



MARION COUNTY BOARD OF COMMISSIONERS

## Board Session Agenda Review Form

Meeting date: February 2, 2022

Department: Community Services

Agenda Planning Date: January 19, 2021

Time required: 15 Minute

☒ Audio/Visual aids Power Point Presentation

Contact: Brian Moreland

Phone: 503-589-3234

Department Head Signature:

### TITLE

Travel Salem Quarterly Presentation

Issue, Description & Background

Per the contract with Travel Salem, Marion County Commissioners requested that Travel Salem present quarterly updates on achievements and activities. The presentation will be based on Travel Salem's quarterly report.

Financial Impacts:

Travel Salem is partially funded by Marion County Economic Development investments.

Impacts to Department & External Agencies

Travel Salem's public presentations show the utility of Marion County Economic Development's Tourism and Destination Development investment.

Options for Consideration:

Presentation only: no decisions required at this time.

Recommendation:

n/a

List of attachments:

Travel Salem Quarterly Report

Presenter:

Angie Onyewuchi

*Copies of completed paperwork sent to the following: (Include names and e-mail addresses.)*

Copies to:



## FIRST QUARTER REPORT 2021-2022

July, August, September

### INTRODUCTION

Travel Salem is pleased to present its 21-22 First Quarter Report pursuant to 2021 City of Salem Contract Section 1.7. The contract stipulates quarterly reports include a financial report, an overview of activities and performance measurement data, and clearly demonstrate how Transient Occupancy Tax funds and Salem Tourism Promotion Area funds are used on projects, programs and initiatives in Salem. This report fulfills these contractual requirements.

All programs and services tie back to Travel Salem's 2020-2025 Strategic Plan and the 2021-2022 Business Plan and drive toward the imperative to increase visitor-related economic impact through four core areas of focus: destination experience, destination development, destination marketing, and organization optimization.

COVID-19 hit in March 2020 with the industry experiencing unprecedented impacts. The industry has rebounded in many ways, but many businesses continue to face challenges related to workforce issues (recruitment, retention) and the continued changing landscape of COVID protocols to ensure public safety. During the first quarter, the U.S. faced impacts from mutations of the virus (Delta variant) and the resurgence of travel limitations.

### KEY PERFORMANCE MEASUREMENTS

Performance Measures <sup>1</sup>	21-22 YTD (Jul-Sep)	% of Target	21-22 Year-End Target	20-21 TOTAL
Estimated Economic Impact	TBA	TBA	↑2% = \$321,300,000	\$315,000,000
Transient Occupancy Tax <sup>2</sup>	\$1,395,173	43%	↑5% = \$3,249,877	\$3,095,121
Leverage	\$735,153	32%	\$2,300,000	\$2,680,099
Consumer Engagement	27,818,663	20%	↑15% = 137,383,383	119,463,811
Visitor Information Network Attendance	73,056	93%	↑6% = 78,405	73,967
Earned Media Impressions	26,038,969	25%	↑5% = 104,615,797	99,634,093
Social Media Reach	2,626,412	29%	↑12% = 9,107,916	8,132,068
TravelSalem.com Visits <sup>3</sup>	45,068	12%	↑10% = 380,288	345,716
Conventions & Sports Bookings	13	65%	↑10% = 20	18

<sup>1</sup>Targets are based on normal market conditions and don't take into consideration significant impacts such as a pandemic, recession/depression, natural disasters, fuel anomalies, etc.

<sup>2</sup>Outcomes influenced by fluctuations in ADR, occupancy

<sup>3</sup>Methodologies may change year to year as vendors update their algorithms; year over year changes may not be comparable

### FUNDING KEY BY SOURCE



Transient  
Occupancy  
Tax



Salem  
Tourism  
Promotion  
Area



Wine  
Country  
Plate



Unrestricted  
sources (e.g.,  
County funds,  
advertising)



Willamette  
Valley  
Visitors  
Association



Grants



Blended  
sources

## MARKETING & COMMUNICATIONS

- Developed a **Travel Salem Sports flier** for recruitment efforts at tradeshows promoting Salem as a location for future sporting events •
- Partnered with **Amtrak's marketing team** to create a website, which once complete, Travel Salem will have access to update local destination information •
- Provided regionally-focused expertise at **Willamette Valley stakeholder listening sessions** regarding Travel Oregon's marketing and communication efforts for strategic planning •
- **Cultural Heritage Liaison Work Plan** – completed review of Willamette Heritage Center's operations, marketing and metrics; providing customized recommendations including marketing plan, performance measurement reporting and website & social media management •
- **Surveyed the Wine Charm Trail participants** to determine support with results showing majority support for program continuation •

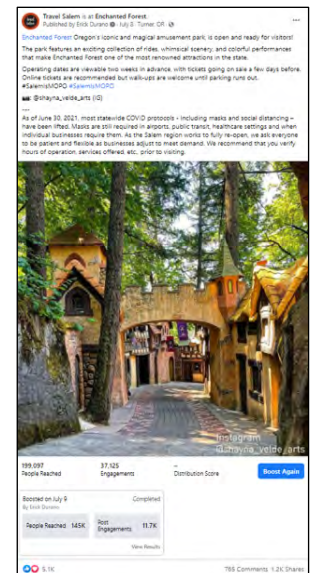


Sports Flyer

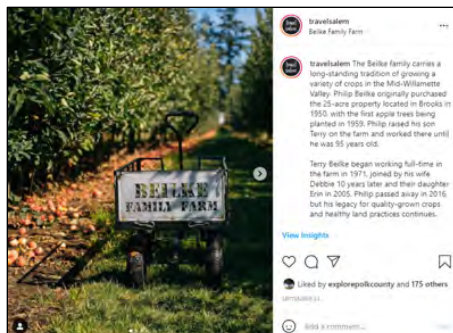
## Social Media

Refer to the attached Social Media Addendum for examples and results of top-performing posts for the quarter

- **Published 3 blogs** with a combined reach of **161,849** accounts across Facebook and Instagram:
  - The Dog Days of Summer: Pooch-Friendly Places to Stay & Play in the Salem Region ••
  - 10 Great Spots for Outdoor Dining Around the Salem Region ••
  - 10 Latino-Owned Businesses to Check Out in Salem and the Mid-Willamette Valley ••
- The **highest performing post** was regarding Enchanted Forest's re-opening. This post achieved an incredible amount of engagement across all platforms: Facebook saw a total of **199,097 unique people reached**, 6,438 likes, 1,131 comments, and 1,205 shares; Instagram saw 4,189 likes, 985 saves, 993 shares, 66 comments, 620 new followers, and 153,146 reach (highest follow, save and share count to date on Instagram) •
- **Gained 435 Instagram followers** at a growth rate of 3.31%
- **In-house photo/video content** was produced for the following locations:
  - Oregon State Capitol •
  - Thank You Berry Much Farms •
  - Flying Bee Ranch •
  - Don Froylan Creamery •
  - Beilke Family Farms •
  - Salem Kayak Rentals LLC •
  - Keizer Rapid Parks •
  - The Governor's Cup •



