



CITY OF SALEM

555 Liberty St SE
Salem, OR 97301

Revisions to the Agenda # 1

Urban Renewal Agency

Monday, July 8, 2024

6:00 PM

**Council Chambers /
Hybrid Meeting**

3.3a. [24-251](#)

Salem Convention Center Marketing Addendum for Fiscal Year 2025 (FY25).

Ward(s): Ward 2

Councilor(s): Nishioka

Neighborhood(s): CANDO

Result Area(s): Strong and Diverse Economy; Welcoming and Livable Community

Revised - Corrected the ward number and councilor name listed on the first page of the staff report.



Staff Report

File #: 24-251
Version: 1

Date: 7/8/2024
Item #: 3.3a.

TO: Urban Renewal Agency Board
THROUGH: Keith Stahley, Executive Director
FROM: Kristin Retherford, Director, Community Planning and Development

SUBJECT:

Salem Convention Center Marketing Addendum for Fiscal Year 2025 (FY25).

Ward(s): Ward 2
Councilor(s): Nishioka
Neighborhood(s): CANDU
Result Area(s): Strong and Diverse Economy; Welcoming and Livable Community

SUMMARY:

The proposed FY25 budget allocation of Transit Occupancy Tax (TOT) for Convention Center marketing purposes is \$524,590. The Convention Center also has available \$79,757 from unused funds through FY23. It received \$477,000 for FY24, with final payment to be reconciled by September 30 once final TOT revenue is known. The Convention Center Manager is required to submit a marketing plan (Attachment 1) for Agency Board approval annually.

ISSUE:

Shall the Urban Renewal Agency authorize the Executive Director to execute the attached Amendment and Addendum for marketing the Salem Convention Center that provides Transient Occupancy Tax revenues of \$524,590 for Salem Convention Center Marketing in FY25 (Attachment 2)?

RECOMMENDATION:

Authorize the Executive Director to execute the attached Amendment and Addendum for Marketing the Salem Convention Center that provides Transient Occupancy Tax revenues of \$524,590 for Salem Convention Center marketing in FY25.

BACKGROUND: