



CITY OF SALEM

Written Testimony

City Council

555 Liberty St SE
Salem, OR 97301

Monday, July 24, 2017

6:00 PM

Council Chambers

6.a. [17-354](#) Transient Occupancy Tax supported activities

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

Recommendation: Information only.

Attachments: [Promotional Event Recommended Application and Policy Revisions](#)
[Policy Percentage Allocations for Grants, Example Funding Allocation](#)
[7-24-17 Written Testimony - Blevins](#)

Add - Added Written Testimony

Amy Johnson

From: Marie Bradford-Blevins <marieb@salemcarousel.org>
Sent: Monday, July 24, 2017 12:55 PM
To: Marie Bradford-Blevins
Subject: Salem's Riverfront Carousel and the nine cultural facilities in our community (TOT related)

Categories: Follow-up

Good Day Councilor:

I am reaching out to you in my capability as the Executive Director of Salem's Riverfront Carousel to ask for your support for the proposal the cultural facilities are bringing to the council for consideration.

Salem's Riverfront Carousel is more than just a ride. We have a long tradition of serving/enhancing our community through volunteer engagement, business partnerships, and as a popular venue for providing a unique full calendar of events and programming. As an organization built to attract global visitors we seek to continue to grow, alongside our neighbors, as a vibrant and viable 'go to' place in the City of Salem.

The nine Salem cultural facilities - namely Deepwood Museum & Gardens, Elsinore Theater, Gilbert House Children's Museum, Hallie Ford Museum of Art, Salem Art Association, Salem's Riverfront Carousel, Salem Multicultural Institute, Willamette Art Center and Willamette Heritage Center – greatly appreciate the dialogue with the city over the allocations from the TOT fund. To further the discussion we would like you to consider the following:

- That the combined efforts of the cultural facilities result in a tourist draw at least equal to the work of Travel Salem. We therefore request that the facilities are similarly funded through a fixed percentage which would help to stabilize daily operations. Our request to the council is for a 15% allocation to be shared among the nine organizations (Travel Salem alone gets 25%).
- This would be calculated each year in the same way as Travel Salem's allocation - i.e. 15% of the estimated revenue would be allocated to the cultural facilities. This would be processed separately from the funding that remains for events and capital improvements.

We respectfully request that our proposal is adopted by the city council at the meeting on July 24. Please let us know if there is any more information required for discussion purposes.

Marie Bradford Blevins
Executive Director
Salem's Riverfront Carousel

503-540-0374

www.salemcarousel.org

