

Contract Review Sheet

Grant Agreement

CS-7234-26

Title: Econ - Travel Salem - Salem Metro Tourism Grant

Contractor's Name: Travel Salem

Department: Community and Economic Development Department Contact: Ashley Jackson

Analyst: Kathleen George Phone #: (503) 584-7722

Term - Date From: July 1, 2026 Expires: June 30, 2029

Original Contract Amount: \$ 300,000.00 Previous Amendments Amount:

Current Amendment: \$ - New Contract Total: \$ - Amd%

Outgoing Funds ☐ Federal Funds ☐ Reinstatement ☒ Retroactive ☐ Amendment greater than 25%

Source Selection Method: 50-0010 General Exemptions (IGAs Grants QRFs)

Description of Services or Grant Award

This agreement is to help support tourism related efforts in Marion County.

Desired BOC Session Date: 10/28/2026 Contract should be in DocuSign by: 10/7/2026

Agenda Planning Date: 10/15/2026 Printed packets due in Finance: 10/13/2026

Management Update: 10/13/2026 BOC upload / Board Session email: 10/14/2026

BOC Session Presenter(s) Ashley Jackson Code: Y

REQUIRED APPROVALS

 10/05/2026  10/05/2026

Finance - Contracts Date Contract Specialist Date

 10/07/2026  10/07/2026

Legal Counsel Date Chief Administrative Officer Date



MARION COUNTY BOARD OF COMMISSIONERS

Board Session Agenda Review Form

Meeting date: October 28, 2026

Department: Community and Economic Development

Title: Travel Salem Tourism Grant Agreement

Management Update/Work Session Date: October 13, 2026 Audio/Visual aids ☐

Time Required: 5 Contact: Brian Smith Phone: 503-588-5234

Requested Action: Consider approval of an agreement with the Travel Salem to provide \$300,000.00 over the next three years to support tourism related efforts in Marion County.

Issue, Description & Background: Travel Salem applied for the Tourism Grant Program with the Community and Economic Development Department. The organization was selected by the Board of Commissioners on June 25th, 2026 as the recipient of the Salem Metro Tourism Grant. This grant provides \$100,000 per year for three years to support tourism related efforts in Marion County.

Financial Impacts: \$300,000 in lottery funds over a three year period. \$100,000 disbursements per year of agreement.

Impacts to Department & External Agencies: The approval of this agreement will provide funding to support tourism related efforts in Marion County.

List of attachments: Agreement CS-7234-26

Presenter: Ashley Jackson

Department Head Signature: Kelli Weese
Kelli Weese (Oct 6, 2026 07:36:20 PDT)

REQUEST FOR AUTHORIZATION OF CONTRACT

CS-7234-26

Date: 9/10/2026
To: Chief Administrative Officer
Cc: Contract File
From: Ashley Jackson

I. **Subject:** Retroactive

The Marion County Community and Economic Development Department is requesting approval of a retroactive contract as described in Section 10-0580 of the Marion County Public Contracting Rules. The contract is with Travel Salem for Econ - Travel Salem - Salem Metro Tourism Grant with a value of \$300,000.00 and will be effective retroactive to 7/1/2026 upon approval.

A. BACKGROUND

The Community and Economic Development Department posted a request for applications on April 1st, 2026, through April 30th, 2026. The Board of Commissioners were presented with applications on June 4th, 2026, Work Session and made awardee determinations on June 25th, 2026, Work Session. Per the Board of Commissioners funding was to be made available to recipients starting July 1st, 2026.

- B. As required in Section 10-0580(2)(a), Department staff will provide an explanation of why the contract was not submitted before performance began:

For the stated reason in section A, Background.

- C. As required in Section 10-0580(2)(b), Department staff will provide a description of the steps being taken to prevent similar occurrences in the future:

This will not change as long as the application cycle and Board determination remain on the same schedule.

Submitted by:



Ashley Jackson
Community and Economic Development
Department

Reviewed by:



Contracts & Procurement

Acknowledged by:



Kelli Weese (Oct 6, 2026 07:36:20 PDT)

Department Head

Acknowledged by:



Jan Fritz (Oct 7, 2026 17:15:55 PDT)

Jan Fritz, CAO

**MARION COUNTY
COMMUNITY and ECONOMIC DEVELOPMENT
TOURISM GRANT AGREEMENT
CS-7234-26**

This Agreement is entered into by and between **Marion County**, a political subdivision of the State of Oregon, hereinafter referred to as “County”, and **Travel Salem, a non-profit**, hereinafter referred to as “Recipient”.

Recitals

- A.** WHEREAS, Oregon Revised Statute (ORS) 461.540 establishes the allocation of the Oregon State Treasury’s Administrative Services Economic Development Fund from monies transferred from the State Lottery Fund.
- B.** WHEREAS, County receives moneys that are derived either directly or indirectly from funds from the State Lottery Fund under section 4, Article XV of the Oregon Constitution, and ORS chapter 461, and the moneys are to be used for the purpose of furthering economic development.
- C.** WHEREAS, the purpose of the Tourism Grant Program is to further a tourism-related priority or need such as:
 - (i) Attracting visitors and/or extending visitor stays;
 - (ii) Promoting the region as a destination;
 - (iii) Developing, supporting and/or improving access to tourism infrastructure;
 - (iv) Developing and/or promoting tourism attractions or events; or
 - (v) Strengthening the local tourism economy through measurable economic benefits for local businesses, attractions and communities.
- D.** WHEREAS, County has established the Tourism Grant (TG) for furthering economic development within Marion County by meeting the requirements of ORS 461.540.
- E.** WHEREAS, Recipient, a *non-profit*, submitted an application to County for TG to support the tourism related efforts in Marion County; and
- F.** WHEREAS, during a meeting on June 25th, 2026, the Board of Commissioners authorized the award regarding the application from Recipient; and
- G.** WHEREAS, Recipient is willing to execute this Agreement obligating itself to comply with the terms and conditions hereof and to fulfill such obligations in a manner complementary to and in furtherance of its obligations arising from the Agreement it executed with County for receipt of the funds described herein.

Agreement

NOW THEREFORE, for good and sufficient consideration, including the terms and conditions herein, it is agreed by and between the parties hereto as follows:

1. INCORPORATION

The foregoing Recitals are incorporated herein by reference, provided, however, that the Recitals are not to be deemed to modify the express provisions hereinafter set forth. This Agreement includes the following exhibits which are incorporated herein:

- i. Exhibit A (The Application)
- ii. Exhibit B (TG Reporting Requirements Form)
- iii. Exhibit C (Marion County Disbursement Request)

2. TERM OF AGREEMENT

Unless terminated or extended, this Agreement covers the period July 1, 2026, through June 30, 2029. Recipients' costs must be obligated by July 1, 2026, and must be expended by June 30, 2029.

3. WORK TO BE PERFORMED

Recipient shall perform the work described in Exhibit A, The Application (the "Work") in accordance with the terms and conditions of this Agreement and other applicable law whether or not described in this Agreement. Recipient shall perform its obligations hereunder efficiently, effectively and within applicable grant timelines, all to the satisfaction of County.

Changes to the Work by Recipient shall require the prior written approval of County. Requests for and justification of any change must be submitted in writing to County and be approved in writing by County prior to commencement of the requested change.

