



Staff Report

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Date: 1/22/2018
Item #: 5.a.

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

