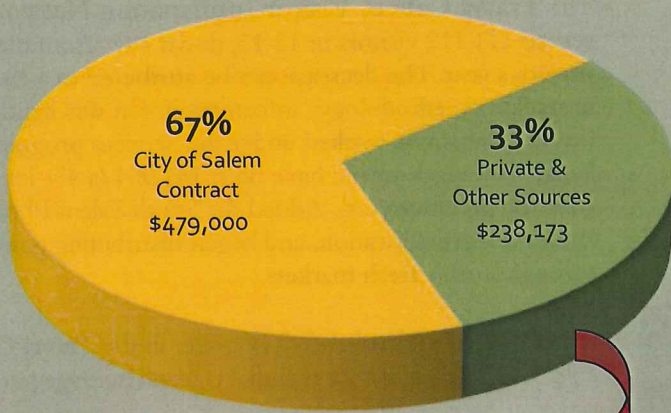


# CAPACITY BUILDING

Develop long-term stable funding, strategic staffing levels, and the technology and tools necessary for organizational growth.

## Travel Salem Revenue Sources

2012-13 Actual: \$717,173

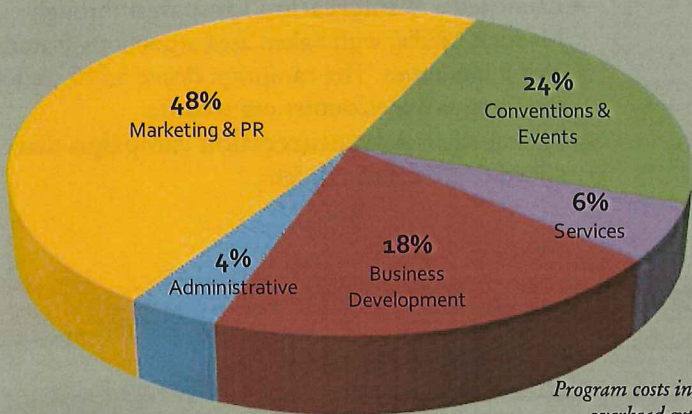


**PRIVATE & OTHER SOURCES**

42% - Marion & Polk Contracts	2% - Special Events
37% - Advt & Sponsorship	2% - Grants
17% - Membership	1% - Other

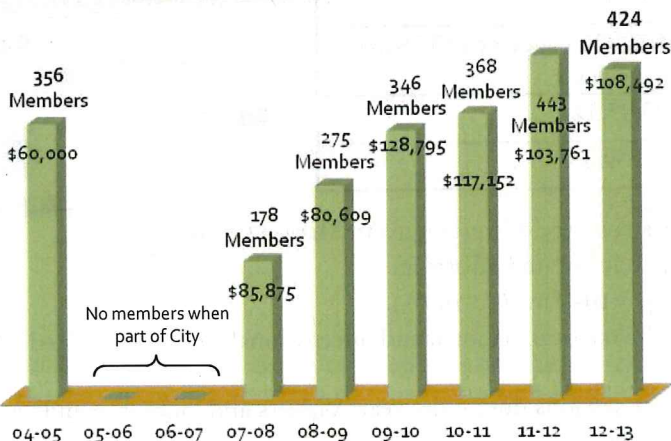
## Travel Salem Program Expenditures

2012-13 Actuals: \$674,336



Program costs include overhead expenses

## MEMBERSHIP PROGRAM



## RESULTS:

- **Wine Country Plates** officially went on sale in May 2012. By June 2013, a total of 7,182 plates had been sold, making the Wine Country Plate the second-fastest selling specialty plate in Oregon history. Travel Oregon plans to unveil its plan for distributing funds in Spring 2014. Travel Salem will apply to be the regional destination marketing organization to market the Mid-Willamette Valley region (Marion, Polk and Yamhill counties).
- **Leverage** decreased 40% to \$1,914,854 in 12-13. The sharp decrease was related to budget cuts and staff reductions. The PR Manager position was vacant for 3 months, and then made into a part-time position shared with the Willamette Valley Visitors Association for the remainder of the year. However, even with reductions in PR capacity, the program still generated \$960,533 in advertising equivalency for media exposure. Visitors Guide advertising sales were down roughly 22% due to recessionary factors, and regional funding with Willamette Valley Visitors Association was down 16%.
- **Membership** decreased 4% to 424 members, while revenue increased 5% to \$108,492 due to 17% of members either adding new marketing options to their membership packages or increasing their overall investment. Recessionary factors played the primary role in 33 businesses closing their doors during the year. New activity was healthy with 88 new businesses coming on board.

