



## Economic Development Advisory Board

Wednesday August 10th, 2016

3:30pm – 5:00pm

555 Court St NE Salem – Commissioners' Board Room

### AGENDA

3:30	Welcome, Introductions, and Announcements	Angie Morris
3:35	June Meeting Minutes – Action	Angie Morris
3:40	Updates: Canyon, Grants, and Econ Summit	Kevin Cameron & Sarah Cavazos
3:55	SEDCOR 4 <sup>th</sup> Quarter Report - Information / Discussion	Chad Freeman
4:10	Travel Salem 4 <sup>th</sup> Quarter Report - Information / Discussion	Angie Morris
4:25	Land Use Case Review – Information / Discussion	Brandon Reich
4:45	New Business, Comments and Closing	Angie Morris

---

### Future Meetings

- September 14<sup>th</sup> – Columbia Helicopter Aurora, OR 3:00-5:00
- October 12<sup>th</sup> – 3:00-5:00
- November 9<sup>th</sup> – 3:30-5:00
- December 14<sup>th</sup> – 3:30-5:00

### Attachments & Handouts

- 
- 2016/17 Meeting Schedule
  - June Minutes
  - SEDCOR 4th Quarter Report
  - Travel Salem 4th Quarter Report
  - Summary of Land Use Cases
  - September Draft Agenda and Location

Executive Committee	Full Board
<b>July – No Meeting</b>	<b>July – No Meeting</b>
<b>Monday, August 1, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, August 10, 2016 at 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Thursday, September 1, 2016 at 11:30 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, September 14, 2016 at 3:00pm-5:00 pm</b> Location: Columbia Helicopter 14452 Arndt Rd NE, Aurora OR 97002
<b>Monday, October 3, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, October 12, 2016; 3:00 pm – 5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room <i>*Date change due to Community Projects Grant review</i>
<b>Monday, October 31, 2016 at 1:30 pm</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, November 9, 2016; 3:30pm - 5:00pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, December 5, 2016 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, December 14, 2016; 3:00 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Tuesday, January 3, 2017 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, January 11, 2017; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, January 30, 2017 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Tuesday, February 8, 2017; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, February 27, 2017 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, March 8, 2017; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, April 3, 2017 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, April 12, 2017; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday, May 1, 2017 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, May 10, 2017; 3:00 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room
<b>Monday June 5, 2017 at 11:00 am</b> Location: Travel Salem 181 High St NE, Salem	<b>Wednesday, June 14, 2017; 3:30 pm-5:00 pm</b> Location: Courthouse Square - 555 Court Street NE, Salem – 5 <sup>th</sup> Floor, BOC Board Room

**Marion County Economic Development Advisory Board**  
**June 8, 2016 Meeting Minutes**  
**555 Court St NE, 5<sup>th</sup> Floor Salem, OR**

**Members Present:** Nate Brown, Bill Burich, Kevin Cameron, Thomas Chambers, Chad Freeman, Jose Gonzales, Bob Hill, Jay Kemble, Nate Levin, Allison McKenzie, Angie Morris, AJ Nash, Jim Rasmussen, Dave Tibbets, Ian Tolleson, and Renata Wakeley.

**Staff and Guests Present:** Sarah Cavazos, Tamra Goettsch, Danielle Gonzalez, Mark Metzger, and Brandon Reich.

**Call to Order: 3:35pm**

**Agenda Item: Welcome, Introductions & Announcements**

**Information/Discussion:** Morris called the meeting to order, asked for introductions. **Action:** None.

**Agenda Item: May Minutes**

**Information/Discussion:** Morris presented the minutes and called for comment; no discussion was held.

**Action:** A motion was brought forth by Chambers to approve the May minutes; a second was made by Hill. The motion was voted on and approved unanimously.

**Agenda Item: GROW EDC Third Quarter Report**

**Information/Discussion:** McKenzie presented the report for GROW EDC third quarter activities (see attached). The agency served 71 clients and had 4,727 client contact hours, the high number of contact hours was largely due to the recent Travel Oregon Studio Lite workshops which hosted 75 attendees in March and 72 attendees in April. As a result of the workshops, three priority projects were identified and volunteer groups formed for planning, including: 1) regional marketing strategy, 2) building a local tourism network, and 3) launching an annual river festival. Travel Salem staff is involved and will work to support the efforts. More recently GROW EDC has organized and hosted tours of the area to expose people to the region and increase awareness among residents of local gems that would be of interest to people visiting the area. GROW EDC is working on a community-based lending program and has identified two existing programs that have great potential.

**Action:** None.

**Agenda Item: Economic Development Conference**

**Information/Discussion:** Cavazos and Reich shared the idea of holding a one-day economic development conference with an emphasis on rural community development. The general theme would be innovative strategies for rural economic development with a focus on main street development, Business Retention and Expansion Assessments, and resource development. There is a potential opportunity to secure Becky McCray, a speaker on rural economic development if the conference is held in September. A small committee will refine the agenda topics, identify speakers, and plan the event. Discussion was held and a suggestion given to provide a budget of \$10,000 in order for the committee to move planning forward.

**Action:** A motion was brought forth by Levin to approve EDAB's endorsement of an economic development conference for rural economic development with a budget of \$10,000; a second was made by Nash. The motion was voted on and approved unanimously.

**Agenda Item: Infrastructure Development Project**

**Information/Discussion:** Cavazos presented a summary of a request for funds from the city of Donald for a waterline installation. The city had an unforeseen increase in costs due to utility lines under a railway where the waterline is being laid. The new waterline will address a waterline upgrade needed by the city, as well as provide water for a new industrial park development. Wakeley shared that she is the planner for Donald, is aware of the project, and clarified that the waterline installation is identified in the city's Master Water Plan and is needed to meet the needs of the growing city. Wakeley also noted that the city is the main beneficiary of the project and the waterline being installed is not the responsibility of the industrial park developer. Cavazos asked that EDAB make a recommendation to the Board of

Commissioners to provide \$50,000 to support the project since there is no application process for the Infrastructure Development Program.

**Action:** A motion was brought forth by Levin to make a recommendation to the Board of Commissioners to grant \$50,000 of FY15/16 Infrastructure Development funding to the city of Donald for the water system upgrade; a second was made by Burich. The motion was voted on and approved unanimously.

**Agenda Item: Strategic Business Recruitment Fund**

**Information/Discussion:** Cavazos shared that the Grant and Loan Committee will be working on criteria for accessing the Strategic Business Recruitment Fund established through the FY16/17 budget and solicited input from members. Initial discussion on establishing criteria for the program included using a rating scale with weight given to: a) size of private investment, b) number of jobs created, c) job wages, and d) potential impacts to increase jobs or investments through supply chains or neighboring sites. Some discussion was held with emphasis placed on the importance of weighting private investment and job wages.

**Action:** None.

**Meeting adjourned: 4:58 p.m.**

DRAFT



Economic Development Allocations  
Quarterly Report

<b>Organization:</b>	GROW EDC		
<b>Quarter Ending:</b>	March 31, 2016		
<b>Allocation:</b>	\$60,000.00	<b>Received YTD:</b>	\$60,000

Instructions: Provide an update on the following objectives, including brief overview of activities to date, successes, challenges or anticipated challenges, and/or any changes made to the objective.

**1. Objective – Launch a regional tourism initiative**

In the first quarter of 2016 much of our time and energy went into planning, recruiting for and hosting the first of our two rural tourism accelerator studios with Travel Oregon, focused on outdoor recreation opportunities in our region from Aumsville/Scio to Marion Forks & Breitenbush. These trainings, the online video trainings between studios, and the follow-up coaching for our action teams are designed to help our region build a compelling outdoor product and brand, build relationships between tourism businesses and attractions, and create high value authentic experiences for visitors to Oregon. Tourism is the third largest industry in Oregon. Our aim is to become a visitor destination in our own right, thereby deepening and strengthening the role that tourism plays in our local economy.

In preparation for these events we solidified our steering committee, which met several times before the first event, organized and hosted a familiarization (FAM) trip for the Travel Oregon destination development team in February, created a robust asset inventory of the area with special help from one of our Young Professionals, launched a PR campaign to encourage stakeholders to participate in the trainings, and recruited for the studios. In this newly developed pilot program from Travel Oregon these trainings are progressive, with knowledge building from one session to the next. Our goal was to have as many people as possible attend both trainings and take the online video sessions in between. We had 75 people in our first training on March 29.

