

### Legislation Details (With Text)

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		<b>In control:</b>	City Council
<b>On agenda:</b>	1/22/2018	<b>Final action:</b>	1/22/2018
<b>Title:</b>	Travel Salem 2016-17 Annual Report		
	Ward(s): All Wards		
	Councilor(s): All Councilors		
	Neighborhood(s): All Neighborhoods		

**Sponsors:**

## Indexes:

### Code sections:

**Attachments:** 1. Travel Salem's 2016-17 Annual Report

Date	Ver.	Action By	Action	Result
1/22/2018	1	City Council	received and filed	

**TO:** Mayor and City Council

**THROUGH:** Steve Powers, City Manager

**FROM:** Kacey Duncan, Deputy City Manager

**SUBJECT:**

# Travel Salem 2016-17 Annual Report

Ward(s): All Wards  
Councilor(s): All Councilors  
Neighborhood(s): All Neighborhoods

## ISSUE:

Informational report from Travel Salem for 2016-17.

### RECOMMENDATION:

Information only.

## SUMMARY AND BACKGROUND:

Travel Salem provides an annual report to the City of Salem each year.

## **FACTS AND FINDINGS:**

The annual report (Attachment 1) highlights performance measures and accomplishments in each of Travel Salem's 2017-20 Strategic Plan objectives and strategic initiatives, including community relations and engagement; capacity building; marketing and communications; destination development; conventions, sports and events; and convention services.

Courtney Knox Busch  
Strategic Initiatives Manager

### **Attachments:**

- 1.Travel Salem's 2016-17 Annual Report