Top Performing Post



Social Media Posts

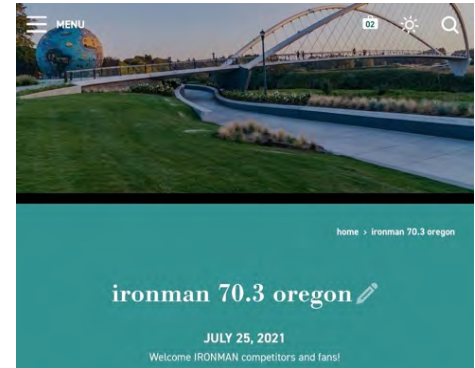


## TravelSalem.com

- Launched a **new TravelSalem.com website** in July that is integrated with the Travel Salem IDSS database. The new site optimizes the user experience and improves SEO rankings
- Created **landing pages** on TravelSalem.com:
  - Highlight IRONMAN event registration, lodging, competition routes & other event resources ●
  - Address the homeless issue and the work of the City of Salem and numerous nonprofit organizations to assist those without shelter ●
  - Focus on wildfires in the region and accessibility to specific areas ●



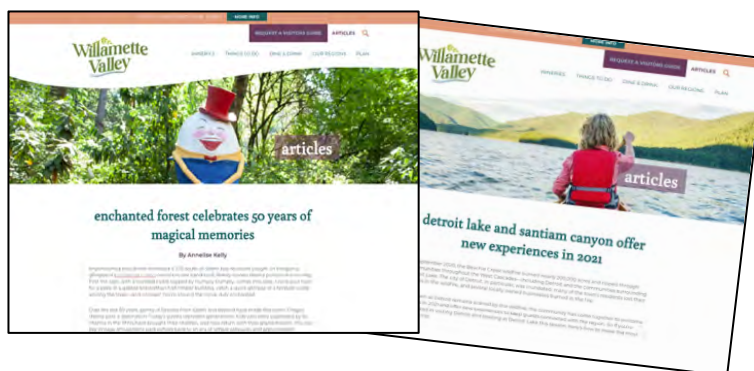
TravelSalem.com



IRONMAN Landing Page

## Willamette Valley Visitors Association

- Sent a Willamette Valley **Consumer e-Newsletter** “Welcoming the Arrival of Summer with Outdoor Adventure” (5,499 impressions) ●●
- Created **new blogs** promoting the Willamette Valley through heritage, artisanal makers, outdoor dining and recreation ●●
  - Enchanted Forest Celebrates 50 Years of Magical Memories
  - Blog post - Outdoor Recreation Along the Detroit Lake Area and Santiam Canyon
  - A “Top Chef”-inspired Tour of the Willamette Valley
  - 5 Great Places to Mountain & Gravel Bike in the Willamette Valley
- Promoted travel to the Willamette Valley at the **TravelPro Domestic Travel Advisor Show** and the Family Travel Show; met with 135 domestic travel advisors looking for new drivable destinations and experiences due to ongoing COVID concerns ●



Blog & e-Newsletter Examples

## CONVENTIONS & SPORTS

Refer to the attached Convention & Sports Addendum for examples and results of top-performing posts for the quarter

- Secured a **three-year contract** (2021-23) to host Oregon's first IRONMAN 70.3 OREGON event in July 2021 at Salem's Riverfront Park. See attached economic impact report from event •
- Contracted with **Small Market Meetings for a year-long campaign** (print, articles, digital) that will also include a Meeting Planner Familiarization Tour in May 2022 •
- Attended **Connect Association Tradeshow** in Tampa, FL (September) – met with 36 planners to pitch Salem as a meeting/convention destination; working leads •
- Attended the **TEAMS tradeshow** in Atlantic City, NJ (September) – met with 31 sports planners to pitch organizers to hold their events in the Sports Capital of Oregon; working leads •
- Placed a **co-op ad with the Salem Convention Center** in *Sports Events Magazine's* July issue, with a focus on Esports, Cheer & Dance •







Sports Events Magazine Ad

**Travel Salem**  
**Public Relations Addendum**  
**7/1/2021 - 9/30/2021**

Secured 81 articles and mentions with a reach of 26,038,969 and advertising equivalency of \$299,759

	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>Statesman Journal</i></p> <p><b>Salem Businesses to See Economic Boost During Ironman Weekend</b></p> <p>Published: 07/2021 Pitched: 07/2021</p>	\$2,024	36,000	The Statesman Journal produced a story on the positive economic impact that IRONMAN produced and included quotes from staff/owners of The Governor's Cup, the Grand Hotel and Lively Station.
	<p><i>Bravo TV</i></p> <p><b>The Next Top Chef Is...</b></p> <p>Published: 07/2021 Pitched: 02/2021</p>	\$30,000	2,500,000	Bravo's Top Chef Portland season finale showed finalists doing some of their shopping at Bauman's Farm & Gardens before moving on to Willamette Valley Vineyards for the final culinary competition of the season.
	<p><i>TravelAwaits.com</i></p> <p><b>7 Gorgeous Gardens to Visit Near Salem, Oregon</b></p> <p>Published: 07/2021 Pitched: 06/2021</p>	\$26,000	2,900,000	Writer June Russel-Chamberlin published a feature story that included Deepwood Museum & Gardens, Bush's Pasture Park Rose Garden, Schreiner's Iris Gardens, Gaiety Hollow, Martha Springer Botanical Garden, Sebright Gardens and The Oregon Garden.
	<p><i>Take Root Magazine</i></p> <p><b>A Flight of Its Own - How a beekeeping hobby became a way of life at Flying Bee Ranch</b></p> <p>Published: 07/2021 Pitched: 01/2021</p>	\$7,500	50,000	Melissa Wagoner produced a 4-page feature article detailing the history of Flying Bee Ranch, the art of beekeeping and the story of owners Jeremy Mitchell and Delsey Maus.

	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>Epoch Times</i></p> <p><b>Oregon Wine Tour: Vineyards, Small Towns &amp; Adventure</b></p> <p>Published: 08/2021 Pitched: 06/2021</p>	\$22,000	1,900,000	Freelance writer Janna Graber toured wine regions in Oregon and included Bethel Heights, Eola Hills' Legacy Estate Vineyards and the Independence Hotel in her feature on the Willamette Valley region.
	<p><i>Eater Portland</i></p> <p><b>17 Destination Restaurants, Food Carts, and Bars in Salem, Oregon</b></p> <p>Published: 08/2021 Pitched: 03/2021</p>	\$3,900	97,000	Writer Emily Feel produced a feature story on how Salem's food scene has blossomed over the past few years and mentioned great spots throughout Salem, including Dough Hook Bake Shop, Xicha Brewing, Noble Wave, Fork Forty Food Hall, The Yard, Epilogue Kitchen and more.
	<p><i>KGW Ch. 8</i></p> <p><b>Grant's Getaways: Summer Camping Getaways</b></p> <p>Published: 08/2021 Pitched: 03/2021</p>	\$23,000	2,100,000	Silver Falls State Park was highlighted as one of four camping getaway spots featured by Grant McOmie on his travel show, "Grant's Getaways" on KGW Ch. 8.
	<p><i>Forbes Magazine</i></p> <p><b>This Fall Foliage Predictor Map Can Help You Plan Your Autumn Vacation</b></p> <p>Published: 09/2021 Pitched: 10/2019</p>	\$25,200	2,800,000	Silver Falls State Park was mentioned as one of the West's best spots to visit in the fall.



