



Staff Report

File #: 19-608

Version: 1

Date: 1/27/2020

Item #: 1.4a.

TO: Mayor and City Council

THROUGH: Steve Powers, City Manager

FROM: Kristin Retherford, Urban Development Director

SUBJECT:

Travel Salem 2020-2025 Strategic Plan

Ward(s): All Wards

Councilor(s): All Councilors

Neighborhood(s): All Neighborhoods

Result Area(s): Strong and Diverse Economy

ISSUE:

Submittal of Travel Salem 2020-2025 Strategic Plan.

RECOMMENDATION:

Information only.

SUMMARY:

In September 2006, the City entered into a contract with the Salem Convention and Visitors Association, (Travel Salem) to provide destination marketing services. Under the terms of the contract, Travel Salem submits a strategic plan every three years that defines Travel Salem's strategies for promoting Salem for conventions, conferences, seminars, or general tourism for the following three years. In 2019, the three-year strategic plan was changed to five years.

The City's Contract requires the Strategic Plan to include specific performance measures for Travel Salem:

- Activities that promote Salem for conventions, conference seminars, or for general tourism;
- Partnership development;

- Estimated economic impact; and
- Enhancement and leveraging of Transient Occupancy Tax Funds.

FACTS AND FINDINGS:

Travel Salem prepared and submitted the attached 2020-25 Strategic Plan (Plan).

The Plan was reviewed by the Cultural and Tourism Promotion Advisory Board at its January 2020 meeting.

The Plan as presented complies with the City's Contract. Angie Onyewuchi, Travel Salem's President and Chief Executive Officer, will be present to answer any questions regarding the Plan.

BACKGROUND:

As part of its contractual obligation, Travel Salem must submit its Strategic Plan to the City of Salem.

Renee K. Frazier
Financial Services Manager

Attachments:

1. Travel Salem 2020-2025 Strategic Plan