Next steps: We held our second training on April 12 with more than 70 participants, with 89 individuals participating in the studios overall. With such high participation levels, Travel Oregon recommended that we take on three projects rather than the single project anticipated from these events. Three action teams have formed out of this process with more than 30 volunteers working on creating a regional marketing strategy, building a local tourism network and launching an annual river festival the weekend of the 2017 eclipse. Travel Salem, the chambers of commerce, DLRABA and other local stakeholders are playing important roles on these teams. More detailed information about the workshops and action teams will be included in the next report.

**2. Objective – Youth engagement/workforce development.**

We continue to look for ways to empower our young professionals group and find a meaningful process for connecting middle and high school students with local businesspeople. This quarter several of our young professionals participated in mock interviews and career days at local schools. We have had preliminary discussions with Willamette Promise and INCITE about potential collaborations for one-day or ongoing learning events that would help connect our young professionals and local entrepreneurs

## **Attachment to June 2016 Minutes**

with local students, and give our students an opportunity to build confidence while they explore local career opportunities. We have also asked INCITE about training some of our young professionals to be facilitators for a youth coaching program that helps build essential skills (decision-making, critical thinking, etc).

Two of our young professionals are also taking lead roles on our tourism steering committee. During our first tourism studio, hospitality business owners discussed the challenges they have finding and keeping competent staff, particularly in the kitchen and especially in the upper canyon communities. One concept that came out of that studio is to explore how we might be able to tie our tourism initiative into a workforce development project that could help create a local employee base for restaurants. These workforce conversations are continuing.

Next up: Explore the curriculum used in the student/parent coaching at Aumsville elementary to see if it might be an appropriate alternative to the more intense and lengthy essential skills INCITE program.

---

### **3. Objective – Launch a community-based lending program.**

This quarter we met with MESO (Microenterprise Services of Oregon) to discuss alternative lending programs for entrepreneurs, and have had preliminary conversations with Community Lending WORKS about their program based in Springfield. Both programs could provide a source of capital for businesses that are not quite strong enough for traditional lenders.

Next up: schedule a workshop and facilitated meetings with MESO and/or Community Lending WORKS for local entrepreneurs OR introduce three local entrepreneurs (already identified) to these programs as part of a pilot project to test the viability of using these programs in our area

---

### **4. Objective – Apply value chain methodology to the natural resources industry.**

This project is on hold right now. For a value chain process to work there must be an existing problem of demand that has not been met, and any major industry players need to be enthusiastic about and committed to the program. This is a long-term process and requires the involvement of multiple stakeholders to work. We have not yet identified an existing problem of demand or checked in with our key local stakeholders to see if we can use this process in the wood products industry.

We do see how this methodology can be applied to tourism, and will consider this structure as a potential framework for future work and collaboration if we think it will provide enough value for the investment required.

Next up: conversations with SEDCOR and our key wood products manufacturers to ascertain demand and interest.

---

### **5. Other – Individual and small business consulting.**

Seventy-two clients received direct services from GROW in the fourth quarter, 64 of whom received individual counseling sessions and 64 of whom were returning clients. Two of these existing clients required unusually extensive help into the first quarter of this year, with lengthy and multiple counseling sessions. In addition to the first rural tourism studio, we held 7 learning events this quarter with 52 total attendance. When we include the tourism workshop, total attendance at workshops was 127. Our client contact hours were quite high for this quarter, nearly double our already high norm. GROW

## Attachment to June 2016 Minutes

clients come from a wide variety of industries, but the top three are services, retail/wholesale and hospitality. As a result, many of our clients are involved in the tourism initiative and have become more active with GROW in recent months.

Next up: our *Small Steps, Big Results* monthly class and our Young Professionals groups go on hiatus over the summer. We are planning a workshop for restaurant owners, a field trip to Dayton to explore how they used their Main Street program to build a local tourism economy, and an alternative lending workshop for local entrepreneurs. In early June our tourism coach from Travel Oregon spent the day with all three action teams and the steering committee. The steering committee will receive coaching from our tourism coach for the next few months. We will be asking Travel Oregon to continue that in-person coaching with our action teams on a quarterly basis too.

### 6. Other – Please provide a brief narrative of other items of importance not identified above.

- We continued to work with the Aumsville PARC board & staff to help them successfully operate the school-year phase of their United Way partners in education grant. This includes an after school homework & arts program, parent coaching, a Science Night to explore healthy food options and a June Safety Day during the school carnival. We continued to work with this group to overcome logistical and management hurdles as they finished the school-year programs and prepared for their summer reading/literacy program.
  
- A Douglas Fir National Monument has been proposed for a gigantic portion of our region in forest lands that are already very well-protected. When we learned about this proposal in February, we informed the Linn Co commissioners, Rep. Sherrie Sprenger and other key stakeholders (Marion Co was already aware of the issue). During a meeting with Sen. Merkley’s office we learned that this proposal is still in its very early stages and is not likely to move forward anytime soon. We remain concerned about a monument’s impact on our wood products industry as well as the tourism industry we are building here and will continue to monitor this situation

### 7. Activity and Output Metrics. Complete the following for each quarter.

Number of Clients	Q1	Q2	Q3	Q4	Total
# of new clients	19	10	8		
# of returning clients	58	53	64		
<b>Total Active Clients</b>					
Type of Clients	Q1	Q2	Q3	Q4	Total
# of clients with existing businesses	67	58	65		
# of clients with prospective/new businesses	10	5	7		
Services Provided	Q1	Q2	Q3	Q4	Total
# of clients that received counseling	64	50	64		
• # of individual counseling sessions provided	150	114	172		
# of workshops/ events held	4	6	7		
# of individuals participating in workshops	31	28	26		
Total # of workshop attendees	58	52	52		
Travel Oregon rural tourism studio workshop attendees – March 29			75		
Total # of client contact hours (includes all activities, workshops, counseling, etc.)	2130	2441	4727		

# Attachment to June 2016 Minutes



## Economic Development Allocations Quarterly Report

<b>Organization:</b>	<b>GROW EDC</b>		
<b>Quarter Ending:</b>	<b>March 31, 2016</b>		
<b>Allocation:</b>	<b>\$60,000.00</b>	<b>Received YTD:</b>	<b>\$60,000</b>

Instructions: Provide an update on the following objectives, including brief overview of activities to date, successes, challenges or anticipated challenges, and/or any changes made to the objective.

### 1. Objective – Launch a regional tourism initiative

In the first quarter of 2016 much of our time and energy went into planning, recruiting for and hosting the first of our two rural tourism accelerator studios with Travel Oregon, focused on outdoor recreation opportunities in our region from Aumsville/Scio to Marion Forks & Breitenbush. These trainings, the online video trainings between studios, and the follow-up coaching for our action teams are designed to help our region build a compelling outdoor product and brand, build relationships between tourism businesses and attractions, and create high value authentic experiences for visitors to Oregon. Tourism is the third largest industry in Oregon. Our aim is to become a visitor destination in our own right, thereby deepening and strengthening the role that tourism plays in our local economy.

In preparation for these events we solidified our steering committee, which met several times before the first event, organized and hosted a familiarization (FAM) trip for the Travel Oregon destination development team in February, created a robust asset inventory of the area with special help from one of our Young Professionals, launched a PR campaign to encourage stakeholders to participate in the trainings, and recruited for the studios. In this newly developed pilot program from Travel Oregon these trainings are progressive, with knowledge building from one session to the next. Our goal was to have as many people as possible attend both trainings and take the online video sessions in between. We had 75 people in our first training on March 29.

Next steps: We held our second training on April 12 with more than 70 participants, with 89 individuals participating in the studios overall. With such high participation levels, Travel Oregon recommended that we take on three projects rather than the single project anticipated from these events. Three action teams have formed out of this process with more than 30 volunteers working on creating a regional marketing strategy, building a local tourism network and launching an annual river festival the weekend of the 2017 eclipse. Travel Salem, the chambers of commerce, DLRABA and other local stakeholders are playing important roles on these teams. More detailed information about the workshops and action teams will be included in the next report.

### 2. Objective – Youth engagement/workforce development.

We continue to look for ways to empower our young professionals group and find a meaningful process for connecting middle and high school students with local businesspeople. This quarter several of our young professionals participated in mock interviews and career days at local schools. We have had preliminary discussions with Willamette Promise and INCITE about potential collaborations for one-day or ongoing learning events that would help connect our young professionals and local entrepreneurs



## Attachment to June 2016 Minutes

with local students, and give our students an opportunity to build confidence while they explore local career opportunities. We have also asked INCITE about training some of our young professionals to be facilitators for a youth coaching program that helps build essential skills (decision-making, critical thinking, etc).