## TOTAL 2012-13 OPERATING BUDGET:

Revenue .....	\$717,173
Leverage .....	\$1,914,854
<b>TOTAL .....</b>	<b>\$2,632,027</b>

## 3.64 : 1 RATIO

For every \$1.00 Travel Salem received in public funding—another \$3.64 was generated from private regional sources.



# MARKETING & COMMUNICATIONS (MARCOM)

Position the region as a desirable travel destination for convention & leisure travelers utilizing vertically integrated marketing & communication strategies. Leverage the regional travel experience by connecting visitors to the unique people, products, and stories that will lengthen the visitor's stay. Drive Travel Salem's key performance measurements.

## RESULTS:

- Hosted **20 wine bloggers** on a Salem area tour of seven sites. Roughly \$7,000 in donations were secured from regional partners including gourmet meals, lodging and transportation to provide a premier destination experience for these travel influencers. The travel writers generated 9 blogs from the tour, and one of the bloggers has since moved to the region based on her experience!



- Published the **12-13 Salem Area Visitors Guide** with \$87,953 in private funding secured to produce the guide. The level of advertising support was \$25,000 less than the previous year due to recessionary factors.
- Marketed & promoted 1,653 **Salem area events** (a 17% decrease), including 179 events in the month of August alone. An average of 138 events were promoted every month.

- The **Travel Café & Visitor Information Network** served 111,112 visitors in 12-13, down 19% from the previous year. The decrease can be attributed to a change in tracking methodology: information that was handed out to groups was tracked under the Services program. Total VIN reach would have been 141,904 (a 4% increase over the previous year). Added the South Salem Phoenix Inn as a satellite location, and began distributing guides through Roth's fresh markets.

- Travel Salem's **AbsolutelyTix** outlet in the Travel Café sold 1,363 tickets for 25 regional cultural heritage partners.

- Leveraged **Willamette Valley Visitors Association (WVVA)** partnership:
  - Executed a **\$60,000 Facebook campaign** over six weeks promoting visitation to the Willamette Valley. Each WVVA regional member was featured for one week. Travel Salem's Facebook fans increased to 5,133 and generated 6,236,127 advertising impressions.
  - Launched a **Wintercation campaign** through Madden Media, with Salem area attractions featured in 3 of 5 itineraries. The campaign drove 5,995 visitors to the OregonWineCountry.org website.
  - Launched an **Adventurecation campaign** that added 6,595 Facebook fans.

## TRAVEL SALEM WEBSITE & SOCIAL MEDIA DASHBOARD

	2012	2011
<b>Visits</b>	234,277 visits from 135 countries (U.S., Canada, UK, India) (up 26%)	185,382 visits from 123 countries (U.S., Canada, UK, India)
<b>Absolute unique visits</b>	181,116 (up 26%)	143,676
<b>Pageviews</b>	660,054 pageviews/2.84 avg pageviews (up 9%)	603,026 pageviews/3.28 avg pageviews
<b>Average time on site</b>	00:03:06	00:03:39
<b>New visits</b>	76.39%	76.94%



- Added Google maps to TravelSalem.com online itineraries courtesy of funding from Marion County.
- Executed a comprehensive **social media program** with concentrated efforts in:
  - **Facebook**—posted 355 events & promotions reaching 7,104 fans (up 160%).
  - **Twitter**—maintained “real-time” conversations with 3,966 local, national and international followers. Posted 331 tweets promoting Salem area businesses & events.
  - **Flickr**—posted 408 regional images with 47,002 viewer sessions during the year. Visitors and journalists utilize this resource as all images are tagged and searchable online.
  - **Pinterest**—featured 195 pins with 108 followers.



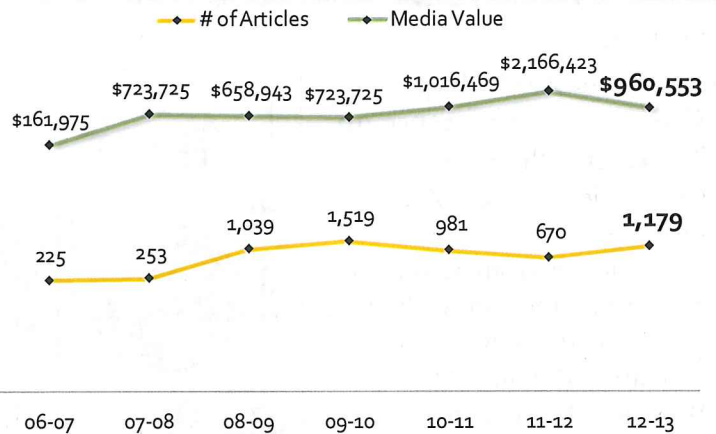
- Represented the Willamette Valley at the statewide “Feast” event showcasing The Wild Pear Restaurant and E.Z. Orchards at the Oregon Bounty Grand Tasting portion of Feast. Engaged with 300+ foodies during a one-hour tasting event. Pre-promoted the event through the “Trails to Feast” sweepstakes, leveraging a \$1 million advertising campaign.