4. CONSIDERATION; REPORTING

- A. County has agreed to make an award of funds to Recipient not-to-exceed amount of \$300,000 (the "Grant"). Grant disbursements shall be made to Recipient, based on the budget submitted in Exhibit A, under the Oregon State Treasury's Administrative Services Economic Development Fund for the purpose of furthering economic development category: Services or financial assistance to for-profit and nonprofit businesses located or to be located in Oregon.
- B. Recipients may use TG funds for direct administrative costs for administering the project, as identified in the approved budget of the Work. Direct Administrative Costs are identified in the Tourism Grant Criteria as specific costs of implementing the project, such as contract or project management and personnel costs directly associated with complying with legal and reporting requirements. Indirect Costs or general overhead costs as approved in the budget.
- C. Any desired use of funds by Recipient that differs from the Work must first be approved in writing by the County. 100% of the Grant must be used to provide services as indicated in the Work.
- D. The County shall provide the report templates to the Recipient upon execution of the Agreement. See Exhibit B for reporting due dates and requirements.
- E. The Recipient shall include the Marion County logo as approved and provided through Exhibit D on all marketing materials for this project and provide a copy of the marketing materials to the County with the summary report.
- F. Failure to Report/Inappropriate Use of Funds: Failure to comply with the reporting requirements as outlined may result in suspension or full revocation of funds. It is the responsibility of the Recipient to monitor use of funds and ensure the funds are expended in compliance with the requirements as described herein. Should County identify incorrectly applied funds, County shall notify the awarded organization and awarded organization shall, within thirty (30) calendar days of receiving notice, make full repayment to Marion County. Should the awarded organization identify any incorrectly applied funds, the awarded organization must notify the County within ten (10) calendar days of the discovery and shall, within thirty (30) calendar days of notification, make full repayment to Marion County.

5. FUNDING APPROPRIATION

Funds specified in the Consideration section of this Agreement or otherwise may include funds that have not yet been appropriated but which County anticipates receiving for use in funding this Agreement and their identification herein is not a guarantee that Recipient will receive any or all such funds. Any and all

disbursements of funds hereunder are subject to the terms and conditions of this Agreement, including (without limitation) that such funds are lawfully and fully appropriated, allocated, and available to County with authorizing limitation. Recipient's obligation to perform the Work is conditioned upon County receiving corresponding Grant funds or other funds available for reimbursement of such appropriate Work costs.

6. REPORTING REQUIREMENTS

Recipient must complete and submit all required progress and financial reports to County as set forth in Exhibit A and defined below.

- A. Recognition of Funding: Recipient shall clearly state in any marketing, communication, publications, or public materials related to any project or program funded under this Agreement, that the project was funded, in whole or in part, by the Marion County Economic Development Program. Where applicable, Recipient shall also include the Marion County Economic Development Program logo in such materials.
- B. County Inclusion in Media Events: Recipient shall provide County with prior written notice of any media events or public ceremonies related to the project, including but not limited to groundbreaking events, ribbon cuttings, or dedication ceremonies. Such notice shall be provided to County no less than fourteen (14) calendar days in advance of the event, or as soon as reasonably practicable if earlier notice is not feasible. Recipient shall invite County and provide an opportunity for County officials to participate in any such events in recognition of funding support and contribution to the project.

7. REQUESTS FOR FUNDS

- A. Recipient shall request grant funds in such form and manner as is satisfactory to or required by County. Further, in accordance with U.S. Department of Treasury Regulations, 31 CFR Part 205, Recipient shall limit any request for funds to the amount needed and timely in order to accomplish the Work. Submission of proper account records showing expenditures for the reporting period must be submitted as documentation to support the amounts being requested. The foregoing requirements apply to all Grant funds requested under this Agreement.
- B. Grant distributions will be made by County:
 - ☐ Quarterly Distribution to Recipient and will be made upon receipt of an invoice that includes supporting documentation and attestation by Recipient's authorized signer. Invoices and supporting documentation shall be sent to CSReporting@co.marion.or.us. Requests for payment shall be submitted in July, October, January, and April.
 - ☒ Yearly distribution of \$100,000 upon request to County with receipt of Exhibit C, Marion County Disbursement Request, that includes supporting documentation and attestation by Recipient's authorized signer. The exhibit and supporting documentation shall be sent to csreporting@co.marion.or.us.
 - ☐ One-time distribution to Recipient upon execution of this Agreement and receipt of Exhibit C, Marion County Disbursement Request, that includes supporting documentation and attestation by Recipient's authorized signer. Exhibit C shall be sent to csreporting@co.marion.or.us.

8. NONEXCLUSIVE REMEDIES RELATED TO FUNDING

A. Withholding of Grant Funds from Request

County may withhold any and all undisbursed Grant funds from Recipient, if the County, in its sole discretion, determines that Recipient has failed to timely satisfy any material obligation arising under this Agreement or otherwise. Recipient obligations include, but are not limited to, providing complete, accurate and timely reports satisfactory to the County about its performance under this Agreement as well as timely satisfying all Agreement obligations relating to any awarded funds. The County may also withhold any and all requested Grant funds from Recipient if the County, in its sole discretion, determines that the rate or scale of requests for funds in any expenditure category materially deviates from the Work or is unsubstantiated by related documentation.

B. Redistribution or Retention of Funds

(1) If Grant funds are not obligated for reimbursement by Recipient in a timely manner as determined by the County at its sole discretion, the County may reduce Recipient funding as it determines to be appropriate in its sole discretion and redistribute such funds to other Recipients or retain such Grant funds for other County use.

(2) This remedy is in addition to any other remedies available to the County under this Agreement or otherwise.

C. Reservation of Right to Recapture

The County reserves the right to recapture funds from Recipient based on misrepresentation, underperformance, non-compliance, unallowed costs, fraud, expiration or termination of this Agreement.

9. TERMINATION

A. County may immediately terminate this Agreement in whole or in part upon written notice to Recipient for cause related to any material misrepresentation, malfeasance, gross negligence, abandonment of performance or loss of authority to perform any of its obligations hereunder by Recipient, whether directly by Recipient or through one or more of its agents, subcontractors, successors or assigns, as determined by County in its sole discretion.

B. County may, upon 30 days written notice, terminate this Agreement in whole or in part for cause including, but not limited to, events described above in subsection 8(a). Cause may include any event, including an event of default, as determined by County in its sole discretion that renders inappropriate the continuation of this Agreement or any part hereof. An event of default constitutes an act or omission by Recipient, its Subcontractors, agents, representatives, contractors, or assigns by which Recipient, as determined by County at its sole discretion, fails to timely and appropriately perform one or more material obligations or otherwise breaches a duty owed to County under this Agreement. Such events and events of default may include, but are not limited to, an occurrence of any of the following:

1. Recipient fails to fulfill timely any of its obligations under this Agreement;
2. Recipient fails to comply timely with directives received from County or from an agency that is the original source of the Grant funds;