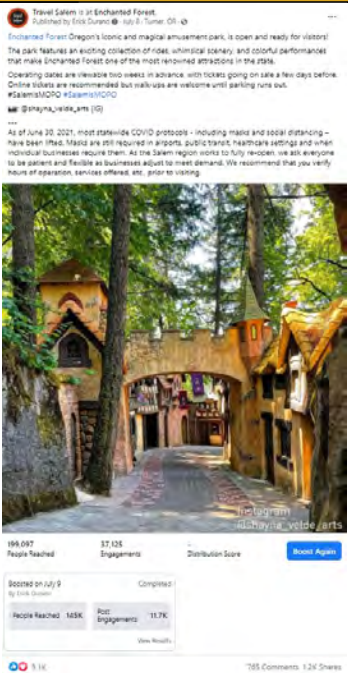

	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>Foodista</i></p> <p><b>Salem, Oregon: A Trio of Parks and More</b></p> <p>Published: 09/2021 Pitched: 04/2019</p>	\$18,000	1,000,000	Writer Michael Fagin included Salem's Riverfront Park, the Carousel, Minto-Brown Island Park, the Willamette River and Salem Kayak Rentals in part 2 of his 3-part series on visiting the Salem region.
	<p><i>Northwest Travel Magazine</i></p> <p><b>Exploring Oregon's Great Oaks Food Trail</b></p> <p>Published: 09/2021 Pitched: 03/2021</p>	\$5,794	125,000	Writer Peggy Cleveland wrote a feature story about the Great Oaks Food Trail, which was picked up by Northwest Travel Magazine, and included mentions of The Independence Hotel, Gilgamesh Brewing, Left Coast Estate, Keeler Estate and Salt Creek Cider House.
	<p><i>Portland Monthly</i></p> <p><b>10 Can't Miss Oregon Museums Outside of Portland</b></p> <p>Published: 09/2021 Pitched: 04/2020</p>	\$18,159	125,000	The Mount Angel Abbey Museum and the Gordon House were included in a listicle featuring top museums to visit outside of Portland.
	<p><i>thrillist.com</i></p> <p><b>Fall in Love with Oregon's Boozy, Laid-Back Wine Country</b></p> <p>Published: 09/2021 Pitched: 06/2021</p>	\$22,500	2,500,000	Writer Katy Spratte Joyce included mentions of Salem, the Benedictine Brewery, Woodburn's authentic Mexican restaurants and Silver Falls State Park in her feature on the Willamette Valley, following the FAM tour she took part in over the summer.

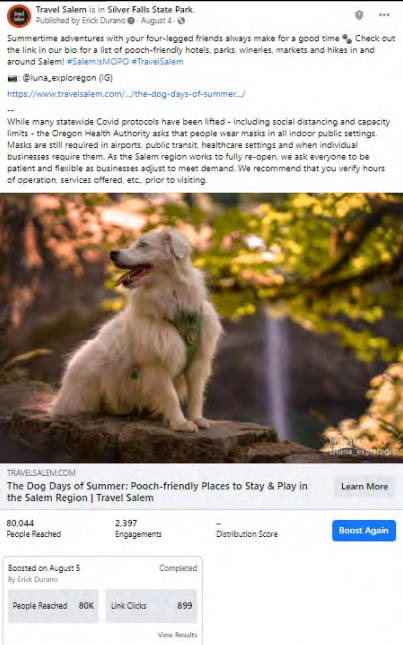



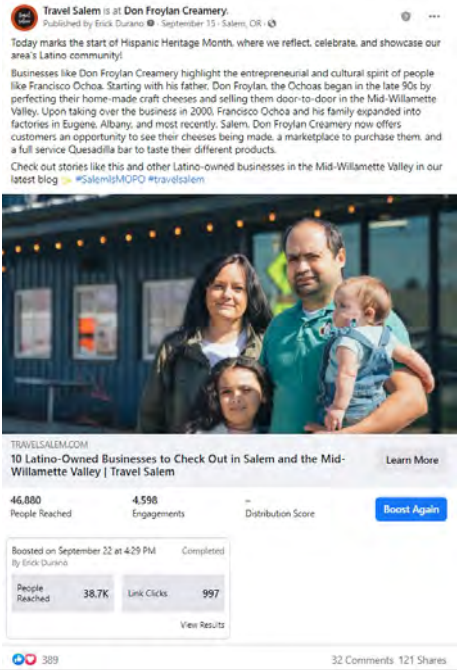

# Travel Salem

## Social Media Addendum

### 7/1/2021 - 9/30/2021

	Campaign/Post	Results	Key Message/Content
	<p>Enchanted Forest</p> <p>Published: 07/2021</p>	<p><b>Facebook:</b> 398,204 Impressions, 8,774 engagements, 1,131 comments (most in 1st Quarter)</p> <p><b>Instagram:</b> 192,286 Impressions, 4,189 likes, 66 comments, 993 shares, 986 saves, 620 follows</p>	<p>The re-opening of Enchanted Forest was something that the public has been wanting for quite some time. When we created this post announcing their re-opening, it received the highest engagement and impressions for all posts across all platforms.</p>
	<p>Marion and Gatch Falls</p> <p>Published: 09/2021</p>	<p><b>Facebook:</b> 252,958 Impressions, 5,957 engagements (Likes+Comments+Shares)</p> <p><b>Instagram:</b> 110,700 impressions, 1,565 likes, 15 comments, 86 shares, 367 saves</p>	<p>Post featuring Marion and Gatch Falls in the Mount Jefferson Wilderness. This post also informed potential visitors of the new permits required to visit these areas.</p>

