



CITY OF SALEM

585 Liberty St SE
Salem, OR 97301

Staff Report

File #: 20-56

Version: 1

Date: 2/24/2020

Item #: 3.3a.

TO: Mayor and City Council

THROUGH: Steve Powers, City Manager

FROM: Kristin Rutherford, Urban Development Director

SUBJECT:

Approval of Travel Salem 2020-2025 Strategic Plan

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

Result Area(s): Strong and Diverse Economy

ISSUE:

Shall the City Council approve the Travel Salem 2020-2025 Strategic Plan?

RECOMMENDATION:

Approve the Travel Salem 2020-2025 Strategic Plan.

SUMMARY:

In September 2006, the City entered into a contract with the Salem Convention and Visitors Association, (Travel Salem) to provide destination marketing services. Under the terms of the contract, Travel Salem submits a Strategic Plan every three years that defines Travel Salem's strategies for promoting Salem for conventions, conferences, seminars, or general tourism for the following three years. In 2019, Travel Salem requested approval to prepare a five-year Strategic Plan and staff approved the request.

FACTS AND FINDINGS:

Travel Salem prepared and submitted the attached 2020-25 Strategic Plan (Plan).

The Plan as presented complies with the City's Contract.

BACKGROUND:

The Plan was reviewed by the Cultural and Tourism Promotion Advisory Board at its January 2020 meeting.

Angie Onyewuchi, Travel Salem's President and Chief Executive Officer, presented the Plan to Council at its January 27, 2020, meeting and responded to Councilor questions.

Renee K. Frazier
Financial Services Manager

Attachments:

1. Travel Salem 2020-2025 Strategic Plan