3. Funds provided under this Agreement are used improperly or illegally by Recipient;
 4. Funding for grant programs are denied, suspended, reduced or eliminated;
 5. Federal or state laws, regulations, or guidelines are modified or interpreted in such a way that County is prohibited from paying for, or lacks authority to pay for, any Work performance under this Agreement or to pay for any such performance from the planned funding source(s);
 6. Funding, appropriations, limitations or expenditure authorization to expend Grant funds is denied, suspended, reduced or eliminated;
 7. Any certification, license or certificate required by law to be held by Recipient or others to perform the Work required by this Agreement is for any reason denied, revoked, suspended, limited or not renewed;
 8. Recipient (a) applies for or consents to the appointment of, or the taking of possession by, a receiver, custodian, trustee or liquidator of itself or its property, (b) admits in writing its inability, or is generally unable, to pay its debts as they become due, (c) makes a general assignment for the benefit of its creditors, (d) commences a voluntary case under the federal Bankruptcy Code (as now or hereafter in effect), (e) is adjudicated as bankrupt or insolvent, or (f) fails to controvert in a timely or appropriate manner, or agrees in writing to, an involuntary petition for bankruptcy;
 9. Recipient, its principals, officers, or agents are suspended, debarred, proposed for debarment, declared ineligible or voluntarily excluded from participating in agreements or contracts with any federal or state department or local government, including County.
- C. Recipient may, upon thirty (30) calendar days written notice, terminate this Agreement in whole or in part, if;
1. County unreasonably fails to provide timely funding hereunder and does not correct such failure within the 30-day notice period.
 2. County provides one or more material directives which are contrary to federal or state laws, rules, regulations, guidelines, or original funding source requirements and does not correct any such directive within 30 calendar days of being informed that it is contrary to any such law.
- D. Upon issuance of any notice to terminate this Agreement and prior to the effective date of the termination, County may, in its sole and absolute discretion, require that Recipient obtain prior approval from County for any additional expenditures that would obligate County to reimburse it from Grant funds or otherwise.
- E. Notwithstanding the above, or any termination thereunder, neither Recipient nor County shall be relieved of its liability to the other party for damages sustained by virtue of its breach of this Agreement. County may withhold any reimbursement to Recipient in the amount of compensation for damages due County from Recipient (as estimated by County in its sole discretion) until such time as the exact amount of damages has been agreed upon or otherwise finally determined.
- F. In the event of termination of this Agreement by either party, all unexpended money, property, finished or unfinished documents, data, financial reports, audit reports, program reports, studies and reports purchased or prepared by Recipient under this Agreement shall be delivered to County within sixty (60) calendar days of the date of termination or upon such date as requested by County.

- G. Termination of this Agreement shall not impair or invalidate any remedy available to County or to Recipient hereunder, at law, or otherwise.

10. GOVERNING LAW; VENUE; CONSENT TO JURISDICTION

This Agreement shall be governed by the laws of the State of Oregon. Any action commenced in connection with this Agreement shall be in the Circuit Court of Marion County. All rights and remedies of County shall be cumulative and may be exercised successively or concurrently. The foregoing is without limitation to or waiver of any other rights or remedies of County according to law.

11. COMPLIANCE WITH APPLICABLE LAW

Recipient shall comply with all federal, state and local laws, regulations, executive orders and ordinances applicable to the Agreement. Without limiting the generality of the foregoing, Recipient expressly agrees to comply with the following laws, regulations and executive orders to the extent they are applicable to the Contract: (i) Titles VI and VII of the Civil Rights Act of 1964, as amended; (ii) Sections 503 and 504 of the Rehabilitation Act of 1973, as amended; (iii) the Americans with Disabilities Act of 1990, as amended; (iv) Executive Order 11246, as amended; (v) the Health Insurance Portability and Accountability Act of 1996; (vi) the Age Discrimination in Employment Act of 1967, as amended, and the Age Discrimination Act of 1975, as amended; (vii) the Vietnam Era Veterans' Readjustment Assistance Act of 1974, as amended; (viii) ORS Chapter 659, as amended; (ix) all regulations and administrative rules established pursuant to the foregoing laws; and (x) all other applicable requirements of federal and state civil rights and rehabilitation statutes, rules and regulations. These laws, regulations and executive orders are incorporated by reference herein to the extent that they are applicable to the Agreement and required by law to be so incorporated.

12. NO THIRD-PARTY BENEFICIARIES

County and Recipient are the only parties to this Agreement and are the only parties entitled to enforce its terms. Nothing in this Agreement gives, is intended to give, or shall be construed to give or provide any benefit or right, whether directly, indirectly or otherwise, to third persons unless such third persons are individually identified by name herein and expressly described as intended beneficiaries of the terms of this Agreement.

13. NOTICES

Except as otherwise expressly provided in this Agreement, any communications between the parties hereto or notices to be given shall be given in writing by personal delivery, email, facsimile, or mailing the same, postage prepaid, or other written instrument, to Recipient or County at the address or number set forth in this Agreement, or to such other addresses or numbers as either party may hereinafter indicate pursuant to this Section; provided however that any notice of termination shall be given by certified or registered mail, return receipt requested. Any communication or notice so addressed and mailed shall be deemed to be given five (5) days after mailing. Any communication or notice delivered by facsimile or email shall be deemed to be given when receipt of the transmission is generated by the transmitting machine. To be effective against County, such facsimile transmission must be confirmed by telephone notice to County's primary contact. Any communication or notice by personal delivery shall be deemed to be given when actually delivered.

County Contact Person:	Chip Bury, Marion County Economic Development Program Manager
Contact Telephone Number:	503-589-3235
E-Mail Address:	cbury@co.marion.or.us
Mailing Address:	555 Court St NE, Suite 3231, PO Box 14500, Salem, OR 97309

Recipient Contact Person: Irene Bernards
Contact Telephone Number: 503-581-4325 ext. 127
E-mail Address: irene@travelsalem.com
Mailing Address: 630 Center St. NE, Salem, OR 97301

14. CONFIDENTIALITY

Recipient shall and shall require and cause its Subcontractors and vendors to protect the confidentiality of all information concerning clients and other applicants for and recipients of services funded by this Agreement. Neither it nor they shall release or disclose any such information except as necessary for the administration of the program(s) funded under this Agreement, as authorized in writing by the client, applicant or recipient of such services, or as required by law. All records and files shall be appropriately secured to prevent access by unauthorized persons.

Recipient shall and shall require and cause its Subcontractors and vendors to ensure that all its officers, employees and agents are aware of and comply with this confidentiality requirement.

15. DUAL PAYMENT

Recipient shall not be compensated for work performed under this Agreement from any other department of County, nor from any other source, including the federal or state government, unless such funds are used solely to increase the total Work provided under this Agreement. Any additional funds received through or for activities arising under this Agreement shall immediately be reported to County.

16. MONITORING REQUIRED

A. Recipient Noncompliance

Recipient shall cooperate fully with all County monitoring activities and shall promptly respond to all requests. Failure by Recipient or any of its sub-recipients to fully cooperate or promptly respond will be considered a material breach of this Agreement.

B. Monitoring: Major Findings Resolution

County may make findings and may require that Recipient take corrective actions to ensure proper performance under this Agreement. Recipient shall resolve findings and take required corrective actions within the timeframes identified by County.

17. REMEDIES

- A.** If County determines, in its sole discretion, that Recipient has failed to comply timely with any material obligation under this Agreement, including but not limited to any County directive or term of a corrective action plan, County may, exercise any remedy available to it under this Agreement, applicable law, or otherwise. Such remedies may include, but are not limited to: (a) terminating any part or all of this Agreement; (b) withholding and/or reducing grant funds; (c) disallowing costs; (d) suspending and/or recouping payments; (e) appointing a receiver for the receipt and administration of grant funds under this Agreement; (f) requiring corrective action as it may determine to be appropriate; (g) bringing suit or action in an appropriate forum for the enforcement of this Agreement and any remedy, as well as the recovery of damages, including by temporary restraining order, injunction, specific performance or otherwise; (h) debarring or otherwise limiting Recipient's eligibility for other funding from County; (i) instituting criminal action for misstatements or fraud; and (j) requesting investigation, audit and/or sanction by other governmental bodies.
- B.** No failure or delay by County to enforce any provision of this Agreement shall constitute a waiver by County of that or any other provision, nor shall any single or partial exercise of any right, power or

privilege under this Agreement preclude any other or further exercise of such right, power or privilege or the exercise of any other right, power or privilege.