	Campaign/Post	Results	Key Message/Content
 <p>Travel Salem is in Silver Falls State Park. Published by Erick Durazo · August 4 · 18</p> <p>Summertime adventures with your four-legged friends always make for a good time 🐾. Check out the link in our bio for a list of pooch-friendly hotels, parks, wineries, markets and hikes in and around Salem! #SalemisMORO #TravelSalem</p> <p>@luna_explregion (IG)</p> <p><a href="https://www.travelsalem.com/.../the-dog-days-of-summer-/">https://www.travelsalem.com/.../the-dog-days-of-summer-/</a></p> <p>While many statewide Covid protocols have been lifted - including social distancing and capacity limits - the Oregon Health Authority asks that people wear masks in all indoor public settings. Masks are still required in airports, public transit, healthcare settings and when individual businesses require them. As the Salem region works to fully re-open, we ask everyone to be patient and flexible as businesses adjust to meet demand. We recommend that you verify hours of operation, services offered, etc., prior to visiting.</p> <p>THE TRAVELSALEM.COM</p> <p>The Dog Days of Summer: Pooch-friendly Places to Stay &amp; Play in the Salem Region   Travel Salem</p> <p>80,044 People Reached 2,397 Engagements Distribution Score Boost Again</p> <p>Boosted on August 5 By Erick Durazo Completed</p> <p>People Reached 80K Link Clicks 899 View Results</p> <p>208 17 Comments 35 Shares</p>	<p><b>Dog Days of Summer</b></p> <p>Published: 08/2021</p>	<p><b>Facebook:</b></p> <p>155,253 impressions, 269 engagements, 899 link clicks</p> <p><b>Instagram:</b></p> <p>66,561 impressions, 1,194 likes, 1 comment, 7 shares, 72 saves, 329 link clicks</p>	<p>Blog promotion featuring dog-friendly locations in the Mid-Willamette Valley.</p>
 <p>Travel Salem is at TopWire Hop Project. Published by Erick Durazo · August 19 · Woodburn, OR · 18</p> <p>Discover the abundance the Mid-Willamette Valley has to offer through the Marion Farm Loop! Explore local growers, wineries, farms and gardens in the Salem region. Find unique places such as TopWire Hop Project, a fully-equipped beer garden in Woodburn situated in the middle of a field of Centennial hops!</p> <p>Click the link below to learn more about the Marion Farm Loop 🍷🍷 #SalemisMORO</p> <p>@TravelSalem</p> <p><a href="https://marionfarmloop.com/">https://marionfarmloop.com/</a></p> <p>@topwirehop (IG)</p> <p>In Oregon, masks are currently required in all indoor public settings for adults and children five years and older. Masks are also encouraged in crowded outdoor situations. As the Salem region works to fully re-open, we ask everyone to be patient and flexible as businesses adjust to meet demand. We recommend that you contact individual businesses to verify hours of operation, services offered, etc. Welcome (back) to the Most Oregon Part of Oregon!</p> <p>Instagram @topwirehop</p> <p>60,326 People Reached 2,523 Engagements Distribution Score Boost Again</p> <p>Boosted on August 20 By Erick Durazo Completed</p> <p>People Reached \$3.4K Post Engagements 2.8K View Results</p> <p>519 26 Comments 58 Shares</p>	<p><b>Marion Farm Loop</b></p> <p>Published: 08/2021</p>	<p><b>Facebook:</b></p> <p>80,545 impressions, 645 engagements, 181 link clicks</p> <p><b>Instagram:</b></p> <p>90,617 impressions, 683 likes, 11 comments, 163 shares, 215 saves, 228 follows</p>	<p>Marion Farm Loop feature, showcasing various local farms offering spaces for visitors. This post garnered the highest follow count on Instagram for the 1st quarter.</p>

	Campaign/Post	Results	Key Message/Content
 <p><b>Travel Salem is at Don Froylan Creamery.</b> Published by Erick Durazo · September 15 · Salem, OR ·</p> <p>Today marks the start of Hispanic Heritage Month, where we reflect, celebrate, and showcase our area's Latino community!</p> <p>Businesses like Don Froylan Creamery highlight the entrepreneurial and cultural spirit of people like Francisco Ochoa. Starting with his father, Don Froylan, the Ochoas began in the late 90s by perfecting their home-made craft cheeses and selling them door-to-door in the Mid-Willamette Valley. Upon taking over the business in 2000, Francisco Ochoa and his family expanded into factories in Eugene, Albany, and most recently, Salem. Don Froylan Creamery now offers customers an opportunity to see their cheeses being made, a marketplace to purchase them, and a full service Quesadilla bar to taste their different products.</p> <p>Check out stories like this and other Latino-owned businesses in the Mid-Willamette Valley in our latest blog → #SalemMORO #TravelSalem</p> <p>TRAVELSALEM.COM 10 Latino-Owned Businesses to Check Out in Salem and the Mid-Willamette Valley   Travel Salem</p> <p>46,880 People Reached 4,598 Engagements Distribution Score Boost Again</p> <p>Boosted on September 22 at 4:29 PM Completed By Erick Durazo</p> <p>People Reached 38.7K Link Clicks 997 View Results</p> <p>32 Comments 121 Shares</p>	<p>Hispanic Heritage Month</p> <p>Published: 09/2021</p>	<p><b>Facebook:</b></p> <p>73,425 impressions, 4,598 engagements, 997 link clicks</p> <p><b>Instagram:</b></p> <p>497 likes, 14 comments, 34 shares, 28 saves, 170 link clicks</p>	<p>Hispanic Heritage month runs annually from September 15-October 15. This post promoted a blog that featured 10 Latino-owned businesses within the Mid-Willamette Valley.</p>
 <p><b>Travel Salem is at Oregon State Capitol.</b> Published by Erick Durazo · July 27 · Salem, OR ·</p> <p>The Oregon State Capitol has reopened to the public!</p> <p>Guided tours of the Capitol are offered daily at 11AM &amp; 2PM, self-guided tours can be done using brochures provided near the information desk or at Travel Salem. The Capitol also has a brand new welcome center featuring interactive touch screens that showcase Oregon's heritage, culture, history, and significant locations.</p> <p>Visit <a href="http://oregoncapitol.com">oregoncapitol.com</a> for more info #SalemMORO #TravelSalem</p> <p>As of June 30, 2021, most statewide COVID protocols - including masks and social distancing - have been lifted. Masks are still required in airports, public transit, healthcare settings and when individual businesses require them. As the Salem region works to fully re-open, we ask everyone to be patient and flexible as businesses adjust to meet demand. We recommend that you verify hours of operation, services offered, etc., prior to visiting.</p> <p>45,321 People Reached 5,110 Engagements Boost Again</p> <p>Boosted on August 2 Completed By Erick Durazo</p> <p>People Reached 42.5K Post Engagements 5.3K View Results</p> <p>126 Comments 76 Shares</p>	<p>Oregon Capitol Reopening</p> <p>Published: 07/2021</p>	<p><b>Facebook:</b></p> <p>57,219 impressions, 5,110 engagements, 42,451 reach</p> <p><b>Instagram:</b></p> <p>348 likes, 10 comments, 12 shares, 9 saves</p>	<p>Photos taken in-house showing the newly-reopened Oregon State Capitol. The Capitol had been undergoing renovations for the past year, and this post showed one of the new spaces created during that time: their new Welcome Center.</p>





THE MOST OREGON  
PART OF OREGON



# ironman 70.3 2021

Estimated Economic Impact  
Salem, OR





# by the numbers

Travel Salem, in partnership with Sport Oregon, the Willamette Valley Visitors Association and Travel Oregon, hosted the inaugural IRONMAN 70.3 Oregon Triathlon on July 25, 2021, in Salem.

The sold-out event served as a qualifier for the 2021 IRONMAN 70.3 World Championship in St. George, Utah and drew more than 7,000 people from across the globe to Salem.



**SPORT<sup>®</sup>**  
**OREGON**

**Willamette**  
**Valley**



Travel Salem signed a **3-year contract** with IRONMAN valued at **\$33 million** in estimated economic impact.