- Partnered with Travel Oregon, Delta Air Lines and the Port of Portland to host **Hana Tour** representatives (Korea’s largest tour operator) on a familiarization tour of The Oregon Garden, Woodburn Company Stores and Seven Brides Brewing.
- Hosted **travel writers** from Boston Herald, Northwest Travel, Smart Meetings, Destinations Travel, and several freelance writers.
- Conducted a **Travel Salem “Speed Pitching”** event that attracted 17 organizations & businesses uncovered new ideas for PR pitches promoting the region.
- Provided support to 93 **relocation inquiries** from businesses, families/individuals seeking assistance with resources & connections — an increase of 15%!

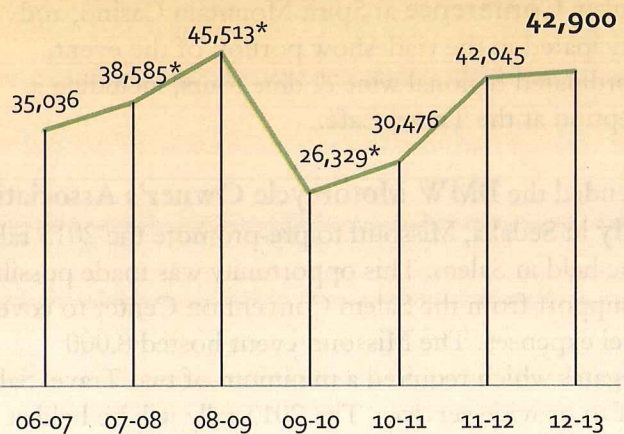


## Media Impressions & Value



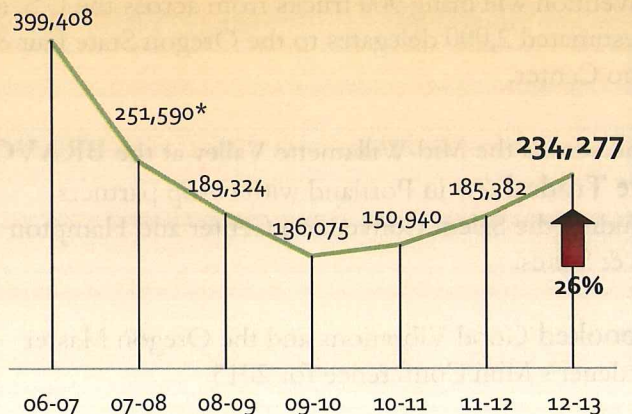
## Inquiries

(Advertising, Mail, Phone & Internet)



\*Participation in TORP, canceled in 09-10 due to budget cuts

## Online User Sessions



\*Began using Google Analytics in 2007-08 to more accurately reflect website traffic

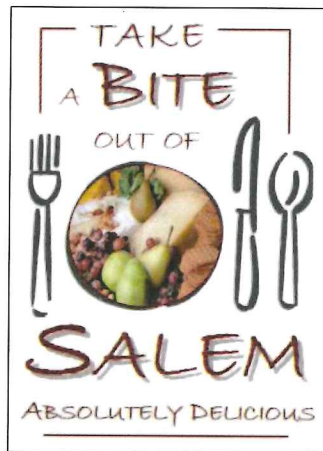


# CONVENTIONS & EVENTS

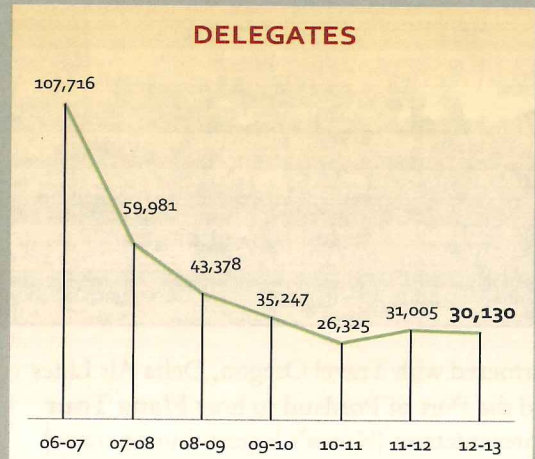
Contribute to the overall economic health of the region by booking conventions & events through direct sales efforts, cooperative promotional efforts & innovative marketing strategies. Drive Travel Salem's key performance measurements.