- C. The rights and remedies of County provided in this Section shall not be exclusive and are in addition to any other rights and remedies provided under this Agreement, by law, or otherwise. Except as expressly stated herein, this Section also does not limit Recipient's remedies provided under this Agreement, by law, or otherwise, but Recipient acknowledges and agrees that any such remedies are subject to Article XI, Section 7 of the Oregon Constitution, the Oregon Tort Claims Act, and the terms and conditions of any other applicable provision of this Agreement.
- D. Remedies provided under this Agreement or otherwise shall survive termination of this Agreement.

18. EXPENDITURES PROPERLY SUPPORTED

Expenditures and Requests for Funds shall be supported by Recipient with properly executed payroll and time records, invoices, contracts, vouchers, orders, canceled checks and/or any other accounting documents pertaining in whole or in part to the Agreement (or in the case of Subcontractors, under their respective contracts with Recipient) in accordance with generally accepted accounting principles and applicable state and federal requirements, including as specified herein. County may require such other information or clarification as it deems necessary or appropriate in its sole discretion.

19. UNALLOWABLE COSTS

Recipient shall review and comply with the allowable costs and other provisions applicable to expenditures under the grant programs covered by this Agreement. If Recipient makes expenditures or incurs costs for purposes or amounts inconsistent with the allowable costs or any other provisions governing expenditures under this Agreement, County may exercise any and all remedies under this Agreement, at law or otherwise that it deems, in its sole discretion, to be necessary or appropriate.

20. DISALLOWANCE OF COSTS

County neither is responsible for nor shall it pay for any costs disallowed (a Disallowance of Costs) either upon a Request for Funds or as a result of any audit, review, site visit, or other disallowance action by County except for costs incurred by Recipient solely due to the willful misconduct or gross negligence of County, its employees, officers or agents. If a cost is disallowed by County after reimbursement has occurred, Recipient shall repay all disallowed costs to County upon written notice within the time frame specified by County, which in no event shall exceed thirty (30) calendar days.

Recipient shall cooperate and shall cause its Subcontractors to cooperate with County and all appropriate investigative agencies and shall assist in recovering invalid payments.

21. RECORDS MAINTENANCE

Recipient shall, and shall require and cause its Subcontractors to, prepare and maintain such records as necessary for performance of and compliance with the terms of this Agreement, which in no event will be less than six (6) years after the termination of this Agreement.

Recipient and its Subcontractors shall retain all records pertinent to expenditures incurred under this Agreement and otherwise in a manner consistent with the requirements of state and federal law. Notwithstanding the above, if there is litigation, claims, audits, negotiations, or other action that involves any of the records cited, then such records must be retained until final completion of such matters.

22. RECORDS ACCESS

County, State of Oregon, and the duly authorized representatives of such entities shall have free access to and the right to copy all or any part of the books, documents, papers, audits and records of Recipient and

its Subcontractors which are related to this Agreement as they deem appropriate, including without limitation, for the purpose of making audit, examination, excerpts, and transcripts and copies. These records are the property of County who may take possession of them at any time after three (3) business days' notice to Recipient or Subcontractor, as the case may be. Recipient or Subcontractor may retain copies of all records taken by County under this Section.

In its agreements with Subcontractors, Recipient shall require and cause its Subcontractors to comply with the requirements of this Section 21 and to grant right of access to and ownership by County of the Subcontractors books and records related to this Agreement.

23. INSURANCE AND WORKERS COMPENSATION

Each party shall insure or self-insure and be independently responsible for the risk of its own liability for claims within the scope of the Oregon Tort Claims Act (ORS 30.260 TO 30.300).

Recipient agrees that insurance coverage, whether purchased or by self-insurance, for Recipient's agents, employees, officers and/or subcontractors is the sole responsibility of Recipient.

24. RECIPIENT STATUS

Recipient shall perform all work under this Agreement as an independent contractor. Recipient is not an officer, employee or agent of County, with respect to work performed under this Agreement.

Recipient certifies that it is not employed by or contracting with the federal government for the work covered by this Agreement.

25. CAPTIONS

The captions or headings in this Agreement are for convenience only and in no way define, limit or describe the scope or intent of any provisions of this Agreement.

26. SEVERABILITY

If any term or provision of this Agreement shall be held invalid or unenforceable by any court of competent jurisdiction, such holding shall not invalidate or render unenforceable any other provision thereof.

27. EXECUTION AND COUNTERPARTS

This Agreement may be executed in several counterparts, each of which shall be an original, all of which shall constitute but one and the same instrument.

28. GRANT FUNDS

Grant funds are used in conjunction with this Agreement. Recipient assumes sole liability for breach of the conditions of the grant (including all terms and conditions of this Agreement) by Recipient or by any of its Subcontractors, agents or assigns and shall, upon breach of grant conditions that require County to return funds to the grantor, whether such breach is by Recipient or by any of its Subcontractors, agents or assigns, hold harmless and indemnify County for an amount equal to the grant funds received under this Agreement together with any additional damages resulting to County; or if there are legal limitations on the indemnification ability of Recipient, the indemnification amount shall be the maximum amount of funds available for expenditure, including any available contingency funds or other available non-appropriated funds, up to the amount of grant funds received under this Agreement.

29. INDEMNITY

Recipient shall defend, save, indemnify, and hold harmless County, its officers, agents, and employees from and against all claims, suits, actions, losses, damages, liabilities, costs and expenses of any nature

whatsoever, including attorney fees, resulting from, arising out of, or relating to the activities of Recipient or its officers, employees, Subcontractors, subcontractors, or agents under this Agreement. Recipient shall have control of the defense and settlement of any claim that is subject to this section. However, neither Recipient nor any attorney engaged by Recipient shall defend the claim in the name of either County or any department of County, nor purport to act as legal representative of either County or any of its departments, without first receiving from County Legal Counsel authority to act as legal counsel for County, nor shall Recipient settle any claim on behalf of County without the approval of County Legal Counsel. County may, at its election and expense, assume its own defense and settlement.

30. ATTORNEY FEES

In the event a lawsuit of any kind is instituted on behalf of County or Recipient with respect to this Agreement, or any right or claim related thereto, including but not limited to the collection of any payment due under this Agreement or to obtain performance of any kind under this Agreement, the prevailing party is, to the extent permitted by law, entitled to its reasonable attorney fees incurred before and during trial, on appeal, in arbitration, in bankruptcy, and in such other forum or proceeding appropriate thereto, together with such additional terms as the court or hearings officer may adjudge for reasonable costs and disbursements incurred therein. Reasonable fees shall not exceed the rate charged to County by its attorneys.

31. TIME IS OF THE ESSENCE

Time is of the essence in the performance of all under this Agreement.

32. NO LIMITATION ON ACTIONS OF COUNTY IN EXERCISE OF ITS GOVERNMENTAL POWERS

Nothing in this Agreement is intended, nor shall it be construed, to in any way limit the actions of County in the exercise of its governmental powers. It is the express intention of the parties hereto that County shall retain the full right and ability to exercise its governmental powers with respect to Recipient, the grant funds, and the transactions contemplated by this Agreement to the same extent as if it were a party to this Agreement, and in no event shall County have any liability in contract arising under this Agreement by virtue of any exercise of its governmental powers.

33. AMENDMENTS

This Agreement may be amended only by a written instrument executed by the parties or by their successors.

34. MERGER CLAUSE

This Agreement and attached exhibits constitute the entire agreement between the parties on the subject matter hereof. There are no understandings, agreements, or representations, oral or written, not specified herein regarding this Agreement.

No waiver, consent, modification or change of terms of this Agreement shall bind all parties unless in writing and signed by both parties and all necessary County approvals have been obtained. Such waiver, consent, modification or change, if made, shall be effective only in the specific instance and for the specific purpose given. The failure of County to enforce any provision of this Agreement shall not constitute a waiver by County of that or any other provision.