Two of our young professionals are also taking lead roles on our tourism steering committee. During our first tourism studio, hospitality business owners discussed the challenges they have finding and keeping competent staff, particularly in the kitchen and especially in the upper canyon communities. One concept that came out of that studio is to explore how we might be able to tie our tourism initiative into a workforce development project that could help create a local employee base for restaurants. These workforce conversations are continuing.

Next up: Explore the curriculum used in the student/parent coaching at Aumsville elementary to see if it might be an appropriate alternative to the more intense and lengthy essential skills INCITE program.

---

### **3. Objective – Launch a community-based lending program.**

This quarter we met with MESO (Microenterprise Services of Oregon) to discuss alternative lending programs for entrepreneurs, and have had preliminary conversations with Community Lending WORKS about their program based in Springfield. Both programs could provide a source of capital for businesses that are not quite strong enough for traditional lenders.

Next up: schedule a workshop and facilitated meetings with MESO and/or Community Lending WORKS for local entrepreneurs OR introduce three local entrepreneurs (already identified) to these programs as part of a pilot project to test the viability of using these programs in our area

---

### **4. Objective – Apply value chain methodology to the natural resources industry.**

This project is on hold right now. For a value chain process to work there must be an existing problem of demand that has not been met, and any major industry players need to be enthusiastic about and committed to the program. This is a long-term process and requires the involvement of multiple stakeholders to work. We have not yet identified an existing problem of demand or checked in with our key local stakeholders to see if we can use this process in the wood products industry.

We do see how this methodology can be applied to tourism, and will consider this structure as a potential framework for future work and collaboration if we think it will provide enough value for the investment required.

Next up: conversations with SEDCOR and our key wood products manufacturers to ascertain demand and interest.

---

### **5. Other – Individual and small business consulting.**

Seventy-two clients received direct services from GROW in the fourth quarter, 64 of whom received individual counseling sessions and 64 of whom were returning clients. Two of these existing clients required unusually extensive help into the first quarter of this year, with lengthy and multiple counseling sessions. In addition to the first rural tourism studio, we held 7 learning events this quarter with 52 total attendance. When we include the tourism workshop, total attendance at workshops was 127. Our client contact hours were quite high for this quarter, nearly double our already high norm. GROW

## Attachment to June 2016 Minutes

clients come from a wide variety of industries, but the top three are services, retail/wholesale and hospitality. As a result, many of our clients are involved in the tourism initiative and have become more active with GROW in recent months.

Next up: our *Small Steps, Big Results* monthly class and our Young Professionals groups go on hiatus over the summer. We are planning a workshop for restaurant owners, a field trip to Dayton to explore how they used their Main Street program to build a local tourism economy, and an alternative lending workshop for local entrepreneurs. In early June our tourism coach from Travel Oregon spent the day with all three action teams and the steering committee. The steering committee will receive coaching from our tourism coach for the next few months. We will be asking Travel Oregon to continue that in-person coaching with our action teams on a quarterly basis too.

### 6. Other – Please provide a brief narrative of other items of importance not identified above.

- We continued to work with the Aumsville PARC board & staff to help them successfully operate the school-year phase of their United Way partners in education grant. This includes an after school homework & arts program, parent coaching, a Science Night to explore healthy food options and a June Safety Day during the school carnival. We continued to work with this group to overcome logistical and management hurdles as they finished the school-year programs and prepared for their summer reading/literacy program.
  
- A Douglas Fir National Monument has been proposed for a gigantic portion of our region in forest lands that are already very well-protected. When we learned about this proposal in February, we informed the Linn Co commissioners, Rep. Sherrie Sprenger and other key stakeholders (Marion Co was already aware of the issue). During a meeting with Sen. Merkley’s office we learned that this proposal is still in its very early stages and is not likely to move forward anytime soon. We remain concerned about a monument’s impact on our wood products industry as well as the tourism industry we are building here and will continue to monitor this situation

### 7. Activity and Output Metrics. Complete the following for each quarter.

Number of Clients	Q1	Q2	Q3	Q4	Total
# of new clients	19	10	8		
# of returning clients	58	53	64		
<b>Total Active Clients</b>					
Type of Clients	Q1	Q2	Q3	Q4	Total
# of clients with existing businesses	67	58	65		
# of clients with prospective/new businesses	10	5	7		
Services Provided	Q1	Q2	Q3	Q4	Total
# of clients that received counseling	64	50	64		
• # of individual counseling sessions provided	150	114	172		
# of workshops/ events held	4	6	7		
# of individuals participating in workshops	31	28	26		
Total # of workshop attendees	58	52	52		
Travel Oregon rural tourism studio workshop attendees – March 29			75		
Total # of client contact hours (includes all activities, workshops, counseling, etc.)	2130	2441	4727		

## EXHIBIT D – QUARTERLY REPORT



### Economic Development Allocations Quarterly Report

<b>Organization:</b>	SEDCOR		
<b>Quarter Ending:</b>	June 30, 2016		
<b>Allocation:</b>	\$175,000.00	<b>Received YTD:</b>	\$175,000

Instructions: Provide an update on the following objectives, including brief overview of activities to date, successes, challenges or anticipated challenges, and/or any changes made to the objective.

#### 1. Available industrial space

The inventory for industrial buildings in Marion County continues to be constrained. While we in Marion County have some of the best industrial land in the state, there are almost no available buildings. In the last quarter it was reported that in the Industrial Real estate market we are looking at 2% vacancy rate, which indicates a very strong shortage of available space.

As this shortage is not limited to the Mid-Valley we are beginning to see the market react. More projects interested in building at Mill Creek Corporate Center are progressing as is the work of developers who are working with the city of Woodburn on the new industrial park planned in Woodburn.

In addition to this work SEDCOR is working with a developers and the state to help find a way to help build additional capacity, and we believe that this will begin to get better in the coming year. It should be noted that this is a statewide issue, especially on the I-5 corridor.

#### 2. Industries with potential growth

Existing firms have continued to lead the recovery in our region. In recent months we have worked with several firms that have made significant investments in our region. These include the following projects:

Yancey Pallet- moved into Marion County in August of 2015, continue to grow and add jobs;  
Littau Harvester- purchased a building in Stayton and have continued to expand their trucking and picker leasing business and grow;  
Turner Lumber- continues to invest in their facility. They are currently in the process of purchasing additional property adjacent to their current operation for expansion; they have also added equipment and improved on energy efficiency and production processes;  
Willamette Valley Pie has moved into their new facilities in Silverton;  
Wilcox Farms is in the process of an expansion, in Marion County and purchased another operation in Linn County.  
PCA expansion, PCA is located at the Aurora airport and it the largest Garmin Avionics dealer in the world. One of their Aurora employees is on the Dealer Advisory Council for Garmin. They will initially employ 10 more people.  
Metal Innovations expansion is also located at the Aurora airport and intends to expand into another 30,000 square feet for production.

## EXHIBIT D – QUARTERLY REPORT

Anderson is located near the northern most end of Marion County and is expanding their hay storage and processing facility.

Trillium Millworks expanded into the Hubbard industrial park and added over 10 new employees.

Pro-Cure is a fishing bait company and is expanding to increase production. They are going to produce product they previously had to ship from the East coast.

Western Agricultural Supply is expanding their Salem operation.

Marion Ag is expanding in the northern portion of Marion County which includes a 100 car rail siding for their new seed and fertilizer processing plant.

Forest River/Cargo in Silverton continues to grow as employee recruitments allow.

On the recruitment side of SEDCOR's work we have noticed some key trends in companies looking at moving into our region. This interest growth has been led by four different categories, Food Processing, Distribution, Manufacturing and Value Added Wood Products. In the last year we have seen more interest from Food Processing and Distribution.

---

### 3. Make It In the Willamette Valley / BR&E Update

Make it in the Willamette Valley- We continue our work on the Make it in the Willamette Valley initiative. As we have commented in the past this is a three year grant that has been received in partnership with the Mid-Willamette Valley Council Of Governments. This work has helped SEDCOR to continue to build one on one relationships with employers, to help build the BRE program, and to help host events to bring new resources to manufacturers. In addition we finalized our supply chain study which has highlighted some of the vertical supply opportunities in the region.

To help support this we have received additional support for this project from Marion County, Yamhill County, PGE and PacifiCorp.

---

### 4. Other

Large Lot Study- Working with owners and representatives of large lot (over 50 acres) of industrial land to find out the industries and companies who need this size of parcel for their next expansion, and learning what these firms need to be successful. This project has helped give nationwide exposure to Mill Creek Corporate Center, and it has helped identify our role in the larger regional market. We are currently making outreach to companies who we identified to explore their interest in large projects on the West Coast.