## RESULTS:

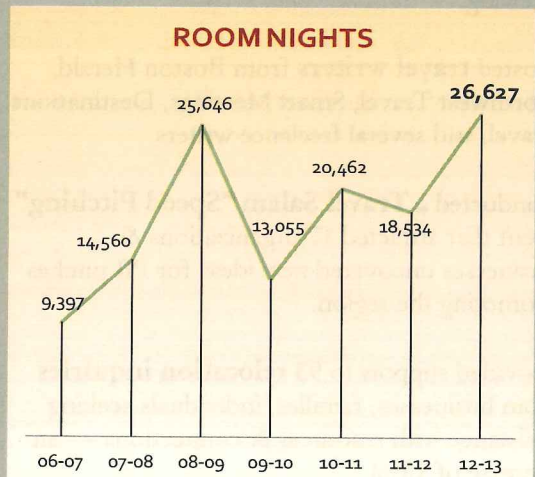
- Hosted the **2013 Oregon Governor's Conference on Tourism** at the Salem Convention Center (SCC), drawing 500+ tourism professionals from across the state. In partnership with SCC, coordinated a downtown dine-around dinner "Take a Bite Out of Salem" to showcase the burgeoning restaurant scene and vibrant downtown.
- Secured the **2013 Travel Oregon Annual Welcome Center Conference** at Spirit Mountain Casino, and participated in the tradeshow portion of the event. Coordinated regional wine & dine tours, including a reception at the Travel Café.
- Attended the **BMW Motorcycle Owner's Association Rally** in Sedalia, Missouri to pre-promote the 2013 rally to be held in Salem. This opportunity was made possible by support from the Salem Convention Center to cover travel expenses. The Missouri event hosted 8,000 delegates which required a minimum of two Travel Salem staff to provide services. The 2013 rally will be held at the Oregon State Fair & Expo Center in July 2013.
- Secured the **2016 American Antique Truck Historical Society annual convention**. Traveled to Yakima, WA to bid against Salt Lake City, UT. The convention will bring 900 trucks from across the U.S. and an estimated 2,000 delegates to the Oregon State Fair & Expo Center.
- Represented the Mid-Willamette Valley at the **BRAVO! Live Tradeshow** in Portland with co-op partners including the Salem Convention Center and Hampton Inn & Suites.
- **Rebooked** Good Vibrations and the Oregon Master Gardener's Mini Conference for 2013.



## Convention & Event EEL: \$7,335,900



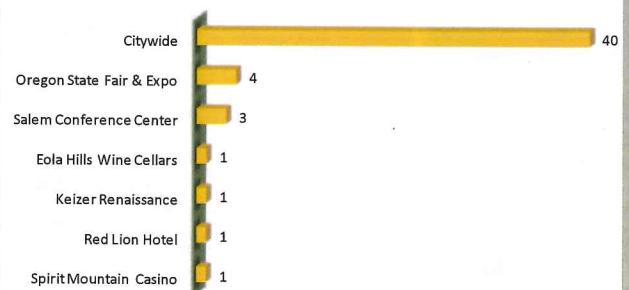
06-07 delegates included wrestling tournaments, which subsequently moved to Portland in 07-08.



The decrease in delegates and room nights from 08-09 to 09-10 is due to the Jehovah Witness Convention moving one of their weekends from June to July, which moved the event to FY 10-11 instead of FY 09-10.

## Bookings

83 Leads Resulted in 51 Definite Bookings





## SERVICES

Provide the information, resources and support necessary to enhance the travel experience of the convention & group delegate and bolster repeat visitation.