35. CERTIFICATIONS AND SIGNATURE OF RECIPIENTS'S AUTHORIZED REPRESENTATIVE

THIS AGREEMENT MUST BE SIGNED BY AN AUTHORIZED REPRESENTATIVE OF RECIPIENT.

The undersigned certifies under penalty of perjury both individually and on behalf of Recipient that:

- A. The undersigned is a duly authorized representative of Recipient, has been authorized by Recipient to make all representations, attestations, and certifications contained in this Agreement and to execute this Agreement on behalf of Recipient.
- B. By signature on this Agreement for Recipient, the undersigned hereby certifies under penalty of perjury that the undersigned is authorized to act on behalf of Recipient and that Recipient is, to the best of the undersigned's knowledge, not in violation of any Oregon Tax Laws. For purposes of this certification, "Oregon and Federal Tax Laws" means all tax laws of this state, including but not limited to ORS 305.620 and ORS chapters 316, 317, and 318.
- C. To the best of the undersigned's knowledge, Recipient has not discriminated against and will not discriminate against minority, women or emerging small business enterprises certified under ORS 200.055 in obtaining any required subcontracts.
- D. Recipient is bound by and will comply with all requirements, terms and conditions contained in this Agreement; and
- E. Recipient further certifies to having a formal statement of nondiscrimination in employment policy.

SIGNATURE PAGE

MARION COUNTY SIGNATURES BOARD OF COMMISSIONERS:

Chair	Date
-------	------

Commissioner	Date
--------------	------

Commissioner	Date
--------------	------

Authorized Signature:	<u>Kelli Weese</u> Kelli Weese (Oct 6, 2026 07:36:20 PDT)	10/06/2026
	Department Director or designee	Date

Authorized Signature:	<u>Jan Fritz</u> Jan Fritz (Oct 7, 2026 17:15:55 PDT)	10/07/2026
	Chief Administrative Officer	Date

Reviewed by Signature:	<u>Jennifer Rogers</u> Jennifer Rogers (Oct 7, 2026 13:00:04 PDT)	10/07/2026
	Marion County Legal Counsel	Date

Reviewed by Signature:		10/05/2026
	Marion County Contracts & Procurement	Date

TRAVEL SALEM SIGNATURE

Authorized Signature:	_____	Date
-----------------------	-------	------

Title: _____

Exhibit A - The Application



Community
Services
Department

Community and Economic Development Tourism Grant (TGs) Request Form

Organization Name:	Travel Salem		
Executive Officer Name:	Angie Villery	Contact Person and Title:	Irene Bernards Chief Strategy Officer
Address:	630 Center St. NE, Salem, Oregon 97301	Mailing Address:	630 Center St. NE, Salem, Oregon 97301
Contact Email:	irene@TravelSalem.com	Phone Number:	503.581.4325 ext.127
Activity Name:	Salem Metro Countywide Targeted Tourism Strategy		
Purpose of Funding Request:	The purpose of this funding request is to market Marion County as a unified destination. A unified geographic area is more effective because it aligns with how travelers actually plan and experience trips—they rarely limit themselves to a single city or attraction. First, it creates a stronger, more compelling story. A broader region offers a richer mix of experiences (food, outdoor recreation, culture, events), making the destination more appealing than any one place on its own. Second, it increases competitiveness. Larger, well-defined regions can better compete with other destinations by offering variety and longer stay potential. Third, it improves efficiency. Pooling resources across communities allows for bigger, higher-quality campaigns (advertising, content, partnerships) that would be difficult for individual cities or businesses to fund alone. Fourth, it extends visitor stays and spending. When travelers see multiple things to do within a region, they are more likely to stay longer, visit more places and spend more money—benefiting the entire area. Fifth, it reflects traveler behavior. Visitors don't think in terms of jurisdictional boundaries; they think in terms of experiences and proximity. Marketing regionally matches that mindset and makes trip planning easier. Finally, it fosters collaboration instead of competition. Businesses and communities work together to attract visitors to the region first, knowing that increased visitation benefits everyone. In short, a regional approach creates a more attractive product, uses resources more effectively, and delivers greater economic impact.		

	Travel Salem plans to promote the entire Marion County region through cohesive strategies that market the region as a complete destination through TravelSalem.com, media relations, the Mid-Willamette Valley Visitors Guide and the Salem Area Visitors Center. All these marketing strategies are data-driven and highly targeted to increase awareness and inspire trip planning and ultimately drive in market visitor spending increasing the economic impact of visitors to the region, including job retention and creation. Each of these channels plays a critical role in reaching potential visitors at different stages of the travel planning journey—building destination awareness, providing trip inspiration, and converting interest into actual visits. By showcasing the region’s unique assets, experiences, and events, these promotions help position Marion County as a premier destination while supporting local businesses and the broader tourism economy. All strategies are supported by technology-driven platforms that track reach, engagement, and user behavior, ensuring campaigns are data-informed, performance-driven, and continuously optimized to maximize return on investment and overall economic impact.		
Total Activity Cost:	\$300,000	Amount Requested:	\$300,000
Geographic Area(s) Served:	All areas of Marion County as one destination		
Other Partners:	Travel Oregon, Willamette Valley Visitors Association (WVVA), North Marion County Tourism Collaborative, Marion County Chambers. Businesses & attractions throughout region.		
Activity Start Date:	July 1, 2026	Activity End Date:	June 30, 2029
Please indicate how the activity meets tourism-related needs in Marion County. Check all boxes that apply and explain briefly how they meet tourism needs.	☒ Attracting Visitors ☒ Destination Promotion ☐ Event Development ☒ Strengthening Tourism Economy ☐ Tourism Infrastructure Development	Briefly explain how the activity meets tourism-related needs: Travel Salem’s activities directly support Marion County by delivering research-driven, highly targeted marketing strategies that maximize return and drive measurable visitation. ○ Through online promotions, TravelSalem.com captures high-intent travelers actively planning trips and converts interest into bookings and itineraries. Year-round/“always on” digital advertising drives consumers to TravelSalem.com along with a variety of strategies including social media, earned media, sales, tradeshow, events and more. (411,260 TravelSalem.com users in 2024-25) ○ Media relations and earned media secure credible third-party coverage that expands reach, builds destination awareness, and inspires travel decisions	

		among new audiences. Earned media in trusted publications and online platforms influence 90% of travelers. (141.8million consumers reached in 2024-25) ○ Publications, including the <i>Mid-Willamette Valley Visitors Guide</i>, provide tangible trip-planning resources that influence visitor behavior before and during their stay, encouraging longer visits and increased spending. The 120,000 Visitors Guides distributed annually throughout the US and primarily Oregon, Washington, California and British Columbia prove the demand for trip planning resources to the Mid-Willamette Valley are in demand. ○ The Salem Area Visitors Center offers in-person, customized assistance, curated materials, and on-site inspiration directly impact traveler choices in real time—guiding where visitors go, what they do, and how long they stay. (80,256 visitors assisted in 2024-25) These integrated efforts are amplified by leveraging more than \$1 million in additional funding, extending Marion County’s investment and ensuring broad, strategic reach. Together, these strategies not only build awareness but actively convert interest into visitation, generating economic impact for communities throughout the region.
Please indicate how the activity supports economic development in Marion County (check all boxes that apply). ORS 461.540	☒ Supports the creation of new jobs in Oregon ☒ Helps prevent the loss of existing jobs in Oregon ☐ Assists with work transition and/or training of workers in Oregon ☐ Provides services or financial assistance to support Oregon businesses	Briefly explain how the activity supports development in Marion County: These integrated marketing activities not only inspire travel but provide essential trip-planning tools that convert interest into visitation and economic return for Marion County. TravelSalem.com serves as a primary digital planning resource where visitors research, build itineraries, and make decisions about where to stay, dine, and explore. The <i>Mid-Willamette Valley Visitors Guide</i> offers a curated, tangible tool that inspires trips and encourages deeper exploration of the region. Earned media placements expand reach and credibility,