The planning for IRONMAN Oregon began just seven months prior to the event - making this the fastest launch of a new event in the history of IRONMAN.

Despite the short timeline, IRONMAN Oregon reached maximum capacity for registration (capped at 2,400 participants) and achieved 100% of its volunteer needs.

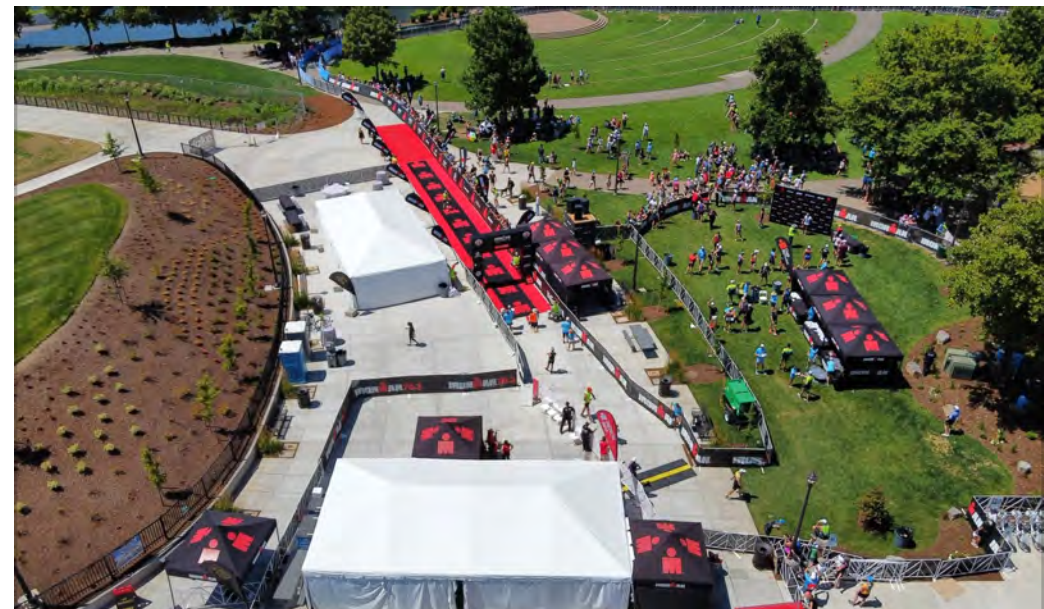
Next year's event is scheduled for July 10, 2022.

## EVENT OVERVIEW

Salem's Riverfront Park served as the main stage and transition area for the race.

The course began with a 1.2-mile downriver swim in the Willamette River, starting just north of Riverfront Park, followed by a 56-mile bike ride to Ankeny National Wildlife Refuge and back to Riverfront Park.

The final leg consisted of a 13.1-mile out and back run through Minto-Brown Island Park.



**\$10,065,100**

Estimated Economic Impact

**2,310**

Athletes

**6,930**

Family & Friends

**\$1,109,384**

Lodging Revenue

**\$99,845**

TOT

**7,952**

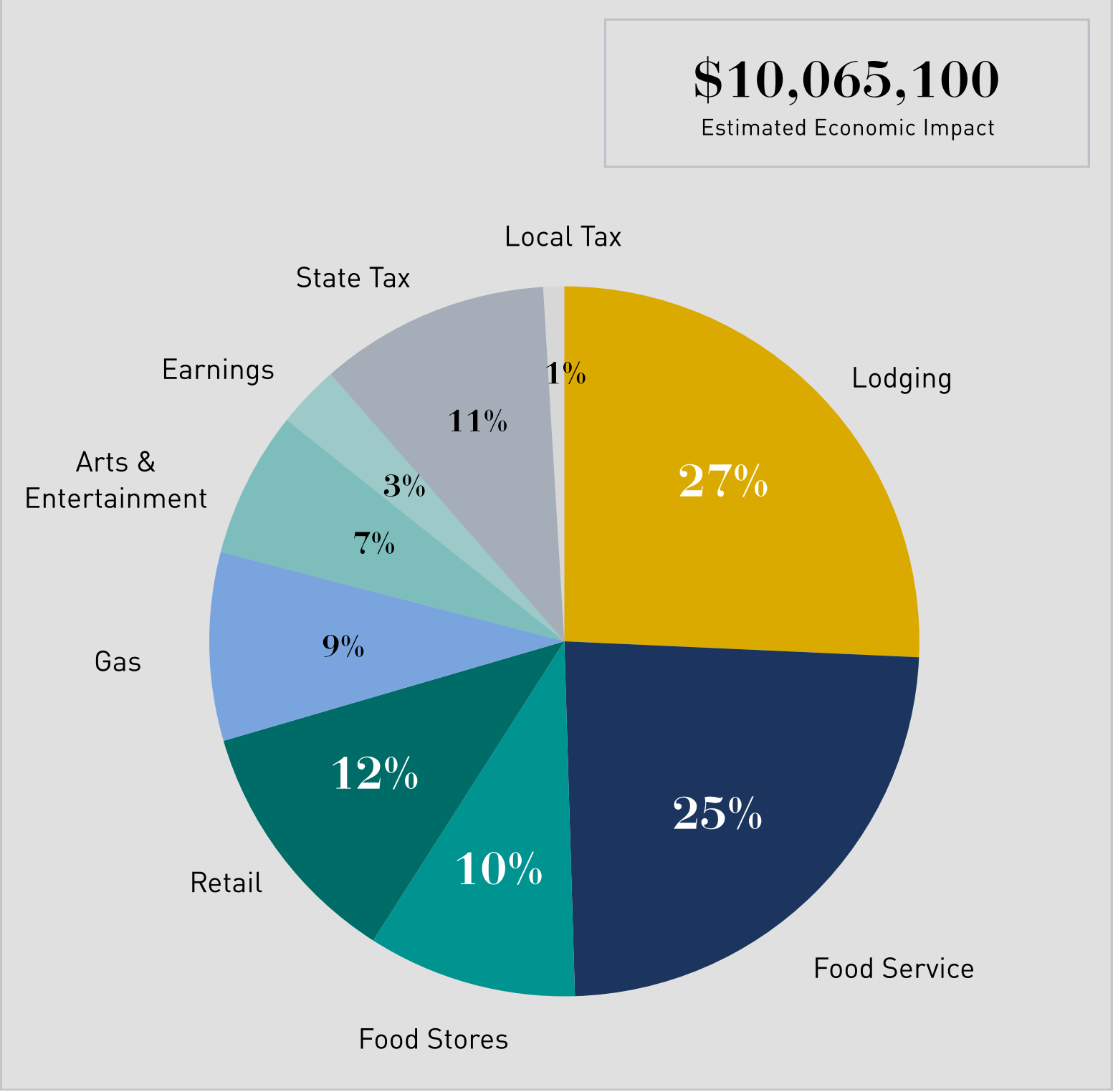
Room Nights



ESTIMATED ECONOMIC IMPACT BREAKDOWN



top 10 locations of athletes	
1. California	30.3%
2. Oregon	27.7%
3. Washington	22.6%
4. Florida	3.4%
5. Idaho	3.2%
6. Colorado	2.7%
7. Arizona	2.5%
8. Texas	2.5%
9. Nevada	2.4%
10. Utah	2.2%



survey says...

