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Title: Travel Salem Annual Report

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

Sponsors:

Indexes:

Code sections:

Attachments: 1. Annual Report

Date	Ver.	Action By	Action	Result
1/14/2019	1	City Council	received and filed	

TO: Mayor and City Council

THROUGH: Steve Powers, City Manager

FROM: Kristin Retherford, Urban Development Director

SUBJECT:

Travel Salem Annual Report

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

ISSUE:

Travel Salem FY 2017-18 Annual Report

RECOMMENDATION:

Information only.

SUMMARY:

Travel Salem provides destination marketing services. Under the terms of the marketing contract

with the City, Travel Salem submits an annual report highlighting Travel Salem's activities and accomplishments for the preceding fiscal year

FACTS AND FINDINGS:

The 2017-18 Annual Report (Attachment 1) highlights Travel Salem's activities and was reviewed by the Cultural and Tourism Promotion Advisory Board at its January 2019 meeting. Angie Onyewuchi, Travel Salem's President and Chief Executive Officer, will be attending the City Council meeting to answer questions councilors may have regarding the 2017-2018 activities.

Renee K Frazier
Financial Services Manager

Attachments:

1. Travel Salem FY 2017-18 Annual Report