		motivating new audiences to consider Marion County, while the Salem Area Visitors Center delivers personalized, in-person assistance that helps visitors finalize plans, discover additional experiences, and extend their stay. Together, these resources guide visitors from inspiration to action—resulting in increased visitation and spending throughout the region. Both day and overnight visitors contribute to the local economy through dining, shopping, lodging, fuel, wineries, recreation, and more—supporting local businesses and sustaining jobs. In Marion County, tourism generates \$558.7 million annually, supports 5,010 jobs, and contributes \$24.9 million in state and local taxes, making it a vital driver of regional economic development.
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Additional Information Required:		
☐ Metrics worksheet attached	☐ Budget Narrative attached - <i>The required 1) Budget Narrative and 2) Budget Table template is complete and attached to the application.</i>	☐ Supplemental Materials attached, with current W-9 - <i>Examples: Activity description, maps, etc.; Letter(s) of support; or other information that helps to describe the purpose and need of the funds.</i>

Name of Applicant:	Angie Villery - Travel Salem
Signature and date:	 8-12-26 (updated)

Tourism Grant Budget Table

Instructions: Complete the following budget table and include it with the budget narrative. Add more lines to the Project Expenses section as needed.

Description	Amount
Total grant amount request	\$ 300,000
Project Expenses	
Expense 1 TravelSalem.com	\$ 20,000
Expense 2 Media Relations	\$ 30,000
Expense 3 Mid-Willamette Valley Visitors Guide	\$ 5,000
Expense 4 Salem Area Visitors Center	\$ 5,000
Expense 5 Social Media Promotion	\$ 30,000
Expense 6 Photography	\$ 10,000
Expense 7 Sponsored Content	\$ 60,000
Expense 8 Digital Advertising	\$140,000
TOTAL EXPENSES	\$300,000

Metrics Worksheet

Instructions: How will you measure the success of the marketing activity? For each Economic Development category box checked in the application, list the measure(s) associated with each category.

Category	Metric
Attracting Visitors	Impacts of Oregon Travel Study - Dean Runyan Associates (visitor numbers)
Destination Promotion	Earned media impressions, TravelSalem.com impressions and Marion County visitor facing business listings, Mid-Willamette Valley Visitors Guide content and guide distribution, Salem Area Visitor Center attendance
Event Development	
Strengthening Tourism Economy	Impacts of Oregon Travel Study - Dean Runyan Associates (Estimated Economic Impact, Gas Tax, Employment) TOT Tax
Tourism Infrastructure Development	
Supports the creation of new jobs in Oregon	Impacts of Oregon Travel Study - Dean Runyan Associates (Employment)
Helps prevent the loss of existing jobs in Oregon	Impacts of Oregon Travel Study - Dean Runyan Associates (Employment)
Assists with work transition and/or training of workers in Oregon	
Provides services or financial assistance to support Oregon businesses	

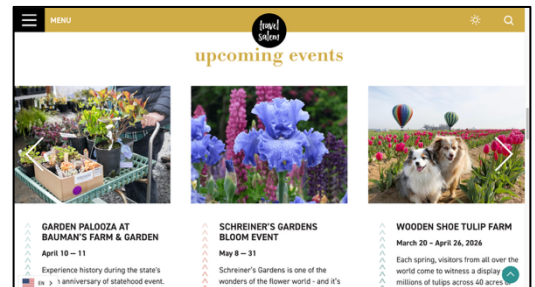
TRAVEL SALEM SALEM METRO AREA GRANT BUDGET NARRATIVE

Period of Time: July 1, 2026 – June 30, 2029

Funding Amount: \$300,000

Expense 1: TravelSalem.com..... \$20,000

- Provide visitor-facing businesses in Marion County with a free listing on TravelSalem.com, including event promotion, itineraries and featured content. TravelSalem.com's primary purpose is to encourage and extend visits to the region. *TravelSalem.com serves approximately 411,260 users annually.*



Expense 2: Media Relations/Earned Media..... \$30,000

- Pitch stories to media outlets and journalists to secure earned coverage—both traditional and digital—that promotes visitation by showcasing the region as a premier destination including unique attractions, accommodations, events and more. *Travel Salem secured 68 articles in 24-25 valued at \$768,413 in earned media generating 141,782,300 consumer impressions.*

Expense 3: Mid-Willamette Valley Visitors Guide \$5,000

- Showcase Marion County as a premier visitor destination through engaging content—featuring articles, maps, itineraries, and must-see attractions—highlighting wineries, history, culture, events, lodging, agriculture, shopping, dining, and more to inspire and extend visitation. *Travel Salem distributes 120,000 guides per year throughout the US and Canada (the majority through Oregon, Washington, California, BC)*



Expense 4: Salem Area Visitors Center \$5,000

- Highlight Marion County's diverse visitor offerings through personalized, high-touch service at the Salem Area Visitors Center—an essential gateway to the region. Through in-person assistance, brochures, videos, and exhibits, visitors are introduced to experiences ranging from tulip festivals and wineries to cultural events, drag racing, and antique shopping. The on-site theater further inspires travel with immersive regional

content, while staff provide customized itineraries and concierge-level service, including reservations, ensuring exceptional hospitality and maximizing the visitor experience.
Assisted 80,256 visitors through the Visitors Center network in 2024-25.

Expense 5: Social Media Promotion.....\$30,000

- Promote Marion County’s diverse visitor attractions, points of interest, businesses and events through Travel Salem’s social media channels including Facebook, Instagram, TikTok, Twitter, YouTube reaching millions of consumers.



Expense 6: Photography \$10,000

- Add new photography from area to be used in marketing strategies (i.e., publications, ads, social media, online)