Envision Dinner- SEDCOR hosted Envision 2016 to help connect companies to some of the key trends and technology changes that are coming. Darren Pleasance from Google was the keynote speaker and added a lot of understanding about not only their company, but also the future of technology. Data and information needed to be successful; SEDCOR is hosting the Envision 2016 Dinner.

CTE efforts- SEDCOR has continued to work with local school districts in Marion County to help connect schools to both private employers as well as to form a best practice framework. We will continue to host quarterly meetings with school districts to improve this.

## EXHIBIT D – QUARTERLY REPORT

**5. Activity and Output Metrics.** Complete the following for each quarter.

Number of Clients	Q1	Q2	Q3	Q4	Total
# of new recruitments	11	5	12	11	39
# of active recruitments	10	10	14	11	14
# of new expansions	0	8	2	2	12
# of active expansions	16	23	25	23	25
<b>Total Active Clients</b>					

	Year To Date			YTD Total
	Recruit	Retain	Expand	
No. Companies	1		9	10
Retained Jobs		75		75
New Jobs	75		81	156
Capital Ex				56,000,000

Travel Salem 4th Quarter Report  
**EXHIBIT D – QUARTERLY REPORT**



**Economic Development Allocations  
 Quarterly Report**

<b>Organization:</b>	<b>TRAVEL SALEM</b>		
<b>Quarter Ending:</b>	<b>June 2016</b>		
<b>Allocation:</b>	<b>\$100,000.00</b>	<b>Received YTD:</b>	<b>\$100,000</b>

Instructions: Provide an update on the following objectives, including brief overview of activities to date, successes, challenges or anticipated challenges, and/or any changes made to the objective.

**1. Objective – Regional Public Relations**

Travel Salem generated **187 published articles** and references during the fourth quarter of 2015-16 with a **reach of 15,648,800** and an **advertising equivalence of \$272,584**. Please refer to the attached PR Addendum for details.

**2. Objective – Visitor Information Network**

Travel Salem’s Visitor Information Network **assisted 45,705 visitors** during the fourth quarter. The network includes: Travel Café, BEST WESTERN PLUS Mill Creek Inn, Red Lion Hotel, Phoenix Inn South, Willamette Heritage Center, Salem Convention Center, Lancaster Mall, Amtrak, Salem AAA, Salem Airport and Aurora Airport.

**3. Objective – Marketing Support for Marion County Communities**

Quarterly highlights include:

- Launched the full redesign of TravelSalem.com featuring a booking engine and new video content.
- Participated in a Travel Oregon “town hall” meeting in Silverton regarding their 16-17 business plan.
- Arranged for freelance writer Carly Zimmern to stay at/experience The Oregon Garden & Oregon Garden Resort.
- Responded to “Active China” leads from Travel Oregon’s international program.

**4. Objective – Recreational Sports Marketing**

- Hosted a site tour for International Slow Pitch Softball for a potential 2017 event.
- Produced promotional materials for Salem’s new signature event and the first ever U.S. event called River2Ridge 2017 for Mayor Peterson’s trip to Japan. The event is a spin-off from Japan’s Sea to Summit tri-discipline event.

**5. Objective – Destination Development**

- Launched the Wine Country + Garden & Falls Tours in partnership with Greyline and Amtrak.
- Launched six new cycling routes that leverage the Willamette Valley Bike Trail, including four in Marion County.
- Participated in the Santiam Rural Tourism Studio including working with the Event Committee to develop a river-themed music event to launch the week of the Eclipse in 2017, and the Marketing Committee to gather inventory of all trails to create a comprehensive trail guide.

**6. Other**

See detailed report for more results during the quarter.

Travel Salem 4th Quarter Report  
**EXHIBIT D – QUARTERLY REPORT**

**7. Performance Measurements. Complete the following for each quarter.**

<b>Metric</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>	<b>Total</b>
Estimated Economic Impact*	\$553,200,000 for 2015	See first quarter	See first quarter	See first quarter	<b>\$548,400,000 for 2015</b>
Transient Occupancy Tax**	\$1,193,237	\$520,705	\$415,768	\$587,522	<b>TBD</b>
Leverage**	\$491,715	\$934,308	\$525,558	\$432,134	<b>TBD</b>

\*Latest information available via Travel Oregon

\*\*Salem only (July through May based on available data)

## Travel Salem 4th Quarter Report



### **FOURTH QUARTER REPORT 2015-16**

April, May, June

#### **INTRODUCTION**

Travel Salem is pleased to submit the tourism and convention fourth quarter report for 2015-16 pursuant to City of Salem contract section 1.5. The contract stipulates that quarterly reports include a financial report, an overview of Contractor's activities, and a statement of output measurements. This report fulfills these contractual requirements.

All programs and services tie back to Travel Salem's 14-17 Strategic Plan and the 15-16 Business Plan, and drive toward six main objectives and strategic initiatives: community relations and engagement, capacity building, marketing and communications, conventions and events, destination development, and services.

#### **EXECUTIVE SUMMARY**

##### **Marketing & Communications**

- Participated in the 2016 Travel Oregon Road Rally (familiarization tour for international tour operators).
- Hosted travel writers Jeff & Ginny Orenstein for a one-day wine tour throughout the Salem area. Visited 5 wineries, plus an overnight at The Century House B&B in Salem.
- Responded to "Active China" leads from Travel Oregon's international program.
- Wrote feature article on berry season and local farms and farmers' markets for summer issue of *Take Root Magazine*.
- Attended the Travel & Words Northwest Writers' Conference in Walla, Walla, Wa. and had 25 pitch meetings with editors & content managers; Salem will host the 2017 conference.
- Launched the full redesign of TravelSalem.com including responsive design, contemporary look & feel, consumer-friendly navigation & functionality, video content, events section, and new booking engine.

##### **Destination Development**

- Launched the "Salem Like a Local" video campaign featuring local historian John Ritter.
- Launched the Wine Country & Garden Falls Tours in partnership with Greyline and Amtrak – these are the first-ever bookable product of its kind in the Willamette Valley.
- Launched six new cycling routes that tie into the Willamette Valley Scenic Bikeway and highlight local amenities & attractions available on the route.

##### **Conventions, Events & Sports**

- Produced promotional materials (save-the-date flier & video trailer) for the River 2 Ridge 2017 event for the Mayor and city staff to take on their trip to Japan.



## Travel Salem 4th Quarter Report

- Attended the National Association of Sports Commissions (NASC) tradeshow held in Grand Rapids, Mich., resulting in 4 RFPs and 4 leads.
- Hosted the annual “Salem Up-Front” event at the Willamette Heritage Center for the frontline staff of lodging partners. The event featured 22 exhibitors, ranging from wineries to attractions.



### Services

- Staffed a visitor information table for 3 days at the OSFEC for the American Truck Historical Society event.
- Staffed a visitor information table for 3 days at the United Methodist Conference.
- Provided activities for 500+ attendees at the Capital Cup team dinner at Salem Convention Center.

## Travel Salem 4th Quarter Report

### OVERVIEW OF ACTIVITIES

Travel Salem tracks numerous activities throughout the year to monitor, evaluate and adjust marketing strategies as needed. These internal measurement statistics assist with forecasting and trending, and need to be examined as a whole to get a true indication of the industry and performance of marketing activities. Outside influences such as gas prices, weather, natural disasters or inflation, will also have an impact on the peaks and valleys that these numbers may reflect.

Glossary of terms for definitions of the following activities is available upon request.

Activity	4 <sup>th</sup> Qtr 15-16	15-16 YTD	% Change from 14-15	14-15 YTD	13-14 YTD
<b>MARKETING &amp; COMMUNICATIONS</b>					
Public Relations – Advertising Equivalency <sup>1</sup>	\$272,584	\$1,582,969	51%	\$1,047,244	\$1,128,533
Visitor Information Network Attendance	45,705	164,735	14%	144,441	135,337
Advertising Inquiries <sup>2</sup>	10,614	53,652	53%	35,054	43,852
E-Communication Impressions	37,338	137,080	-5%	144,380	133,657
Website/TravelSalem.com Visits	92,810	301,183	10%	273,903	268,472
• Lodging Click Thru <sup>3</sup>	2,509	11,256	-32%	16,482	28,203
Facebook Reach <sup>4</sup>	244,335	1,071,951	191%	368,675	180,859
YouTube Views	3,184	12,031	-20%	15,093	10,799
Flickr Impressions <sup>5</sup>	27,310	200,400	-39%	326,905	270,915
Twitter Impressions	570,271	2,384,408	6%	2,241,868	n/a
Pinterest Followers	7	374	16%	322	230
<b>CONVENTIONS &amp; EVENTS</b>					
Real-Time Conventions & Events <sup>6</sup>	15	38	58%	24	23
• Number of Attendees	29,936	43,503	-18%	53,015	32,760
• Number of Room Nights	11,470	18,948	28%	14,787	19,402
Sales Leads Generated	23	85	1%	84	77
Bookings	20	53	-15%	62	52
<b>SERVICES</b>					
Groups Assisted	19	62	11%	56	66
Visitors Reached	21,484	42,990	19%	36,117	41,641
<b>MEMBERSHIP</b>					
Total Membership	348	348	-2%	356	409
New Members Acquired <sup>7</sup>	31	58	76%	33	56
Attrition	9	64	-26%	86	71

<sup>1</sup> Public Relations/Advertising Equivalency – increase due to televised coverage for Rogue Brewing launching a new beer.

