



Staff Report

File #: 19-16
Version: 1

Date: 1/14/2019
Item #: 6.I.

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