### Groups Contacted for Service:

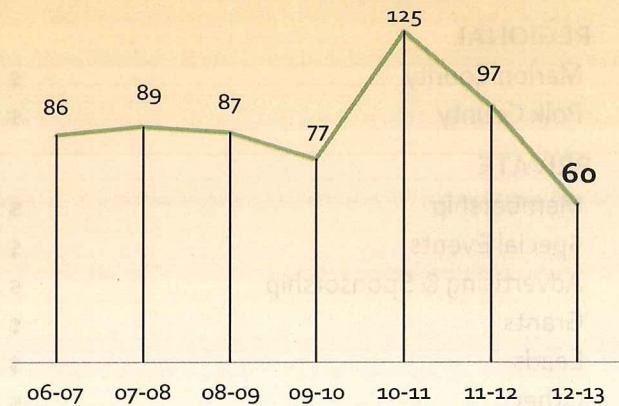
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All hands were on deck in 12-13, including the Director of Sales jumping in to provide much-needed support and services to groups visiting the Mid-Willamette Valley. With fewer FTE providing support, the Services program had decreases in outreach and on-site support compared to previous years. However, Travel Salem still provided services to 60 groups representing more than 47,000 delegates.

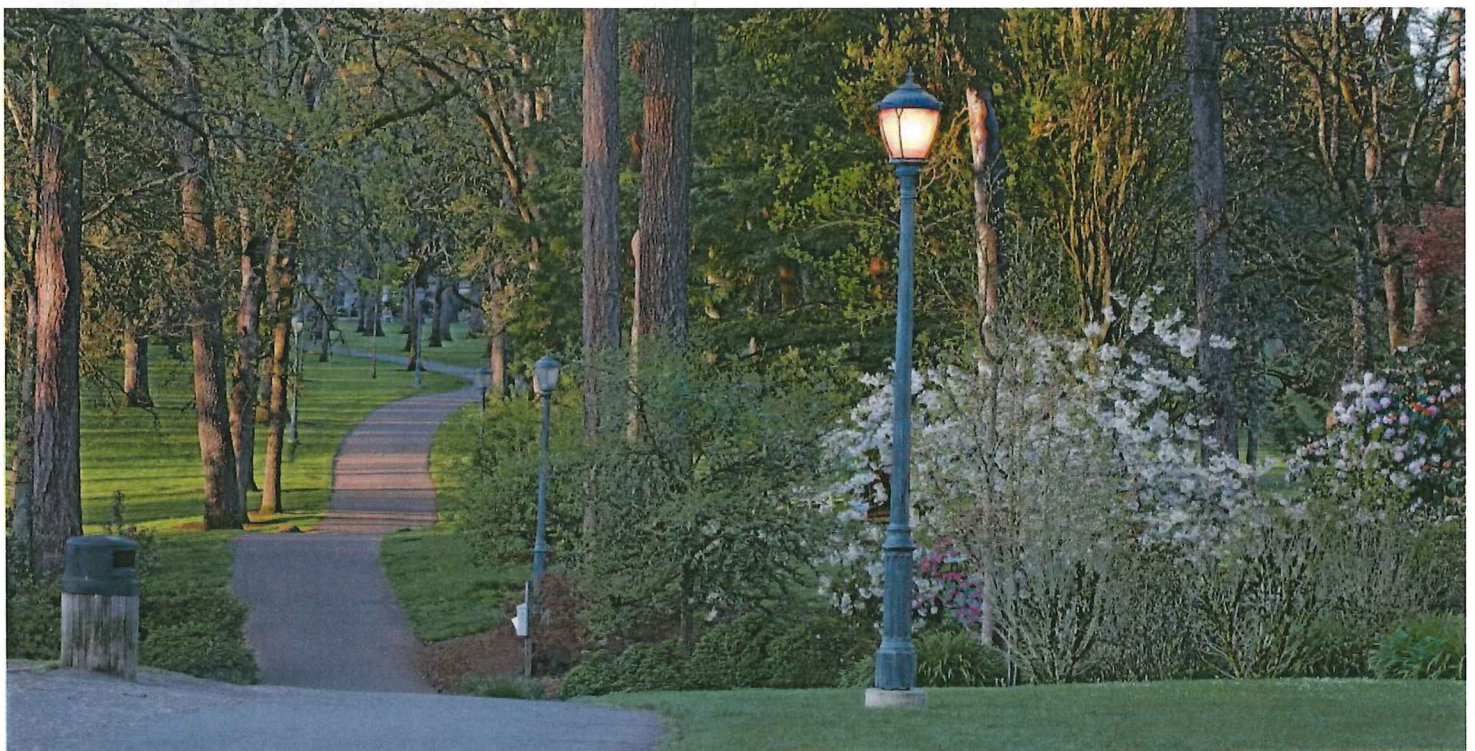
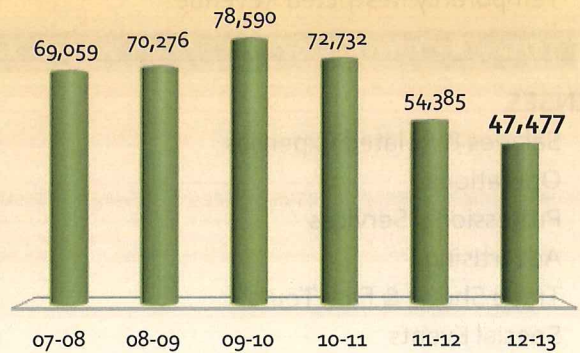
The key to the success of the Services program is **customization of services** for each group—and Travel Salem has developed a reputation for service that goes the extra mile. It makes the planners look good to their attendees, the attendees feel valued, and this service approach improves the odds of groups rebooking in the future. This level of service is labor intensive, but enhances the destination's appeal to meeting planners.