<sup>2</sup> Advertising Inquiries – increase due to WVVA participating in Travel Oregon lead fulfillment program.

<sup>3</sup> Lodging Click-Thru - decrease due to changes with Google analytics and only 11 months of tracking.

<sup>4</sup> Facebook Reach – increase due to partnerships with WVVA’s Facebook page and ability to post to their 50k followers.

<sup>5</sup> Flickr Impressions – Instagram has moved ahead of Flickr as the platform for photos; Travel Salem shifted efforts to Instagram.

<sup>6</sup> Real-Time Conventions & Events – increase is due to new events such as American Truck Historical Association, Oregon Republican Convention & Soapbox Derby.

<sup>7</sup> New Members Acquired – increase due to focused effort on lodging and culinary sectors.

**TRAVEL SALEM DASHBOARD**  
**Travel Salem 4th Quarter Report**  
**Key Performance Measurements**

February 27, 2013 Board of Directors Approved

	15-16 prelim	% of 14-15	14-15	13-14	12-13	11-12	10-11	09-10	08-09
<b>Travel Salem Resources</b>	\$ 1,148,027	120%	\$ 954,704	\$ 736,845	\$ 702,267	\$ 723,344	\$ 722,116	\$ 729,601	\$ 803,142
City of Salem Contract	\$ 771,420	108%	\$ 714,000	\$ 550,000	\$ 479,000	\$ 550,000	\$ 533,030	\$ 503,030	\$ 531,530
Other Sources	\$ 240,215	100%	\$ 240,704	\$ 186,845	\$ 223,267	\$ 173,344	\$ 189,086	\$ 226,571	\$ 271,612
Wine Country Plate	\$ 136,392	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Travel Salem Program FTE	9.73	100%	9.73	7.15	5.70	8.67	7.67	6.67	7.67
<b>Membership</b>	<b>350</b>	<b>99%</b>	<b>355</b>	<b>409</b>	<b>424</b>	<b>443</b>	<b>368</b>	<b>346</b>	<b>275</b>
Revenue	\$ 107,098	111%	\$ 96,689	\$ 91,521	\$ 113,492	\$ 113,761	\$ 116,352	\$ 126,695	\$ 78,538
<b>Estimated Economic Impact (2015)</b>	<b>\$ 553,200,000</b>	<b>101%</b>	<b>\$ 548,200,000</b>	<b>\$ 541,000,000</b>	<b>\$ 527,100,000</b>	<b>\$ 505,900,000</b>	<b>\$ 476,900,000</b>	<b>\$ 458,500,000</b>	<b>\$ 497,400,000</b>
Direct Jobs (2015)	6,450	103%	6,250	6,130	5,930	5,910	5,860	6,000	6,270
<b>TOT Revenues</b>	<b>\$ 3,241,503</b>	<b>104%</b>	<b>\$ 3,125,123</b>	<b>\$ 2,730,822</b>	<b>\$ 2,445,339</b>	<b>\$ 2,239,286</b>	<b>\$ 2,215,001</b>	<b>\$ 2,138,196</b>	<b>\$ 2,416,440</b>
<b>Occupancy - Rooms Sold (Salem)</b>	<b>509,026</b>	<b>122%</b>	<b>416,594</b>	<b>391,501</b>	<b>364,608</b>	<b>340,507</b>	<b>316,748</b>	<b>328,693</b>	<b>354,160</b>
Average Daily Rate (ADR)	\$ 89.29	107%	\$ 83.52	\$ 79.79	\$ 76.86	n/a	n/a	n/a	n/a
<b>TOT Influenced by TS</b>	<b>\$ 1,805,435</b>	<b>107%</b>	<b>\$ 1,689,319</b>	<b>\$ 1,532,047</b>	<b>\$ 1,425,310</b>	<b>\$ 1,265,905</b>	<b>\$ 854,280</b>	<b>\$ 877,432</b>	<b>\$ 832,545</b>
Leisure	\$ 1,653,167	105%	\$ 1,578,168	\$ 1,392,719	\$ 1,245,578	\$ 1,140,800	\$ 716,161	\$ 789,311	\$ 659,434
Convention*	\$ 152,268	137%	\$ 111,151	\$ 139,328	\$ 179,732	\$ 125,105	\$ 138,119	\$ 88,121	\$ 173,111
TS Correlation to TOT Ratio	56%								
<b>Leverage</b>	<b>\$ 2,382,473</b>	<b>121%</b>	<b>\$ 1,972,138</b>	<b>\$ 2,086,254</b>	<b>\$ 1,914,854</b>	<b>\$ 3,206,602</b>	<b>\$ 1,884,865</b>	<b>\$ 1,511,731</b>	<b>\$ 1,363,105</b>
Visitors Guide	\$ 69,606	84%	\$ 82,923	\$ 81,533	\$ 87,953	\$ 112,793	\$ 114,336	\$ 96,366	\$ 91,693
Volunteers	\$ 2,311	72%	\$ 3,212	\$ 4,236	\$ 9,224	\$ 16,126	\$ 24,562	\$ 27,203	\$ 23,148
Public Relations - Advt Equiv	\$ 1,535,914	147%	\$ 1,047,244	\$ 1,128,533	\$ 960,533	\$ 2,166,423	\$ 1,016,469	\$ 611,839	\$ 660,288
Advertising	\$ 53,509	128%	\$ 41,794	\$ 68,311	\$ 70,690	\$ 78,245	\$ 47,504	\$ 40,978	\$ 50,302
In-Kind	\$ 501,133	82%	\$ 611,395	\$ 601,311	\$ 608,563	\$ 621,353	\$ 509,348	\$ 492,945	\$ 300,429
WVVA/Regional	\$ 220,000	119%	\$ 185,570	\$ 202,440	\$ 177,891	\$ 211,662	\$ 172,646	\$ 242,400	\$ 237,245
<b>Consumer Engagement</b>	<b>60,099,985</b>	<b>145%</b>	<b>41,476,228</b>	<b>39,106,833</b>	<b>43,778,277</b>	<b>48,925,791</b>	<b>25,629,680</b>	<b>n/a</b>	<b>n/a</b>
<i>Examples include:</i>									
Visitor Information Network	164,735	114%	144,441	135,337	111,112	136,966	122,345		
Conv Services - Visitors Reached	42,990	119%	36,117	41,641	47,477	54,385	72,732		
Visitor Inquiries	53,652	153%	35,054	43,852	42,900	42,045	30,476		
Media Impressions	50,223,577	173%	29,061,138	29,910,649	26,711,743	37,519,977	14,492,574		
Advertising Impressions	1,459,500	33%	4,456,800	2,544,000	13,126,000	7,628,520	7,440,000		
Online Visits	301,183	110%	273,903	268,472	234,277	185,382	150,940		
Twitter Impressions	2,384,408	106%	2,241,868	2,475,218	1,228,472	1,706,940	1,941,184		
Facebook Impressions	2,360,463	116%	2,027,053	2,073,308	1,980,049	1,549,150	1,202,325		
<b>Data available through City of Salem and Travel Oregon through May 2016.</b>									
* 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 4th Quarter Report

Travel Salem  
**PUBLIC RELATIONS ADDENDUM**  
 National & Regional Media  
 15-16 Fourth Quarter

Secured 187 published references/articles with a reach of 15,648,800 and an advertising equivalency of \$272,584.

