

Application Form

Profile

Omar

First Name

I

Middle Initial

Alvarado

Last Name

Email Address

Home Address

Suite or Apt

Salem

City

OR

State

97302

Postal Code

What Ward do you live in? *

☒ Ward 7

Primary Phone

Alternate Phone

MERIT NW

Employer

Diversity and Inclusion
Coordinator

Job Title

Non-Profit

Occupation

Which Boards would you like to apply for?

Salem Cultural and Tourism Promotion Advisory Board: Submitted

Which of the following City of Salem Board or Commission meetings have you attended? *

- ☒ Downtown Advisory Board
- ☒ Salem Planning Commission

Interests & Experiences

What do you feel you can contribute as a board or commission member?

My clients are on the paths to being excellent entrepreneurs which will in turn will strongly develop Salem's economic infrastructure with local business all over the City and surrounding cities as well. I can provide this board with a vast array of opportunities to work with the future of Salem's enterprises for community events, tourist events and include the philosophy of Diversity and Cultural Inclusion to appropriately collaborate with the backbone of Salem's economy. I also own and operate my own audio and visual company and have access to musicians, artists, and sound equipment which i will offer to this committee. I partner with a multi-media agency, and can provide packaging for video, photography, brand promotion, and consultations to create an ideal media presence for any event.

[Upload a Resume](#)

What prompted your interest in applying to serve as a board or commission member?

I am passionate about community building with our fair city, as well as with local businesses, artists, and community . members. This is something i know i can combine and create with this committee. I want to be a part of a network of other individuals who also value DEI, and the cultural growth of Salem for a new future.

Please explain how your education, professional, personal, or volunteer experience and knowledge qualify you to serve on the board(s) or commission(s) for which you are applying.

My experience in event coordinating in my career at MERIT as well as my business has given me the necessary insight into what these events require. With my knowledge in marketing i understand how to leverage an event's content to the ideal audience. I also am fluent in English and Spanish, both written and verbal, and can conduct business in both. I also can garnish a team of promoters and interns to liaison the information to the community and create a beneficial division of labor. During my time as an undergrad, i was a founding father for my fraternity Kappa Sigma, and am highly familiar with the architecture and protocol of a board, i also held several chair positions such as Public Relations, Social chair, and Recruitment.

List any experience you have with volunteering for the City of Salem or other organizations.

I have volunteered with CCTV to gain more knowledge and resources on film equipment and editing process. With my multi-media agency, we have volunteered and develop curriculums for local high schools to instruct teens on various music and arts career options. These students can also be involved with events as we prepare them for public performances. I also am partnered with several financial resources and engage in social media management for their events in Salem.

Briefly explain any experience you have working with your neighborhood association or other public bodies or committees.

I have been a part of my neighborhood association of Faye Wright in my personal life to be informed on my neighborhood, and am also apart of greater initiatives through MERIT to create more economic opportunities with the City of Salem, City of Woodburn, City of Independence, Ford Family Foundation, Latino Business Alliance, and many other organizations.

Can you commit to attending a minimum of 75 percent of scheduled meetings? (Please refer to the City's website for the meeting schedule. Failure to meet the attendance requirement may result in removal from office.)

☒ Yes ☐ No

Please list up to three (3) references whom we could contact to learn more about your qualifications (name/email address or phone number/relationship).

Genevieve Sheridan -
Joaquin Reyes -

Elizabeth Heredia -

Question applies to Salem Cultural and Tourism Promotion Advisory Board

In your opinion, what do cultural amenities such as Bush House, Deepwood Estate, Historic Elsinor Theatre or the Hallie Ford Museum of Art contribute to our community and quality of life?

They provide citizens with a chance to engage in the cities rich historic life with modern events and activities. This gives Salem its own culture which if coordinated properly, will bring continue to bring tourism and business to our great city.

Question applies to Salem Cultural and Tourism Promotion Advisory Board

In your opinion, are there any opportunities in Salem to improve its image as a tourist destination?

Yes i believe we can target new cultural audiences in the city. Many events can heighten their DEI and cultural inclusion to not just target these markets, but also properly involve these various demographics in our city. Also coming from a modern method of event marketing, i have ideas to create new types of events that will bring in new markets and audiences, that are still suiting and relevant to our city's philosophy and community.

Question applies to Salem Cultural and Tourism Promotion Advisory Board

The Salem Cultural and Tourism Promotion Advisory Board includes one member from the for-profit tourism industry. Are you applying for this position?

☐ Yes ☒ No

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity

☒ Hispanic

Gender

☒ Male