

## Application Form

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### Profile

Ryan

First Name

N

Middle Initial

Gail

Last Name

Email Address

Home Address

Suite or Apt

Salem

City

OR

State

97301

Postal Code

### What Ward do you live in? \*

☒ Ward 1

Primary Phone

Alternate Phone

Catholic Community Services

Employer

Quality Analyst

Job Title

Data Analyst

Occupation

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### Which Boards would you like to apply for?

Salem Cultural and Tourism Promotion Advisory Board: Submitted

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

☒ None

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### Interests & Experiences

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

Using the knowledge and experience I have acquired through Willamette University's MBA program, I can help the board develop strategies and tactics to help Salem strengthen its tourism industry. As a young business professional, I can also bring new perspectives and ideas to the board.

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Upload a Resume

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

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I am a live long Salem resident and a young business professional in the Salem area. I am passionate about the city of Salem and want the city to be a good place to work, live, and visit. Tourism plays an important role in both promoting economic growth and sharing Salem's unique cultural heritage. I want to give back to my community by strengthening its tourism industry.

**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.**

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- Willamette MBA: marketing, market research, strategy, data analysis -Willamette College of Liberal Arts: micro and macro economics -Catholic Community Services: Survey analysis -VanNatta Public Relations: event management and client/stakeholder interaction

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

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- Helped run events and booths for Salem Fire Foundation and Salem Police Foundation - Sorted and packaged food at Marion Polk Food Share - Helped with event check out at Family Building Block's Uncorked Fundraiser

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

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During my MBA program I worked with the Mid-Willamette Homeless Initiative Task Force. I collaborated with of a team of MBA students to improve the task force's ability to initiate strategies to reduce homelessness by providing it with strategic recommendations based on successful strategies implemented by other jurisdictions.

**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.)**

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☒ 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).**

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Scott Synder, personal reference:

Mary Louise VanNatta, supervisor :

Claudia Vorse, supervisor :

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?**

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These cultural amenities provide several key benefits for the city of Salem. First, these amenities provide Salem with an unique cultural identity which helps to attract tourism and strengthen community pride/identify. Additionally, most of these amenities have uses outside of their main functions (such as meeting space and event space). Cultural amenities also contribute to Salem's economy through the creation of jobs, ticket sales, and space rental fees. From a macro economic standpoint, the existence of these amenities benefits local businesses. For example, people who come to Salem to see a show at the Elsinor Theatre are also likely to dine at local restaurants and shop at local businesses. If these cultural amenities do well, Salem's businesses benefit in general. By increasing community pride and by providing an economic stimulus, these amenities greatly contribute to the city of Salem.

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?**

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Given that Salem is geographically close to many of Oregon's most popular tourist destination, Salem could position itself as a Oregon's tourist's "homebase." Salem could provide convenient transportation to other tourist destination (e.g. a bus that goes to Lincoln City or Portland). While Salem does have activities for tourists, I see Salem as a single part of a tourist's larger Oregon itinerary. If tourists know that staying in Salem will help them to get the most out of their Oregon vacation, Salem could see an increase in tourism.

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?**

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☐ Yes ☒ No

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## 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

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☒ Caucasian/Non-Hispanic

### Gender

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☒ Male