	Media/Headline	Value	Reach	Key Messages/Content
	<p><i>Meetings Today</i>  <b>Betting on the House: Native American Casinos Boast Western Revamps</b></p> <p>Published: 4/2016                      Pitched: 12/2015</p>	<p>\$12,640</p>	<p>55,000</p>	<p>Spirit Mountain Casino was included in a round-up article about Native American casino resorts that have undergone upgrades and successfully integrate some of their tribal culture with modern technology.</p>
	<p><i>Take Root Magazine</i>  <b>Heavenly Hazelnuts</b></p> <p>Published: 4/2016                      Pitched: 10/2015</p>	<p>\$7,500</p>	<p>30,000</p>	<p>3-page feature story about the Willamette Valley's hazelnut industry, with a focus on Pacific Hazelnut Farms &amp; Candy Factory in Aurora, plus photos of the farm and factory.</p>
	<p><i>Northwest Travel &amp; Life</i>  <b>Best Kept Secret Museums</b></p> <p>Published: 4/2016                      Pitched: 11/2015</p>	<p>\$2,219</p>	<p>125,000</p>	<p>Feature article by travel freelancer Heather Larson highlighting unusual, off-the-beaten-path museums in the Pacific Northwest, including the OSH Museum of Mental Health.</p>
	<p><i>Vacation Ideas Magazine</i>  <b>25 Best Things to do in Salem, Oregon</b></p> <p>Published: 4/2016                      Pitched: 1/2016</p>	<p>\$27,000</p>	<p>1,000,000</p>	<p>Numerous cultural heritage treasures, family-friendly attractions, farm stores, wineries and more were highlighted in this feature article about Salem, Oregon as a destination for leisure travelers.</p>

Travel Salem 4th Quarter Report

	<p><i>Dossier/Hemispheres Magazine</i></p> <p>Published: 5/2016 Pitched: 1/2016</p>	<p>\$66,087</p>	<p>11,500,000</p>	<p>Some of Salem’s recent tourism initiatives – including the Peter Courtney Bridge to Minto-Brown – were highlighted in <i>Dossier</i> – the business magazine that’s part of United Airlines’ inflight publication, <i>Hemispheres</i>.</p>
	<p><i>KGW-TV Grant’s Getaways</i></p> <p><b>Oregon Gardens of Eden</b></p> <p>Published: 5/2016 Pitched: 5/2015</p>	<p>\$14,000</p>	<p>50,000</p>	<p>Adelman Peony Gardens was included in this weekly TV series touting special places to visit in Oregon.</p>
	<p><i>Oregon Wine Press</i></p> <p><b>RED for Good Reason</b></p> <p>Published: 5/2016 Pitched: 2/2016</p>	<p>\$836</p>	<p>25,000</p>	<p>Eola Hills Winery’s new RED wine release and effort to support U.S. troops overseas was highlighted in the May edition of the Magazine.</p>
	<p><i>KPTV-TV</i></p> <p><b>On the Go with Joe: ATHS Truck Show</b></p> <p>Published: 5/2016 Pitched: 5/2016</p>	<p>\$4,000</p>	<p>58,000</p>	<p>“On the Go with Joe” filmed live from the Oregon State Fairgrounds to highlight The American Truck Historical Society annual truck show.</p>
	<p><i>Group Tour Magazine</i></p> <p><b>Blooms Invite Groups in and Around Salem</b></p> <p>Published: 6/2016 Pitched: 1/2016</p>	<p>\$12,754</p>	<p>16,000</p>	<p>Salem area gardens – including Bush’s Pasture Park rose garden, The Oregon Garden, Deepwood Museum &amp; Gardens, Schreiner’s Iris Gardens and the Wooden Shoe Tulip Farm – were highlighted in this one-page feature article.</p>

Travel Salem 4th Quarter Report

	<p><i>Travel Oregon e-newsletter</i>  <b>Hiker's Paradise:                  Opal Creek</b></p> <p>Published: 6/2016                  Pitched: 7/2015</p>	<p>\$4,640</p>	<p>160,000</p>	<p>Opal Creek Wilderness Area and Opal Creek Ancient Forest Center were featured in this article about "hidden gems" hiking spots.</p>
	<p><i>Brewpublic.com</i>  <b>Salem Ale Works &amp;                  Three Legged Dog                  Team Up for Beer                  Pairing Dinner</b></p> <p>Published: 6/2016                  Pitched: 5/2016</p>	<p>\$2,520</p>	<p>75,000</p>	<p>Upcoming beer pairing dinner by Salem Ale Works and the Three Legged Dog in Independence was featured in this popular beer blog/website.</p>

Travel Sales  
**CONVENTIONS EVENTS DASHBOARD**  
 2015-16 Fourth Quarter

<b>15-16 REAL-TIME CONVENTIONS/EVENTS</b>							
<b>FOURTH QUARTER</b>							
Qtr	Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue	
4	SuperGameXLIX	\$ 1,242,000	1,500	225	\$ 20,090	\$ 1,808	
4	Oregon Battle of the Books	\$ 10,742	10	164	\$ 14,644	\$ 1,318	
4	Monster Cookie Bike Ride	\$ 79,200	2,000	25	\$ 2,232	\$ 201	
4	Soapbox Derby-Spring Opener	\$ 3,150	25	6	\$ 536	\$ 48	
4	Cherry City Comic Con.	\$ 264,546	426	112	\$ 10,000	\$ 900	
4	Am.Truck Historical Society	\$ 1,909,728	7,250	3,500	\$ 312,515	\$ 28,126	
4	Willamette Volleyball Classic	\$ 249,600	1,000	400	\$ 35,716	\$ 3,214	
4	Soapbox Derby-Championship	\$ 10,400	50	12	\$ 1,071	\$ 96	
4	The Hoop	\$ 1,560,000	5,000	1,200	\$ 107,148	\$ 9,643	
4	JW	\$ 3,105,000	5,000	2,500	\$ 223,225	\$ 20,090	
4	JW	\$ 3,105,000	5,000	2,500	\$ 223,225	\$ 20,090	
4	Ganett/Statesman Journal	\$ 50,400	600	-	\$ -	\$ -	
4	OR Republican Conv.	\$ 414,000	1,000	200	\$ 17,858	\$ 1,607	
4	American Legion WV Classic	\$ 156,000	300	120	\$ 10,715	\$ 964	
4	Soapbox Derby-Annual Salem OR	\$ 1,575	25	6	\$ 536	\$ 48	
4	Capital Cup	\$ 236,250	750	500	\$ 44,645	\$ 4,018	
<b>TOTAL</b>		<b>\$ 12,397,591</b>	<b>\$ 29,936</b>	<b>\$ 11,470</b>	<b>\$ 1,024,156</b>	<b>\$ 92,174</b>	
						\$ 1.55	TOT ROI
Total Value		\$ 12,397,591					
Direct Costs for 2nd Qtr		\$ 59,622					
EEI ROI		\$ 207.94					
<b>YEAR-TO-DATE</b>							
Organization	Community Econ Impact	Booked Attendees	Booked Rm Nts	Lodging Revenue	TOT Revenue		
<b>39 Real-Time Conventions/Events</b>	<b>\$ 16,833,617</b>	<b>43,503</b>	<b>18,948</b>	<b>\$ 1,691,867</b>	<b>\$ 152,268</b>		
						\$ 0.78	TOT ROI
Total Value		\$ 16,833,617					
Direct Costs for YTD		\$ 194,332					
EEI ROI		\$ 86.62					

## Travel Salem 4th Quarter Report

<b>15-16 POTENTIAL FUTURE BUSINESS - LEADS &amp; BOOKINGS</b>												
<b>FOURTH QUARTER</b>												
	<b>LEADS</b>					<b>BOOKINGS</b>						
Convention Year	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversion Rate	
FY 15-16	2	\$ 266,436	556	112	5	\$ 1,719,390	6,106	1,200	\$ 107,148	\$ 9,643	250%	
FY 16-17	11	\$ 6,874,125	24,850	11,380	11	\$ 6,737,370	24,155	10,605	\$ 946,920	\$ 85,223	100%	
FY 17-18	5	\$ 2,062,500	3,200	2,075	2	\$ 1,163,700	1,500	1,275	\$ 113,845	\$ 10,246	40%	
FY 18-19	1	\$ 40,500	300	75	1	\$ 40,500	300	75	\$ 6,697	\$ 603	100%	
FY 19-20	1	\$ 40,500	300	75	1	\$ 40,500	300	75	\$ 6,697	\$ 603	100%	
<b>TOTAL</b>	<b>20</b>	<b>\$ 9,284,061</b>	<b>29,206</b>	<b>13,717</b>	<b>20</b>	<b>\$ 9,701,460</b>	<b>32,361</b>	<b>13,230</b>	<b>\$ 1,181,307</b>	<b>\$ 106,318</b>	<b>100%</b>	
<b>YEAR-TO-DATE</b>												
	<b>LEADS</b>					<b>BOOKINGS</b>						
Convention Year	# of Leads	Est. Community Econ Impact	Est. Attendees	Est. Room Nights	# of Bookings	Est. Booked Community Econ Impact	Est. Booked Attendees	Est. Booked Rm Nts	Est. Lodging Revenue	Est. TOT Revenue	Lead Conversion Rate	
FY 15-16	39	\$ 6,571,403	25,317	11,255	24	\$ 4,537,213	16,983	3,189	\$ 284,746	\$ 25,627	62%	
FY 16-17	27	\$ 9,080,091	34,238	19,163	16	\$ 7,838,411	26,218	13,908	\$ 1,241,845	\$ 111,766	59%	
FY 17-18	14	\$ 5,231,710	7,210	11,155	5	\$ 2,292,960	3,060	3,985	\$ 355,821	\$ 32,024	36%	
FY 18-19	1	\$ 40,500	300	75	1	\$ 40,500	300	75	\$ 6,697	\$ 603	100%	
FY 19-20	1	\$ 40,500	300	75	1	\$ 40,500	300	75	\$ 6,697	\$ 603	100%	
<b>TOTAL</b>	<b>82</b>	<b>\$ 20,964,204</b>	<b>67,365</b>	<b>41,723</b>	<b>47</b>	<b>\$ 14,749,584</b>	<b>46,861</b>	<b>21,232</b>	<b>\$ 1,895,805</b>	<b>\$ 170,622</b>	<b>57%</b>	