46% were interested in Outdoor Recreation

45% were interested in Beer & Cider

37% were interested in Wineries

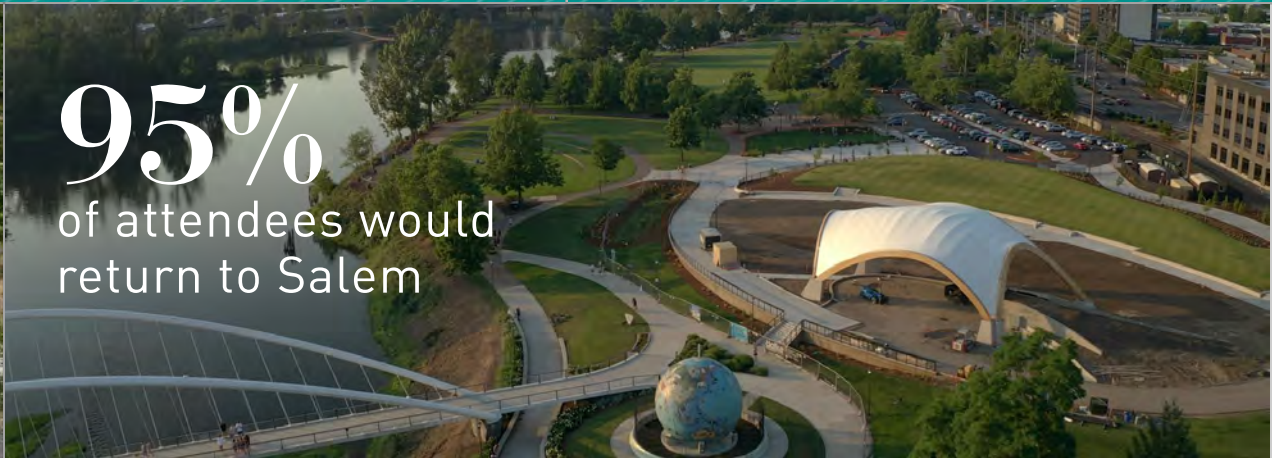
33% were interested in Shopping

11% were seeing friends and family

11% were interested in Art & History



Salem was ranked  
**8.9 out of 10**  
for best experience



**95%**  
of attendees would  
return to Salem



Travel Salem  
**CONVENTIONS and SPORTS DASHBOARD**  
 2021-22 First Quarter

21-22 REAL-TIME CONVENTIONS/SPORTS						
YEAR-TO-DATE						
Conventions & Groups						
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue
1	North American Blueberry Council	\$ 207,000	200	200	\$ 26,908	\$ 2,422
	<b>CONVENTION &amp; GROUPS TOTAL</b>	<b>\$ 207,000</b>	<b>200</b>	<b>200</b>	<b>\$ 26,908</b>	<b>\$ 2,422</b>
						\$ 0.05 TOT ROI
Sports & Events						
1	USA National Softball	\$ 4,173,120	4,032	300	\$ 40,362	\$ 3,633
1	USA Softball 4th of July Tournament	\$ 1,251,936	2,516	96	\$ 12,916	\$ 1,162
1	USA Softball State Tournament	\$ 626,968	1,008	48	\$ 6,458	\$ 581
1	IRONMAN 70.3 Oregon	\$ 10,065,100	2,310	7,952	\$ 1,069,862	\$ 96,288
1	USA Fastpitch Invitational Labor day	\$ 1,408,428	2,268	108	\$ 14,530	\$ 1,308
1	USA Softball Tournament	\$ 3,129,840	5,054	240	\$ 32,290	\$ 2,906
1	USA Softball Tournament	\$ 417,312	1,008	100	\$ 13,454	\$ 1,211
1	USA Softball Tournament	\$ 417,312	1,008	100	\$ 13,454	\$ 1,211
	<b>SPORTS &amp; EVENTS TOTAL</b>	<b>\$ 21,490,016</b>	<b>19,204</b>	<b>8,944</b>	<b>\$ 1,203,326</b>	<b>\$ 108,299</b>
						\$ 2.26 TOT ROI
	<b>TOTAL</b>	<b>\$ 21,697,016</b>	<b>19,404</b>	<b>9,144</b>	<b>\$ 1,230,234</b>	<b>\$ 110,721</b>
						\$ 2.31 TOT ROI
	Total Value	\$ 21,697,016				
	Direct Costs for YTD	\$ 48,015				
	EEI ROI	\$ 451.88				

21-22 LOST BUSINESS						
Account Name	Reason	Lost Attendees	Lost Room Nights	Lost Community EEI	Lost Lodging Revenue	Lost TOT Revenue
Women Welcome Women	COVID concerns	12	132	\$ 27,324	\$ 17,759	\$ 1,598
	<b>TOTAL</b>	<b>12</b>	<b>132</b>	<b>\$ 27,324</b>	<b>\$ 17,759</b>	<b>\$ 1,598</b>
21-22 FAM TOURS, TRADE SHOWS & PROMO TRIPS						
Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	Education
1	Connect	Tampa		X		
1	Small Market Meetings	Cheyenne		X		
1	TEAMS	Atlantic City		X		

*February 27, 2013 Board of Directors Approved*

\* Business is also being booked for future years in the current year, however, this TOT value will be recognized in those respective years.

TOT Influenced by TS:

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

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

3) 09-10 Convention dip was due to a timing issue between fiscal years of when the JWC events were held



