



CITY OF SALEM

585 Liberty St SE
Salem, OR 97301

Staff Report

File #: 22-14

Version: 1

Date: 1/24/2022

Item #: 3.3b.

TO: Mayor and City Council

THROUGH: Steve Powers, City Manager

FROM: Felipe Gonzales, Chair, Cultural Tourism Promotion Advisory Board

SUBJECT:

Contract with the Americans for Arts and the Oregon Arts Commission to develop arts and culture tourism information for Salem.

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

Result Area(s): Strong and Diverse Economy; Welcoming and Livable Community.

SUMMARY:

The Cultural Tourism Promotion Advisory Board recommends participating in the Americans for Arts study that will report on the impact of arts and cultural tourism in Salem.

ISSUE:

Shall the City Council authorize the City Manager to execute contracts for participating in the Americans for Arts study and request reimbursement from the Oregon Arts Commission?

RECOMMENDATION:

Authorize the City Manager to execute contracts for participating in the Arts & Economic Prosperity study and request reimbursement from the Oregon Arts Commission.

FACTS AND FINDINGS:

The City, through the CTPAB and local art and cultural organizations, would act as the contracting partner with the Americans for Arts to complete the sixth national Arts & Economic Prosperity study. From the study, Americans for Arts will provide a report specific to arts and cultural tourism's impact

in Salem.

The City's cost to participate is \$4,500 and would be paid from the Cultural Tourism Fund. The City would be reimbursed by the Oregon Arts Commission for participating in the study.

BACKGROUND:

Once every five years, the Americans for Arts initiates a nationwide study of the economic impact of the nonprofit arts and cultural industry. This study documents the key role-played by nonprofit arts and cultural organizations and their audiences in strengthening the economy.

The City was invited to participate for the first time in this study. The Cultural Tourism Promotion Advisory Board will coordinate with local nonprofit organizations for collecting the data for the survey questions used in extrapolating the economic impact of arts in Salem.

Attached is an example of the report the City of Eugene received for their participation in the last survey.

Chris Neider,
Community Development,
Staff to the CTPAB

Attachments:

1. Arts & Economic Prosperity Participation Description
2. City of Eugene Arts & Economic Prosperity Participation Results