The Services program provides support at all levels of the group experience including booking rooms, creating regional tours & customized dine arounds, providing on-site information & resources, event planning, and coordination of local partners. All of these programs enhance the destination experience!

### CONFERENCES/EVENTS ASSISTED



### VISITORS REACHED





# TRAVEL SALEM 2012-13 FINANCIALS

For every \$1.00 Travel Salem received from public sources—another \$3.64 was generated from outside sources. These results leveraged a 3.64 : 1 ratio for the region's investment in tourism promotion.

## REVENUES

### PUBLIC

City of Salem Contract \$ 479,000

### REGIONAL

Marion County \$ 75,000

Polk County \$ 13,000

### PRIVATE

Membership \$ 35,515

Special Events \$ 4,345

Advertising & Sponsorship \$ 77,977

Grants \$ 15,000

Leads \$ -

Other \$ 2,336

### RESTRICTED

Temporarily Restricted Revenue \$ 15,000

**TOTAL REVENUES \$ 717,173**

## EXPENSES

Salaries & Related Expenses \$ 449,886

Operations \$ 168,594

Professional Services \$ 34,277

Advertising \$ 899

Trade Shows & Fam Tours \$ 1,230

Special Events \$ 4,443

Agility Fund \$ 13,500

Misc \$ 1,507

**TOTAL EXPENSES \$ 674,336**

**OPERATING SURPLUS / (DEFICIT) \$ 42,837**

### OTHER INCOME - LEVERAGE

Visitors Guide \$ 87,953

Volunteers \$ 9,224

Media \$ 960,533

Advertising \$ 70,690

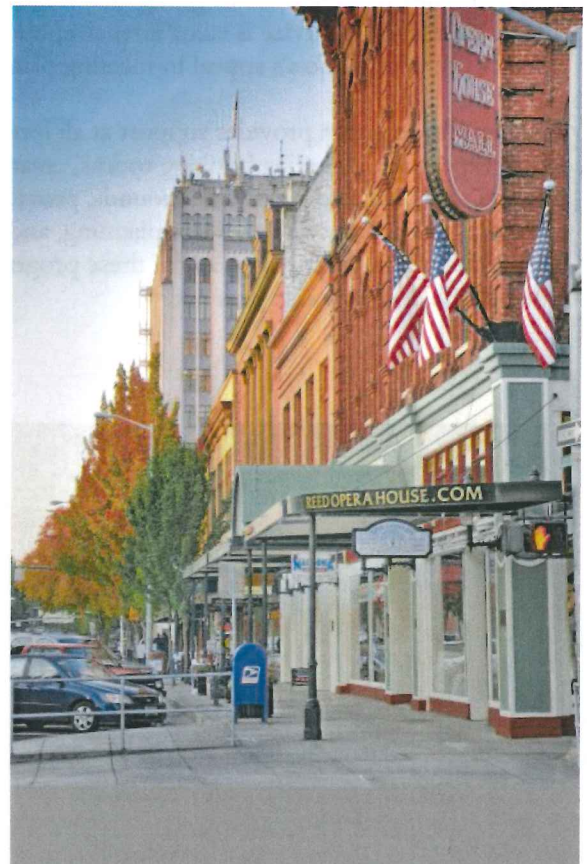
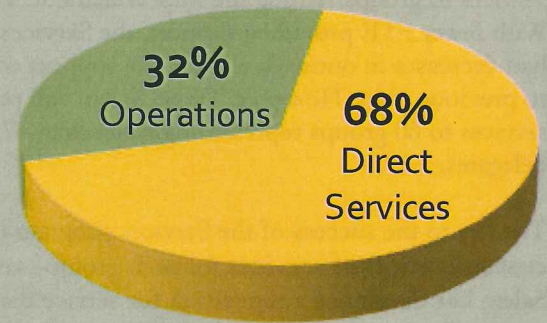
In-Kind \$ 608,563