## Travel Salem 4th Quarter Report


<b>15-16 LOST BUSINESS</b>						
Account Name	Reason	Lost Attendees	Lost Room Nights	Lost Community Econ Impact	Lost Lodging Revenue	Lost TOT Revenue
OSU School of Business	Not hosting seminar at this time, maybe Feb	15	-	\$ 945	\$ -	\$ -
GOSGMP Conference	Chose another location	60	80	\$ 24,840	\$ 7,067	\$ 636
American Astronomical Society	No availability due to eclipse	300	1,100	\$ 372,600	\$ 97,168	\$ 8,745
American Astronomical Society	No availability due to eclipse	300	1,425	\$ 372	\$ 125,876	\$ 11,329
Intl Tour Mgmt Assoc	Couldn't meet their criteria for sponsorship funds	895	400	\$ 496,800	\$ 35,334	\$ 3,180
Salvation Army Spiritual Retreat	Chose to be closer to metro area	450	450	\$ 279,450	\$ 39,750	\$ 3,578
	<b>TOTAL</b>	<b>675</b>	<b>2,605</b>	<b>\$ 398,757</b>	<b>\$ 104,234</b>	<b>\$ 9,381</b>

<b>15-16 FAM TOURS, TRADE SHOWS &amp; PROMO TRIPS</b>						
Qtr	Organization	Organization Location	FAM Tour/ Site Tour	Trade Show	Promo Trip	
1	Connect Marketplace	Pittsburg		X		
1	USA Track & Field (Racewalk Olympic Trials)	Colorado	X			
1	Oregon Latino Baksetball	Woodburn	X			
1	US Quidditch	Washington	X			
2	BRAVO!	Portland		X		
2	Sea to Summitt (River to Ridge research trip)	Japan			X	
2	Capitol Cup	Salem	X			
2	Amatuer Softball Assoc. Council Tradeshow	Kentucky		X		
2	TEAMS	Nevada		X		
2	United States Specialty Sports Assoc.	California		X		
2	Oregon Society of Association Managers	Corvallis		X		
3	Religious Conference Mgmt. Assoc.	San Diego		X		
3	GO-SGMP	Lincoln City		X		
3	MPI Cascadia	Bend		X		
3	Evangelical Church (Silver Falls & OGR)	PDX	X			
3	Evangelical Church (Aldersgate Conference Center)	PDX	X			
3	United States Tennis Assoc.	PDX	X			
3	Olympic Trials Race Walk	Colorado Springs	X			
3	Run & Gun	Walla Walla	X			
3	Olympic Trials Race Walk	PDX	X			
4	Early Ford V8 Club	PDX	X			
4	Travel & Words Conference	Walla Walla			X	
4	International Slow Pitch Softball	Miami	X			
4	Cannibas Fair	Portland	X			

Travel Salem 4th Quarter Report

Travel Salem  
**PUBLIC RELATIONS ADDENDUM – Marion County**  
 National & Regional Media  
 15-16 Fourth Quarter

Secured 81 published references/articles with a reach of 2,040,000 and an advertising equivalency of \$177,427

	Media/Headline	Value	Reach	Key Messages/Content
 <p><b>TAKE ROOT</b>  <small>Eat Fresh   Thrive Locally   Sustain Life</small></p> <p><i>Edible Flowers &amp; Herbs</i>  <small>Garden Nurseries   Hazelnut Farm and Candy   Aromatherapy              Government Camp   Brewery and Cooking School</small></p>	<p><i>Take Root Magazine</i>  <b>Heavenly Hazelnuts</b></p> <p>Published: 4/2016                  Pitched: 10/2015</p>	<p>\$7,500</p>	<p>30,000</p>	<p>3-page feature story about the Willamette Valley's hazelnut industry, with a focus on Pacific Hazelnut Farms &amp; Candy Factory in Aurora, plus photos of the farm and factory.</p>
 <p><b>VacationIdea</b>  <small>DREAM VACATION MAGAZINE</small></p>	<p><i>Vacation Idea Magazine</i>  <b>Getaway Weekend in Oregon: Silver Falls State Park</b></p> <p>Published: 4/2016                  Pitched: 1/2016</p>	<p>\$27,000</p>	<p>1,000,000</p>	<p>Feature story about Silver Falls State Park and its famous Trail of Ten Falls – plus other amenities including camping, cabins/yurts, firepits, volunteer guided hikes and more.</p>
 <p><b>TRAVEL OREGON</b></p>	<p><i>Travel Oregon Industry e-news</i>  <b>Hiker's Paradise: Opal Creek</b></p> <p>Published: 4/2016                  Pitched: 9/2015</p>	<p>\$14,000</p>	<p>130,000</p>	<p>Opal Creek Wilderness Area was highlighted as a "hidden gem" hiking destination for its crystal clear pools, old growth forests and miles of beautiful hiking trails.</p>
 <p><b>The Bulletin</b>  <small>Serving Central Oregon since 1903</small></p>	<p><i>Bend Bulletin</i>  <b>Chasing Waterfalls</b></p> <p>Published: 4/2016                  Pitched: 6/2015</p>	<p>\$4,173</p>	<p>34,000</p>	<p>Feature story about Silver Falls State Park and nearby Silverton as a visitor destination.</p>

Travel Salem 4th Quarter Report

 <p>DOSSIER MAY 2016 A CHRISTMAS EDITION OREGON</p>	<p><i>Dossier Magazine</i> <b>Out of Office: Smell the Flowers</b> (The Oregon Garden)</p> <p>Published: 5/2016 Pitched: 1/2016</p>	<p>\$66,087</p>	<p>11,000,000</p>	<p>The Oregon Garden was one of only 8 destinations highlighted statewide in <i>Dossier</i> – the business magazine that’s part of United Airlines’ inflight publication, <i>Hemispheres</i>.</p>
 <p>Northwest NEWSCHANNEL 8</p>	<p><i>KGW-TV</i> <i>Grant’s Getaways</i> <b>Oregon Gardens of Eden</b></p> <p>Published: 5/2016 Pitched: 5/2015</p>	<p>\$14,000</p>	<p>50,000</p>	<p>Adelman Peony Gardens was included in this weekly TV series touting special places to visit in Oregon.</p>
 <p>BREWPUBLIC</p>	<p><i>Brewpublic.com</i> <b>Seven Brides Brewing</b></p> <p>Published: 5/2016 Pitched: 11/2015</p>	<p>\$31,782</p>	<p>1,700,000</p>	<p>Seven Brides Brewing’s new release party was featured in this popular craft beer blog.</p>
 <p>Group Tour WESTERN <i>Starry, starry night</i> WICHITA SOUTHERN FRANCE</p>	<p><i>Group Tour Magazine</i> <b>Blooms invite groups in and around Salem</b></p> <p>Published: 6/2016 Pitched: 1/2016</p>	<p>\$12,754</p>	<p>16,000</p>	<p>Salem area gardens – including The Oregon Garden, Brooks Gardens, Schreiner’s Iris Gardens and the Wooden Shoe Tulip Farm – were highlighted in this one-page feature article.</p>

## Completed Land Use Cases – April through June, 2016

### Adjustments

16-001. Yakima Valley Farm Workers Clinic - adjustment to install a 33 foot 9 inch sign where a 25 foot sign is allowed in a CR (Commercial Retail) zone located at 255 Lancaster Drive NE, Salem. Approved.