TRAVEL SALEM  
STATEMENT OF ACTIVITIES / NET ASSETS  
2021-22 First Quarter

REVENUES	1st Qtr Actuals			2021-22 YTD Actuals				% of FY Budget	FY Budget	2020-21 YTD Actuals
	TOT	STPA	FLEX	CITY	STPA	FLEX	TOTAL			
<b>PUBLIC</b>										
City of Salem Contract	\$ 339,270			\$ 339,270		\$ -	\$ 339,270	40%	\$ 846,000	\$ 766,195
Salem Tourism Promotion Area		\$ 282,231			\$ 282,231	\$ -	\$ 282,231	40%	\$ 714,000	\$ 639,571
<b>Subtotal</b>	<b>\$ 339,270</b>	<b>\$ 282,231</b>	<b>\$ -</b>	<b>\$ 339,270</b>	<b>\$ 282,231</b>	<b>\$ -</b>	<b>\$ 621,501</b>	<b>40%</b>	<b>\$ 1,560,000</b>	<b>\$ 639,571</b>
<b>REGIONAL</b>										
Marion County			\$ -			\$ -	\$ -	0%	\$ 125,000	\$ 125,000
Polk County			\$ -			\$ -	\$ -	-	\$ 15,000	\$ 15,000
<b>Subtotal</b>			<b>\$ -</b>			<b>\$ -</b>	<b>\$ -</b>	<b>0%</b>	<b>\$ 140,000</b>	<b>\$ 140,000</b>
<b>PRIVATE</b>										
Membership			\$ 48,938			\$ 48,938	\$ 48,938	47%	\$ 104,405	\$ 28,806
Special Events (Pickleball)			\$ -			\$ -	\$ -	0%	\$ 28,484	\$ 5,285
WCP - Funds Released			\$ 3,600			\$ 3,600	\$ 3,600	-	\$ -	\$ 45,878
STPA - Funds Released		\$ 50,762			\$ 50,762		\$ 50,762	-	\$ -	
Grants			\$ -			\$ -	\$ -	-	\$ -	\$ -
Polk County Destination Dev <sup>1</sup>			\$ -			\$ -	\$ -	-	\$ -	\$ 6,550
Other	\$ 111		\$ 1,725	\$ 111		\$ 1,725	\$ 1,836	23%	\$ 8,100	\$ 34,781
<b>Subtotal</b>	<b>\$ 111</b>	<b>\$ 50,762</b>	<b>\$ 54,263</b>	<b>\$ 111</b>	<b>\$ 50,762</b>	<b>\$ 54,263</b>	<b>\$ 105,136</b>	<b>75%</b>	<b>\$ 140,989</b>	<b>\$ 121,300</b>
Temporarily Restricted Rev (WCP)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	-	\$ 100,000	\$ 87,452
Operational Funding (Prior Year)							\$ -	-	\$ 100,000	\$ 150,000
<b>TOTAL REVENUES</b>	<b>\$ 339,380</b>	<b>\$ 332,993</b>	<b>\$ 54,263</b>	<b>\$ 339,381</b>	<b>\$ 332,993</b>	<b>\$ 54,263</b>	<b>\$ 726,637</b>	<b>36%</b>	<b>\$ 2,040,989</b>	<b>\$ 1,138,323</b>
<b>EXPENSES</b>										
Salaries & Related Expenses*	\$ 163,185	\$ -	\$ 36,537	\$ 163,185	\$ -	\$ 36,537	\$ 199,721	22%	\$ 907,411	\$ 651,065
Operations*	\$ 52,771	\$ 14,465	\$ 6,023	\$ 52,771	\$ 14,465	\$ 6,023	\$ 73,260	38%	\$ 191,882	\$ 169,028
Professional Services	\$ 7,620	\$ 15,100	\$ 79	\$ 7,620	\$ 15,100	\$ 79	\$ 22,799	46%	\$ 49,250	\$ 45,226
Advertising	\$ 1,528	\$ 18,072	\$ 3,857	\$ 1,528	\$ 18,072	\$ 3,857	\$ 23,457	3%	\$ 776,925	\$ 207,208
Trade Shows & Fam Tours	\$ -	\$ 3,111	\$ -	\$ -	\$ 3,111	\$ -	\$ 3,111	0%	\$ 4,820	\$ 2,519
Special Events	\$ 508	\$ -	\$ 10	\$ 508	\$ -	\$ 10	\$ 519	0%	\$ 23,864	\$ 6,270
Agility Fund	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0%	\$ 58,500	\$ -
Misc.	\$ 62	\$ -	\$ 80,270	\$ 62	\$ -	\$ 80,270	\$ 80,332	4017%	\$ 2,000	\$ 1,236
<b>TOTAL EXPENSES</b>	<b>\$ 225,675</b>	<b>\$ 50,747</b>	<b>\$ 126,776</b>	<b>\$ 225,675</b>	<b>\$ 50,747</b>	<b>\$ 126,776</b>	<b>\$ 403,199</b>	<b>20%</b>	<b>\$ 2,014,652</b>	<b>\$ 1,082,550</b>
<b>OPERATING SURPLUS / (DEFICIT)</b>	<b>\$ 113,706</b>	<b>\$ 282,246</b>	<b>\$ (72,514)</b>	<b>\$ 113,706</b>	<b>\$ 282,246</b>	<b>\$ (72,513)</b>	<b>\$ 323,438</b>	<b>1228%</b>	<b>\$ 26,337</b>	<b>\$ 55,773</b>
<b>OTHER INCOME - LEVERAGE</b>										
Visitors Guide			\$ -			\$ -	\$ -			\$ 53,669
Volunteers			\$ -			\$ -	\$ -			\$ 7,967
Media			\$ 299,759			\$ 299,759	\$ 299,759			\$ 1,133,596
Advertising			\$ 16,459			\$ 16,459	\$ 16,459			\$ 125,361
In-Kind			\$ 163,710			\$ 163,710	\$ 163,710			\$ 459,506
WVVA/Regional			\$ 257,180			\$ 257,180	\$ 257,180			\$ 900,000
<b>Total Other Income - Leverage</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 737,109</b>			<b>\$ 737,109</b>	<b>\$ 737,109</b>	<b>32%</b>	<b>\$ 2,300,000</b>	<b>\$ 2,680,099</b>
<b>Other Expense - Leverage</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ (737,109)</b>			<b>\$ (737,109)</b>	<b>\$ (737,109)</b>	<b>32%</b>	<b>\$ (2,300,000)</b>	<b>\$ (2,680,099)</b>
<b>Transfer to Restricted Funds</b>	<b>\$ -</b>	<b>\$ (50,762)</b>	<b>\$ (3,600)</b>	<b>\$ -</b>	<b>\$ (50,762)</b>	<b>\$ (3,600)</b>	<b>\$ (54,362)</b>			<b>\$ (45,878)</b>
<b>Extinguished Debt Income (PPP)</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 272,134</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 272,134</b>	<b>\$ 272,134</b>			
<b>NET INCOME</b>	<b>\$ 113,706</b>	<b>\$ 231,483</b>	<b>\$ 196,020</b>	<b>\$ 113,706</b>	<b>\$ 231,483</b>	<b>\$ 196,021</b>	<b>\$ 541,210</b>		<b>\$ 26,337</b>	<b>\$ 9,895</b>
Carry Forward		\$ 423,112	\$ 202,978		\$ 423,112	\$ 202,978	\$ 626,090		\$ 626,090	\$ 436,525
Prior Qtr Cumulative +/-		\$ -	\$ -							
<b>NET ASSETS</b>	<b>\$ 113,706</b>	<b>\$ 654,595</b>	<b>\$ 398,998</b>	<b>\$ 113,706</b>	<b>\$ 654,595</b>	<b>\$ 398,999</b>	<b>\$ 1,167,300</b>		<b>\$ 652,427</b>	<b>\$ 446,420</b>

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

<sup>1</sup> Partnership with Polk County, Independence, Monmouth, Dallas & Travel Oregon to fund a full-time Polk County Destination Dev Mgr

TRAVEL SALEM  
**GLOSSARY OF TERMS**  
Activity & Production Statistics  
Updated January 6, 2022

**Introduction**

There are three key performance measurements (KPM) that provide a sense of the overall economic health of the Salem & Mid-Willamette Valley tourism industry. When evaluating progress, these indicators must be considered alongside available financial resources, market influences and other factors. While Travel Salem is not the sole driver of the region's tourism economic outcomes, we assume a leadership role in shaping industry results and influence more than 66% of trip planning decisions (according to Visitor Profile studies).

