

Cultural and Tourism Fund - FY 2021 Project Budget

	Recommended Budget FY 2021	Proposed Amended Budget FY 2021	Variance FY 2021	Notes
Resources				
Transient Occupancy Tax	\$ 3,816,440	\$ 3,180,370	\$ (636,070)	
Other Agencies	5,400	5,400	-	
Other Revenue	14,500	14,500	-	
Beginning Fund Balance	477,400	399,320	(78,080)	
Total Fund Resources	<u>\$ 4,313,740</u>	<u>\$ 3,599,590</u>	<u>\$ (714,150)</u>	
Expenditures				
Convention Center Support (175-60911000)				
Convention Center marketing	\$ 309,090	\$ 309,090	\$ -	
	<u>\$ 309,090</u>	<u>\$ 309,090</u>	<u>\$ -</u>	
Convention and Tourism Marketing (175-60912000)				
Travel Salem annual contract - 25% of tax revenue	\$ 1,060,120	\$ 795,090	\$ (265,030)	
	<u>\$ 1,060,120</u>	<u>\$ 795,090</u>	<u>\$ (265,030)</u>	
City Programs (175-6090913000)				
Projects transferred to Capital Improvements Fund (255)				
Deepwood chimney seismic upgrade and slope metal roof restoration	\$ 15,000	\$ 15,000	\$ -	
July 4th celebration	24,300	2,000	(22,300)	Event cancelled
River to Ridge event	-	-	-	
Credit card fees for online payments	25,000	25,000	-	
Support for public art acquisition, maintenance, administration (Fund 176)	15,000	10,000	(5,000)	One-year reduction
	<u>\$ 79,300</u>	<u>\$ 52,000</u>	<u>\$ (27,300)</u>	
Historic Building Maintenance				
Building and park electricity and natural gas charges	\$ 56,270	\$ 56,270	\$ -	
Bush House/Barn Complex	31,620	31,620	-	
Deepwood House	33,760	33,760	-	
Gilbert House	14,390	14,390	-	
Parrish House	9,250	9,250	-	
Rockenfield House	9,120	9,120	-	
	<u>\$ 154,410</u>	<u>\$ 154,410</u>	<u>\$ -</u>	

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Historic and City Landscape Maintenance					
Lord and Schryver Gardens	\$	15,750	\$ 15,750	\$ -	
Transfer to General Fund to support parks maintenance		1,360,080	1,360,080	-	
Riverfront Park electrical vaults, turf renovations, restroom					
	\$	1,375,830	\$ 1,375,830	\$ -	
Total City Programs	\$	1,609,540	\$ 1,582,240	\$ (27,300)	
Administration (175-60913500)					
Board staff support / materials	\$	30,710	\$ 30,710	\$ -	
City services at community events (State Fair)		19,760	-	(19,760)	Event cancelled
Contract administrator for Salem Convention Center		24,090	24,090	-	
Convention and tourism promotion contract administration		13,550	13,550	-	
Cultural / historic and event contract administration		12,920	12,920	-	
Support services charge (indirect cost allocation)		106,360	106,360	-	
Riverfront Park special events management		52,590	52,590	-	
Softball tournament bids		44,920	34,920	(10,000)	Partial cancellation
	\$	304,900	\$ 275,140	\$ (29,760)	
Major Tourist Attractions and Cultural Facilities (175-60914000)					
Facility Operating Grants					
A.C. Gilbert's Discovery Village	\$	43,170	\$ 43,170	\$ -	
Bush House Museum		37,000	37,000	-	
Friends of Deepwood		41,300	41,300	-	
Hallie Ford Museum of Art		41,300	41,300	-	
Historic Elsinore Theatre		38,010	38,010	-	
Salem Art Association		42,550	42,550	-	
Salem's Multicultural Institute		45,210	45,210	-	
Salem's Riverfront Carousel		33,630	33,630	-	
Willamette Art Center / Friends of the Visual Arts		38,790	38,790	-	
Willamette Heritage Center		39,570	39,570	-	
	\$	400,530	\$ 400,530	\$ -	

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Special Event / Project Grants					
Bush House Museum - Exploration Days	\$ 2,000	\$ 2,000	\$ -		
Capital Futbol Club - Capital Cup Soccer Tournament	10,000	10,000	-		
Capital Futbol Club - Timbers U23	10,000	10,000	-		
Chris Roche Management LLC - Capitol City Classic	2,000	2,000	-		
Englewood Forest Festival	3,000	-	(3,000)	Event cancelled	
ENLACE- Beautification of Forgiveness and Peace Garden	2,000	2,000	-		
Enlightened Theatrics - Little Women	10,000	-	(10,000)	Event cancelled	
Enlightened Theatrics - Reefer Madness, The Musical	10,000	-	(10,000)	Event cancelled	
Festival Chorale of Oregon - Alzheimer's Stories by Robert Cohen	10,000	10,000	-		
Friends of the Visual Arts - Oregon State Fair Artisans Village	10,000	-	(10,000)	Event cancelled	
Gilbert House Children's Museum - Dia Del Ninos	10,000	-	(10,000)	Event cancelled	
Historic Elsinore Theatre - The Music Man	10,000	-	(10,000)	Event cancelled	
Hoopla Association - CherryFest NW	10,000	10,000	-		
Hoopla Association - Hoopla	10,000	10,000	-		
Mano-a-Mano Family Center-10th Annual Urban Art Festival	5,000	5,000	-		
Oregon Symphony Association in Salem - Concerts in Salem	10,000	10,000	-		
Oregon Symphony Association in Salem - Youth Concerts	10,000	10,000	-		
Press Play Salem - Bimonthly Magazine and Website and Online Calendar	2,000	2,000	-		
Salem Art Association - Salem Art Festival	10,000	-	(10,000)	Event cancelled	
Salem Multi-Cultural Institute - World Beat Festival	10,000	10,000	-		
Salem Public Library Foundation - Salem Reads	10,000	10,000	-		
Salem's Riverfront Carousel - Santa at the Carousel	10,000	10,000	-		
Willamette Heritage Center - Heritage Rail Day	10,000	10,000	-		
Willamette Master Chorus - Holiday Concert with the Trailband	10,000	10,000	-		
	\$ 196,000	\$ 133,000	\$ (63,000)		
Capital Improvement / Outlay Grants					
A.C. Gilbert's Discovery Village - Learning Playground Phase II	\$ 10,000	\$ 10,000	\$ -		
Historic Elsinore Theatre - Concession and Box Office Renovation	10,000	10,000	-		
Willamette Art Center - New Kiln	10,000	10,000	-		

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Willamette Heritage Center - 1909 Caboose #507 Exhibit	10,000	10,000	-	
	\$ 40,000	\$ 40,000	\$ -	
Total Major Tourist Attractions and Cultural Facilities Grants	\$ 636,530	\$ 573,530	\$ (63,000)	
Contingencies	\$ 120,000	\$ 64,500	\$ (55,500)	
Total Fund Expenditures	\$ 4,040,180	\$ 3,599,590	\$ (440,590)	
Unappropriated Ending Balance	\$ 273,560	\$ -	\$ (273,560)	