WVVA/Regional \$ 177,891

**Subtotal \$ 1,914,854**

## Direct Visitor Services

(% of budget)



Downtown Salem/Ron Cooper

*"The 2012 Tandem Rally allowed us to increase attendance at the Deepwood Wine & Jazz Festival by over 30%! Thanks for the partnership!"*

– Lois Cole, Historic Deepwood Estate



**2012-13**  
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181 High Street NE :: Salem, OR 97301  
tel 503-581-4325 :: fax 503-581-4540  
www.TravelSalem.com

**MISSION**

Travel Salem markets and promotes the greater Salem area as a premier, year-round destination for conventions, events and leisure travelers. Serve as the official destination marketing organization and a vital tourism economic development generator for the region.

**VISION**

Through bold innovation and integrated partnerships, Travel Salem's programs and services heighten the visitor experience and drive economic impact, which supports local businesses, job creation and an enhanced quality of life.

**VALUES**

We are committed to service, integrity and excellence that provide tangible results and strengthen the businesses and communities we serve.



Willamette University/Ron Cooper



**Public Presentation Notes**  
**April 16, 2014**

Good Morning Commissioners,

I am Rich Minaker of the Finance Department.

I am here to present the 2nd Supplemental Budget request for the Marion County FY 2013-14 budget. Oregon Revised Statutes requires that increases to appropriation authority from the original adopted budget must be adopted by the governing body. In addition, any changes to the original adopted budget that are greater than 10% must be published in a local newspaper and a public hearing must be held to allow for public input on the proposed changes to the budget. Public notice of this supplemental budget was published in the Statesman Journal newspaper in accordance with statutory requirements. The budget information is available on the Marion County website and at both the Board's Office and the MaPS building reception desks.

Details of the second supplemental budget were reviewed with the Board of Commissioners at Management Update on March 31. The second supplemental budget increases the total budget by **\$6,018,162**. I will discuss major fund changes. I will state all amounts to the nearest thousand dollars.

The **General Fund** total budget increases by \$86,000. The additional resources are from transfers in; \$29,000 from the Children and Families Fund, \$37,000 from the Traffic Safety Team Fund, and \$20,000 from the Criminal Justice Assessment Fund. The transfers allow additional funding of \$29,000 for the Community Services Department to cover under-budgeted administrative charges, a transfer of \$37,000 to the Capital Improvement Projects Fund for the new Justice Court leased space tenant improvements, and the \$20,000 to the Sheriff's Office which allows a reduction in other General Fund Transfers.

The **Capital Improvement Projects Fund** budget will increase \$172,000. Resources increases are \$3,000 General Fund Transfers on behalf of the Sheriff's Office, a \$3,000 transfer from the Community Corrections Fund, a \$3,000 transfer from the Traffic Safety Team, with the transfer funds all allocated to one project; in addition, there is a \$163,000 transfer from the Traffic Safety Team Fund. There is \$287,000 increase in Capital Outlay; \$198,000 for tenant improvements and security systems for the new Justice Court leased space, \$53,000 for Juvenile detention building door controls, \$27,000 to upgrade Juvenile and Dog Control video recording systems for Windows 7 compatibility, and \$9,000 for automated observation reports and evaluations software used for Sheriff's Office training. Contingency is reduced \$115,000 to pay project costs not covered by the transfers in.

The **Community Corrections Fund** budget will decrease \$182,000. Intergovernmental State revenue will decrease by \$202,000 the result of a Oregon Criminal Justice Commission grant coming in \$9,000 lower than budget and a Oregon Criminal Justice Reinvestment grant of \$193,000 will be moved to the Sheriffs Grant Fund where it will be accounted for with like grants. Other Fund Transfers in will increase \$20,000 with a transfer in from the Criminal Justice Assessment Fund. Personnel Services is reduced by the previously discussed \$193,000 as budgeted overtime pay will be shifted to the Sheriff Grants Fund.