Expense 7: Sponsored Content..... \$60,000

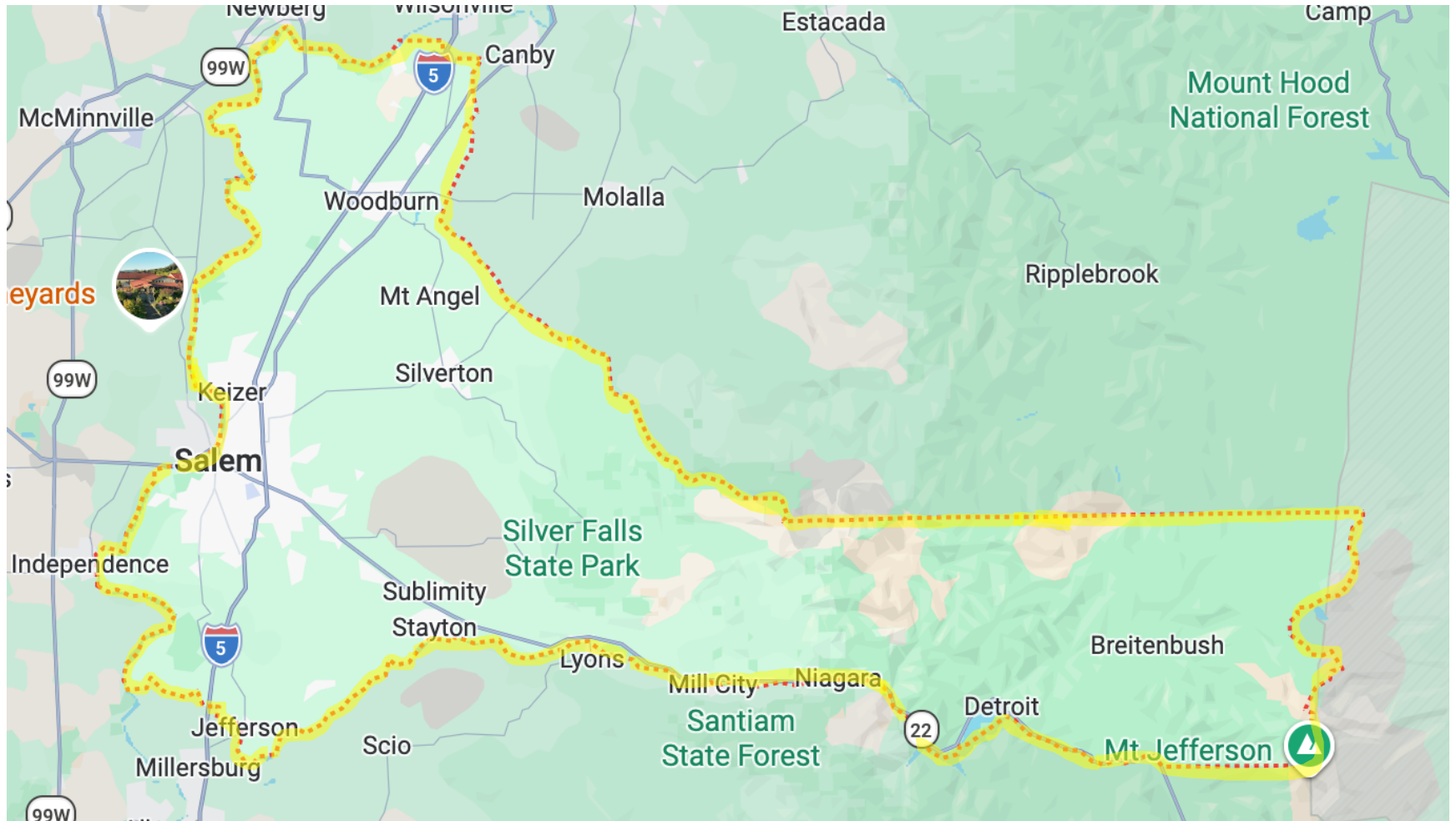
- Produce custom editorial content showcasing Marion County assets to a curated and targeted audience of affluent travelers. Content is designed to inspire year-round travel to the region, activate new travelers and help increase visitor spend across the region through a mix of storytelling, imagery and video, as well as clearly defined Calls to Action (i.e., visits to TravelSalem.com and relevant sites)



Expense 8: Digital Advertising\$140,000

- Data driven, highly targeted ad placements tied to key niches of region (i.e., history, events, culinary, culture, recreation)
- Targeted Consumer Google Ads (driving to content on TravelSalem.com)

Coverage Map – Marion County



April 16, 2026



Marion County Grant Selection Committee
Salem, OR 97309

Re: Support for Travel Salem's \$100,000 Salem Metro Marion County Grant Request

Dear Grant Selection Committee,

The Salem Kroc Center is pleased to express our strong support for Travel Salem's application for funding to promote the Salem Metro Area.

As a community center serving Salem and Marion County, the Salem Kroc Center recognizes that destination marketing is a vital driver of our local economic health. Travel Salem consistently delivers research-backed, thoughtful campaigns that draw both new and returning visitors to our region. We believe their proposed marketing investments will further enhance Salem's visibility and overall competitiveness as a premier travel destination.

Tourism is a foundational element of our local economy. The visitors who come to Salem and Marion County support a broad network of businesses, from lodging and dining to retail and community organizations like ours. Travel Salem's efforts directly nourish this ecosystem by increasing visitation, which in turn supports local jobs and generates essential tax revenue. Furthermore, their emphasis on measurable outcomes like visitor growth and economic impact reflects a clear commitment to transparency and results.

We also appreciate Travel Salem's dedication to highlighting the diverse experiences our region offers, including our rich heritage, agriculture, culinary scene, and both indoor and outdoor recreation. This well-rounded approach doesn't just improve the visitor experience; it strengthens our collective community identity and local pride.

Securing funding for this initiative will allow Travel Salem to expand its reach and continue to leverage the partnerships and resources that benefit our entire region. Their strategic goals are closely aligned with broader economic development efforts and are essential for sustaining long-term tourism growth in Marion County.

For these reasons, the Salem Kroc Center strongly encourages your support of this application. Thank you for considering this important request.

Sincerely,

A handwritten signature in black ink that reads "Rick Marazzani".



RICK MARAZZANI
Marketing Director
Salem Kroc Center

The Salvation Army USA Western Territory
Cascade Division
(O) +1 (503) 798-4782



March 30, 2026

RE: Marion County Community and Economic Development Tourism Grant

To Whom It May Concern,

The Willamette Valley Visitors Association (WVVA) is pleased to offer our strong support for Travel Salem's Salem Metro Area Tourism Promotion application to the Marion County Community and Economic Development Tourism Grant Program.

WVVA serves as the regional destination marketing and management organization for a seven-county area spanning from Wilsonville to Cottage Grove, and from the Coast Range to the Cascade Range. Our work is rooted in advancing responsible tourism that strengthens local economies and enhances quality of life for residents and visitors alike.

Travel Salem is a valued regional partner with a demonstrated track record of effective, results-driven marketing. The Salem metro area plays a vital role in Marion County's visitor economy, and this campaign will not only elevate the metro area but also drive broader economic benefit throughout surrounding Marion County communities. As we know, visitors experience destinations holistically often exploring beyond city boundaries resulting in increased spending and engagement across the region.

We are confident Travel Salem will maximize the impact of these grant funds and continue to deliver meaningful outcomes for Marion County's tourism economy.

Thank you for your consideration and for your continued investment in the region's visitor economy. Please feel free to contact me at 971-375-0938 or tori@willamettevalley.org with any questions.

Sincerely,

Tori Middelstadt

Tori Middelstadt

Executive Director

Willamette Valley Visitors Association



SALEM
MULTICULTURAL
INSTITUTE

390 Liberty Street, SE
Salem, Oregon 97302
503.581.2004
www.salemmulticultural.org

April 8, 2026

Marion County Grant Selection Committee

Re: Support for Travel Salem's \$100,000 Salem Metro Marion County Grant Request

Dear Grant Selection Committee,

I am pleased to express our strong support for Travel Salem's application for funding to promote the Salem Metro Area.

As a nonprofit serving Salem and Marion County, we recognize the essential role destination marketing plays in driving economic vitality. Travel Salem consistently delivers thoughtful, research-based campaigns that attract both new and returning visitors. Their proposed marketing investments will further strengthen Salem's visibility and competitiveness as a travel destination.

Tourism is a cornerstone of our local economy. Visitors to Salem and Marion County support a wide network of businesses, including lodging providers, restaurants, retailers, and community organizations, to name a few. Travel Salem's work directly contributes to this ecosystem. Their focus on measurable outcomes demonstrates a strong commitment to accountability and results.

We also value Travel Salem's dedication to showcasing the region's diverse offerings, from heritage and agriculture to indoor and outdoor recreation, culinary experiences, events, and family-friendly activities. This comprehensive approach not only enhances the visitor experience but also reinforces community identity and pride.

Funding this initiative will enable Travel Salem to expand its reach and continue leveraging partnerships and resources for maximum regional benefit. Their efforts align closely with broader economic development goals and play a key role in sustaining long-term tourism growth in Marion County.

For these reasons, we strongly encourage your support of this application. Thank you for considering this important request.