To measure overall success and ensure that resources are used efficiently and effectively, Travel Salem developed the following three KPMs that have been adopted by the City of Salem since 2007:

- Estimated Economic Impact (EEI) for Salem and Marion & Polk counties
- Transient Occupancy Tax (TOT)
- Leverage (donated products and services)

To drive these results, Travel Salem relies on a formula for success that integrates:

- Proactive collaboration and profitable partnerships to enhance effectiveness
- The pursuit and conscious innovation of products and services
- The ability to adapt quickly with turnkey solutions that respond to changing market conditions

**Glossary of Terms** (alphabetical order)

Consumer Engagement

Measures the potential impact that marketing and sales strategies have on travel decisions. Travel Salem tracks the number of times a person could potentially see and engage with messages promoting Salem through a variety of channels (e.g., e-Communications, social media, sales outreach). Measuring consumer engagement allows Travel Salem to analyze the impact and success of initiatives and fine-tune the approach to maximize return on investment (ROI).

Convention & Sports Bookings

Convention/Meetings/Sporting events that have booked for future months/years. Includes number of delegates, room nights and EEI for the event.

Destination Development

The strategic planning and advancement of defined areas to support the development and progression of a destination for visitors. The sole focus is the development of compelling experiences, quality infrastructure, and remarkable services to entice repeat visitation.

### Destination Marketing and Management Organization (DMMO)

An organization which promotes a location as an attractive travel destination. DMMOs are known as tourist boards, tourism authorities or "Convention and Visitors Bureaus." They serve as the official marketing and destination development organization for a city, region, or state. The mission of a DMMO is to attract visitation and group business that generates economic impact to the area it serves. A DMMO also is the sales arm of the area which encourages event organizers to choose the destination for meetings, conventions, sporting events, and exhibitions.

### Earned Media Impressions

Impressions & advertising equivalency value for articles placed in various publications (print, online, broadcast, outdoor) due to Travel Salem's efforts.

### Estimated Economic Impact (EEI)

Estimates the economic activity in a specified region caused by visitors and convention and sports business.

### Events & Community Activities Assisted

Travel Salem promotes events and activities through numerous marketing channels (e.g., Visitors Center, TravelSalem.com, e-Communications, public relations, and media exposure).

### Group Services

- Events Assisted - The number of groups/events that are provided services, resources, and visitor information.
- Visitors Reached - The number of visitors at conferences/events where Travel Salem provides visitor information.
- Welcome Bags Distributed - Welcome Bags contain promotional information from local businesses on what there is to "see and do" in the Salem area. The Welcome Bags are distributed to conferences/events and contain information that is tailored to meet the delegates' interest/needs.

### Leverage

Includes donated products and services including, but not limited to:

- Volunteers - The number of volunteer hours worked in the Visitors Center or at conferences/events. The hourly value of this service is derived from [www.Oregon.gov](http://www.Oregon.gov).
- Earned Media - Local, regional, or national media exposure resulting from Travel Salem's publicity efforts to promote the region. The value is calculated based on the platform's advertising rates.
- Advertising - Travel Salem receives an "agency discount" on media buys because it is recognized as an in-house advertising agency. This discount is not available to individual businesses purchasing advertising. Any free advertising opportunity is also included.
- In-Kind - Travel Salem receives donated products and services that it would otherwise have to purchase. Examples include office and meeting space, accounting, legal services, product donations, etc.

- WVVA/Regional - Travel Oregon receives a statewide 1.5 percent lodging tax that it allocates to regional destination marketing organizations for use in promoting each region to out-of-state visitors. The monies cannot be allocated to local destination marketing organizations. Salem is included in the Willamette Valley Visitors Association (WVVA) along with Eugene (East Lane County), Corvallis (Benton County), Albany (Linn County), Yamhill County and South Clackamas County). The WVVA Board of Directors includes key decision makers from the DMMO of each city. This Board determines how the resources will be spent to market the region. Travel Salem recognizes the WVVA financial resources allocated from Travel Oregon as leverage.

#### PR Presentations/Community Engagement

Staff presentations to civic groups, nonprofits, and businesses. Presentations include community outreach to promote Travel Salem programs and services, general tourism-related issues, convention, meeting and event business, and overall awareness of tourism economic impact. Also referred to as Travel Salem's Speakers Bureau.

#### Real-Time Conventions/Events

Conventions/events that take place during the current month. The business may have been booked in a previous year, but it is reported in the month when it takes place.

Includes:

- Number of Delegates - The estimated number of delegates attending Real-Time Conventions/Events.
- Number of Room Nights - The estimated number of room nights from the Real-Time Conventions/Events. When possible, the actual number of room nights is reported when the figure has been verified with the conference meeting planner and/or venue.

#### Sales Activities

Sales activities include, but are not limited to:

- Direct Contact - The number of meeting/conference/event planners that are contacted in face-to-face appointments or through tradeshows.
- Phone/E-mail - The number of meeting/conference/event planners that are contacted via phone or email.
- Sales Packets Distributed - The number of packets mailed to meeting/conference/event planners per request or as a result from direct contact.

#### Site/FAM Tours

- Site Tour - Staff hosts a meeting planner, group of meeting planners or group tour operator on a showcase tour of venues (e.g., hotels, meeting facilities).
- Familiarization Tour (FAM)- Staff takes a meeting planner, group of meeting planners, group tour operator or travel writer on a showcase tour of Salem's attractions, restaurants, shopping, etc.

#### Referrals

The number of times a location is recommended to a meeting planner verbally or by email.



#### Sales Leads

Potential business leads that are distributed to venues including number of potential participants & spectators, room nights and EEL.

#### Social Media Reach

Social platforms including, but not limited to Facebook, Instagram, Twitter that Travel Salem utilizes to promote the region. Measurement includes impressions, engagement, and overall, how many consumers were reached with Travel Salem's messaging via these platforms.

#### Transient Occupancy Tax (TOT)

Tax that is collected by the City/County/State from lodging guests when staying at a hotel, motel, bed & breakfast, campground, vacation rental, etc. Can also be known as Transient Lodging Tax (TLT).

#### TravelSalem.com Visits

A "visit" measures website traffic and is defined by the presence of a user with a specific IP address who typically visits multiple pages on the TravelSalem.com site.

#### Visitor Center Attendance

The number of visitors to the Visitors Center and Visitor Information Network (VIN).

#### Visitor Information Network (VIN)

Seven satellite visitor centers including: Holiday Inn, Phoenix Inn, Willamette Heritage Center, Salem Convention Center, Amtrak, Salem Airport, Best Western PLUS Mill Creek Inn.

#### Visitor Information Inquiries

All visitor information inquiries that come in via travelsalem.com, telephone, U.S. post inquiries – requesting a variety of information and resources.