Materials and Services is decreased a net \$142,000. Department of Corrections grant funds totaling \$192,000 budgeted in M&S will be re-budgeted in the Sheriff Grants Fund. Partially offsetting this decrease is an increase of \$50,000 in Community Correction SB1145 funds for client housing

subsidies. An increase of \$7,000 for a Capital Outlay will be for replacement of the Wolverine Office camera recording system. Contingency is reduced by \$48,000. Transfers Out will increase by \$195,000: the previously discussed \$192,000 DOC grant funds will be transferred to the Sheriff Grants Fund, and \$3,000 will be transferred to the Capital Improvement Projects Fund to pay for one-third of the cost of computer software used in deputy sheriff training.

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The **Criminal Justice Assessment Fund** budget will increase by \$61,000 from additional court revenues. The funds will be transferred 1/3 each to the General Fund Sheriff's Office jail operations, Community Corrections Fund probation and parole supervision, and Juvenile Grants Fund juvenile accountability risk reduction program.

The **Fleet Management Fund** budget will increase by \$68,000 from a \$53,000 transfer from the Juvenile Grants Fund for purchase of a truck and a \$15,000 transfer from the Sheriff Grants Fund. Capital Outlay will increase by \$99,000 for purchase of a \$53,000 truck for Juvenile and \$46,000 for a joint Health/Sheriff mobile crisis team vehicle; contingency is reduced by \$31,000.

The **Health Fund** budget will increase \$4,801,000. Revenue increases include federal grants \$105,000, state contracts \$695,000, local MVBCN grants and contracts \$2,000,000 and a transfer in of \$2,007,000 from the Health IDS Reserve Fund. Personnel Services is increased \$292,000 to add new positions for the balance of the fiscal year utilizing federal and state funds. Material and Services is increased \$96,000 for contracted services and in-house office expenses associated with Oregon Health Authority mental health program expansion. Contingency is increased \$406,000 while it is determined what purchases are needed or if funds will be carried over to cover additional expenditures in FY 2014-15. Capital Outlay is increased by \$162,000 for expansion and site improvement at the Woodburn Health Clinic. Ending Fund Balance is increased \$3,845,000 as much of the increase in resources is not planned for expenditure in this fiscal year.

The **Health IDS Reserve Fund** budget will decrease by \$4,000 from a decrease in interest revenue. Reserves are reduced by \$2,010,000, and \$2,006,000 will be transferred to the Health Fund. Earlier in this session the board approved a resolution abolishing this fund.

The **Juvenile Grants Fund** budget will increase by \$20,000 due to receipt of a transfer in of court assessments distributed by the Criminal Justice Assessment Fund. Materials and Services are reduced by \$5,000, Contingency is reduced \$28,000; These funds, along with the additional \$20,000 revenue, are allocated to Transfers Out to the Fleet Management Fund for purchase of a \$53,000 truck for the Alternative Programs styrofoam project.

The **Sheriff Grants Fund** budget will increase by \$742,000. As previously discussed in the Community Corrections Fund, \$192,000 in Department of Corrections grant funds will be transferred to this fund. Multiple federal and state grant increases total \$472,000, notably Oregon Department of Corrections Jail Reinvestment fund \$253,000 and Oregon Criminal Justice Commission Justice Reinvestment funds \$193,000 (initially recorded in the Community Corrections Fund then re-recorded in this fund). Charges for Services increased \$35,000 for the Health Department's share of costs under a Mobile Crisis Team Agreement. Net working capital increases by \$44,000 to match actual. Personnel Services will increase by \$340,000 and Materials and Services will increase \$82,000 in utilization of the additional grant and contract funds. Capital Outlay will increase \$55,000 for phone data extraction system upgrade, camera recording system replacement, and scanner replacement. A



Transfer Out of \$15,000 is to the Fleet Management Fund to complete the purchase of two non-consolidated fleet vehicles. Contingency will be increased \$250,000.

The **Traffic Safety Team Fund** budget will increase by \$252,000. Net Working Capital is increased by \$200,000 as the actual was higher than anticipated. Federal and state grant revenue increased a net \$52,000 as four grants increased and one decreased. Personnel Services will increase \$23,000 as additional grant funds will be used for overtime pay to enforce points of emphasis traffic laws such as work zone. The Materials and Services budget will increase \$22,000 in multiple grants for multiple purposes. Capital Outlay of \$7,000 is budgeted for vehicle speed detection equipment. Transfers Out totaling \$203,000 include a \$163,000 transfer to the Capital Improvement Projects Fund for the Justice Court remodel project, \$37,000 to General Fund for allocation to Justice Court, and \$3,000 for one-third of the software used for deputy sheriff training.

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