Sincerely,

***Our Mission:** We celebrate and promote intercultural understanding through community engagement and heritage programming.*

***Our Vision:** That Salem be recognized as a peaceful community, committed to cultural exchange and enrichment.*



HERITAGE CENTER

WILLAMETTE HERITAGE CENTER

3/30/2026

Community and Economic Development
Tourism Grant Review Committee

Dear Members of the Review Committee,

On behalf of the Willamette Heritage Center (WHC), I am pleased to offer our strong support for Travel Salem's application for funding to support the Salem Metro Area Tourism Promotion initiative.

As a key cultural institution in Marion County, WHC directly experiences the impact of effective destination marketing. Travel Salem's work to attract visitors through targeted, research-driven strategies plays a vital role in bringing new and returning audiences to our region. Their proposed investment in photography, advertising, social media, and digital communications will further elevate Salem's visibility and competitiveness as a destination.

Tourism is a critical driver of our local economy. Visitors drawn to Marion County contribute to the vitality of organizations like ours, as well as to local businesses, lodging providers, restaurants, and retailers. Travel Salem's efforts help sustain this ecosystem by increasing visitation, supporting jobs, and generating essential tax revenue. Their approach—grounded in measurable outcomes such as visitor numbers, engagement metrics, and economic impact—demonstrates both accountability and effectiveness.

We especially value Travel Salem's commitment to promoting a diverse range of experiences, including heritage tourism, which connects visitors to the unique history and identity of our region. Increased awareness of cultural assets like the Willamette Heritage Center strengthens community pride while enhancing the visitor experience.

This funding will allow Travel Salem to expand its reach and continue leveraging additional resources to maximize impact across Marion County. Their work aligns closely with regional economic development goals by supporting local businesses, sustaining employment, and fostering long-term tourism growth.

For these reasons, we strongly encourage you to support Travel Salem's request. Their proven leadership and strategic approach make them an essential partner in strengthening Marion County's tourism economy.

Thank you for your consideration.

Sincerely,

Michelle Cordova
Willamette Heritage Center



8462 ENCHANTED WAY S.E.
TURNER, OREGON 97392
PH. (503) 363-3060 • FAX (503) 364-1134

7 MILES SOUTH OF SALEM ON INTERSTATE 5, EXIT 248

Marion County Grant Selection Committee
Marion County Courthouse
PO Box 14500
Salem, OR 97309

Re: Support for Travel Salem's \$100,000 Salem Metro Marion County Grant Request

Dear Grant Selection Committee,

As someone who lives and works and employs many people in Marion County, including some in our smaller rural communities, it is easy for me to share why Travel Salem's marketing efforts matter so much. Many of these towns simply don't have the budgets or staff to run sophisticated tourism campaigns on their own. They depend on a larger, coordinated effort—and that's exactly what Travel Salem provides.

Travel Salem's programs—everything from the MidWillamette Valley Visitors Guide and TravelSalem.com to their advertising, PR, and social media campaigns—shine a spotlight on our entire region. They encourage travelers to explore the many unique experiences scattered across Marion County. The Salem Area Visitors Center also makes a big difference by giving personalized recommendations to visitors once they arrive, helping them discover hidden gems in our smaller towns.

I really appreciate that Travel Salem wants to partner with and amplify our smaller communities through their work. Supporting this grant request isn't just about funding marketing—it's about investing in local businesses, preserving and creating jobs, and helping Marion County thrive. Thank you for considering this important request.

Sincerely,

Susan Vaslev
503-510-1377
susan@enchantedforest.com

Community
Services
Department

Organization Name:		Date:		Fiscal Year:					
Contact Person:		Title:							
Contact Email:		Contact Phone:							
Report Completed By:		Signature:							
Activity Name:									
Project Timeline:									
Will TG Funds be Expended by June 30th? (of FY year listed above)	Yes	☐	No	☐					
Provide Details of Work Completed with TG Funds During this Reporting Period:	The project must meet the requirements of ORS 461.540								
Please indicate how the activity meets tourism-related needs in Marion County. Check all boxes that apply and explain briefly how they meet tourism needs. (check all that apply)						☐	Strengthening Tourism Economy	☐	Destination Promotion
						☐	Tourism Infrastructure Development	☐	Attracting Visitors
						☐	Event Development		
Budget Narrative Document Attached? (see instructions)									
Were TG Funds Leveraged for Additional Funding? (if so, please list amount)									
Project Picture/s	Please attach at least 1 picture of the completed project or work to date.								
All communications and outreach related to TG funded projects must include the following statement: "This project is supported by Marion County Economic Development."									

Tourism Grant Program (TG) Reporting Requirements Form Instructions

Recipients receiving funds through the Tourism Grant Program (TG) will be required to complete the Reporting Requirements form as outlined below.

1. Interim Report(s): Required for activities lasting seven months or longer. The organization must submit a written report within six months of receipt of award and every six months thereafter until the end of the project grant agreement. This report must contain the following:
 - a. A budget narrative describing the use of the funds including income or revenues and expenditures which are specifically applicable to the activity.
 - b. Activity report detailing a high-level overview of progress to date, key achievements, main issues or challenges with implementation, and next steps.
 - c. Any proposed changes to use of funds.
 - d. If available, pictures, clips, quotes, or narratives from award participants of the activity.
 - e. If TG funds are being used as part of grant matching funds, describe the whole project and the part of the project the Tourism Grant is funding.
 - f. Geographic use of funds within Marion County (by zip code, city, or other method).
 - g. Metrics on the activity such as website traffic and/or social media engagement, changes in employment levels in tourism-related sectors, visitor spending data and economic impact reports, increase in lodging tax revenue, community sentiment and perception of tourism, etc.
 2. Final Report / Annual Report: Required for all activities regardless of activity duration, to be completed annually for multi-year agreements, or prior to activity completion. The organization must prepare a written final / annual report and appear before the Marion County Board of Commissioners at a regularly scheduled meeting or work session to present a short oral report (no more than 10 minutes) on the results of the activity. The report and presentation shall include the information required for the Interim report (see section 5.1 above) as well as:
 - a. Narrative on the success of the activity including how the activity supported tourism in the community.
 - b. Picture(s) of completed activity or work to date.
 - c. Proof of acknowledgement of Marion County funding support such as inclusion of County logo on promotional materials.
 3. Failure to Report/Inappropriate Use of Funds: Failure to comply with the reporting requirements as outlined may result in suspension or full revocation of funds. It is the responsibility of the awarded organization to monitor use of funds and ensure the funds are expended in compliance with the requirements as described herein. Should County identify incorrectly applied funds, County shall notify the awarded organization and awarded organization shall, within thirty (30) calendar days of receiving notice, make full repayment to Marion County. Should the awarded organization identify any incorrectly applied funds, the awarded organization must notify the County within ten (10) calendar days of the discovery and shall, within thirty (30) calendar days of notification, make full repayment to Marion County.
-

Exhibit C - Marion County Disbursement Request
Marion County Community and Economic Development Department

COMPANY NAME: Travel Salem

PROJECT: Marion County Tourism Related Efforts

Insert additional rows as needed.

PROJECT EXPENSES		
	Grant Funds	Total
Marion County Community and Economic Development CS-7234-26 Travel Salem TG Marion County Salem Metro Agreement	\$ 300,000.00	\$ 100,000.00
		\$ -
		\$ -
Total	\$ 300,000.00	\$ 100,000.00

PROJECT EXPENSES		
Expenses - Cash	Grant Funds	Total
		\$ -
	\$ -	\$ -
Total Cash Expenses	\$ -	\$ -

Expenses - In-kind (volunteer labor, donations, etc.)	Grant Funds	Total
		\$ -
	\$ -	\$ -
Total In-kind Expenses	\$ -	\$ -
Total Project Costs	\$ -	\$ -