### Conditional Uses

16-016. Sam Lapray and Pat Beggs - establish a contractor's office and equipment storage facility on a 3.40 acre parcel in an UT-10 (Urban Transition-10 Acre Minimum) zone located at 3640 Kashmir Wy SE, Salem. Approved.

16-015. Clinton Cox, on property owned by Emery Family Properties, LLC to construct a 50 foot tall communications tower to allow for training employees of a communications tower construction company on a 10.4 acre parcel in a UT (Urban Transition) zone located at 9694 Golf Club Rd SE, Aumsville. Approved.

16-014. Walter and Karen Klopfenstein - modify conditions of approval of CU 78-80 to allow for the repair of automobiles on a 1 acre parcel in an EFU zone located at 12175 Selah Springs Rd NE, Silverton. Approved.

16-013. Bryce Harris, on property owned by William Silbernagel - to operate a gun smithing and machine shop as a home occupation a 1.95 acre parcel in an EFU zone located at 16274 Old Mehama Road SE, Stayton. Approved.

16-011. Richard Mallorie, on property owned by Thea Vanderwey - operate a trucking business as a commercial activity in conjunction with farm use on a 49.56 acre parcel in an EFU zone located at 5275 Brush Creek Dr NE, Silverton. Approved.

16-009. Daniel A. Fennimore and Faith M. Piper - establish a primitive campground on a 100.51 acre parcel in a FT zone located at 4683 Crooked Finger Road NE, Scotts Mills. Approved.

16-008. Viesko Redi-Mix - build a maintenance shop and storage/warehouse building for use in conjunction with an existing aggregate operation on a 49.1 acre parcel in an EFU zone located at 1812 Willow Lake Road N., Keizer. Approved.

16-004. Fabian and Rosa Maria Lopez - operate a landscaping business in conjunction with a nursery on a 4.57 acre parcel in a UT-5 (Urban Transition – 5 acre density) zone located at 5534 36<sup>th</sup> Avenue, Salem. Approved.

### Mass Gathering Permits

16-002. Whitewind Productions LLC, on property owned by World Forestry Center - a small outdoor mass gathering on July 23, July 24, July 30, and July 31, 2016 on approximately 80.55 acres in an EFU zone located at 6518 Cascade Hy NE, Silverton. Approved.

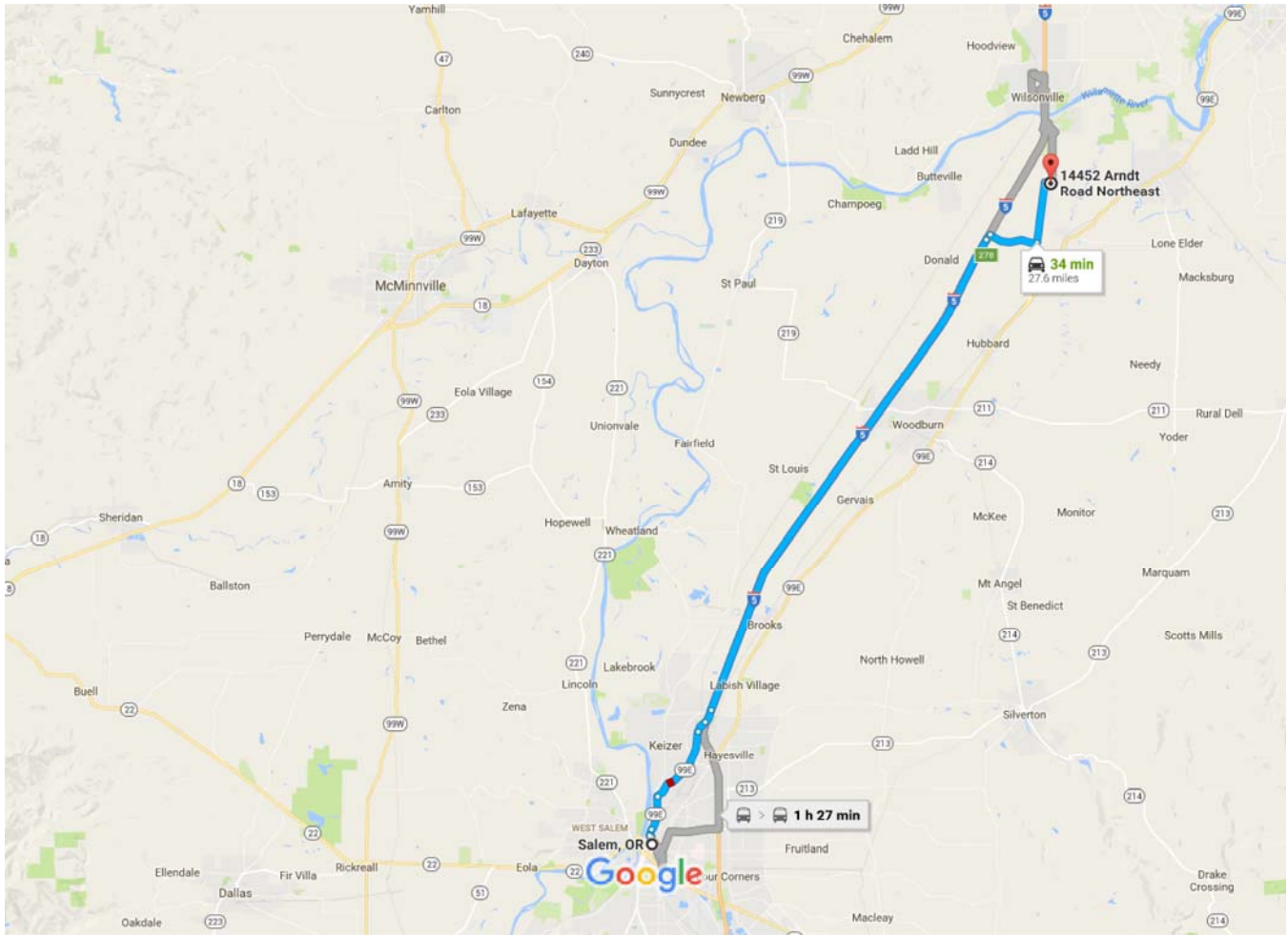
### Subdivisions

16-001. Paul Nezbeda - conceptual and detail approval to subdivide a 0.77 acre parcel into 6 lots in an RS (Single Family Residential) zone located at 4123 Hayesville Drive NE, Salem. Approved.



Salem, OR to 14452 Arndt Rd NE, Aurora, OR 97002

Drive 27.6 miles, 34 min



Map data ©2016 Google 2 mi

## Salem, OR

Get on I-5 N from Liberty St NE and Salem Pkwy

- ↑

1. Head east on Center St NE toward Church St NE

---

10 min (5.5 mi)
- ↶

2. Turn left onto Church St NE

---

338 ft
- ↶

3. Turn left at the 1st cross street onto Marion St NE

---

430 ft
- ↷

4. Turn right onto Liberty St NE

---

0.2 mi
- ↶

5. Turn left onto Division St NE

---

0.1 mi
- 433 ft

- 6. Turn right toward Commercial St NE  


---

79 ft
- 7. Turn right at the 1st cross street onto Commercial St NE  


---

0.2 mi
- 8. Continue onto Liberty St NE  


---

1.2 mi
- 9. Use the right 2 lanes to turn right onto Salem Pkwy  


---

2.7 mi
- 10. Continue onto OR-99EBUS N/Salem Expy  
 Continue to follow OR-99EBUS N  


---

0.4 mi
- 11. Use any lane to merge onto I-5 N via the ramp to Portland  


---

0.5 mi

#### Follow I-5 N to Ehlen Rd NE. Take exit 278 from I-5 N

- 12. Merge onto I-5 N  


---

16 min (18.3 mi)
- 13. Take exit 278 toward Aurora/Donald  


---

18.1 mi
- 13. Take exit 278 toward Aurora/Donald  


---

0.2 mi

#### Follow Ehlen Rd NE and OR-551 N to Arndt Rd NE in Clackamas County

- 14. Turn right onto Ehlen Rd NE  


---

6 min (3.8 mi)
- 15. Turn left onto OR-551 N  


---

1.6 mi
- 16. Turn right onto Arndt Rd NE  
 Destination will be on the right  


---

2.0 mi
- 16. Turn right onto Arndt Rd NE  


---

0.2 mi

## 14452 Arndt Road Northeast

Aurora, OR 97002

These directions are for planning purposes only. You may find that construction projects, traffic, weather, or other events may cause conditions to differ from the map results, and you should plan your route accordingly. You must obey all signs or notices regarding your route.