



CITY OF SILVERTON – TOURISM PROMOTION COMMITTEE REGULAR MEETING

April 22, 2024 – 6:00 p.m.
City Council Chambers
421 South Water Street

Virtual meeting link: <https://us02web.zoom.us/j/89434308429>

Webinar ID: 894 3430 8429

AGENDA

- I. **Call To Order**
- II. **Minutes** – Approval of the minutes of the meetings held November 13, 2023
- III. **Public Comment** – Items not on this Agenda
- IV. **Discussion/Action**
 - 4.1 **Exit Report – Oregon Garden Resort - Christmas Market**
**This Exit Report was submitted to the City January 31, 2022 and it was recently discovered that it was not provided to the TPC for review.*
 - 4.2 **Grant Request– Silverton Arts Association**
 - 4.3 **Grant Request– Silverton Sidewalk Shindig**
 - 4.4 **Grant Request– North Marion Tourism Collaborative - Oktoberfest Shuttle Project**
- V. **Adjournment**

A copy of the packet and materials is available for review Monday through Friday 8:00 am to 5:00 pm in the City Clerk's office at the Silverton City Hall, located at 306 South Water Street. All documents will be available on our website at www.silverton.or.us.

AMERICANS WITH DISABILITIES ACT (A.D.A.): The City of Silverton intends to comply with the A.D.A. The meeting location is accessible to individuals needing special accommodations such as a sign language interpreter, headphones, or other special accommodations for the hearing impaired. To participate, please contact the City Clerk at 503-874-2216 at least 48 hours prior to the meeting.

**CITY OF SILVERTON
TOURISM PROMOTION COMMITTEE MEETING MINUTES**

6:00 P.M.

November 13, 2023

The City of Silverton Tourism Promotion Committee met on November 13, 2023, at 6:00 p.m. with Chair Marie Traeger presiding.

I. Roll Call

Present	Absent	
<u> X </u>	<u> </u>	Chair Marie Traeger
<u> </u>	<u> X </u>	Cindy Jones
<u> X </u>	<u> </u>	Jane Jones
<u> X </u>	<u> </u>	Taryn Desmarteau
<u> X </u>	<u> </u>	Lynn Schlater-Williams
<u> X </u>	<u> </u>	Norm English
<u> X </u>	<u> </u>	Sarah Walling
<u> X </u>	<u> </u>	Stacy Shaw

Staff Present:

City Manager, Corey Misley.

II. APPROVAL OF MINUTES:

Member moved to approve the minutes from the meeting from the September 12, 2023, meeting; Member seconded the motion and it passed unanimously.

III. PUBLIC COMMENT: There were no comments. **DISCUSSION/ACTION:**

IV.

- 4.1 Exit Report – Oregon Garden Resort, Christmas Market**
- 4.2 Exit Report – Silverton Chamber of Commerce, Paws in the Park**
- 4.3 Exit Report – Silverton Chamber of Commerce, Flower Baskets/Banners**
- 4.4 Exit Report – Silverton Chamber of Commerce, First Friday Summer Series**
- 4.5 Exit Report – Homer Davenport Community Festival, Invitational Brew Fest**
- 4.6 Spring 2024 Grant Cycle Update**

4.1 Exit Report- Oregon Garden Resort, Christmas Market, Representative Heather Collora

Heather stated the Christmas Market event took place through November 25, 2022, to January 01, 2023. Over one million lights were displayed on the grounds of the resort along with [meet and greets] with *Santa*, a vendor market and *snowless tubing*. The event resulted in over seven thousand guests staying at the resort, and near three-thousand-two-hundred rooms being booked; and forty-two-thousand dollars generated in Transient Occupancy Tax [TOT]. Heather then provided a summary of the event for the Committee. They provided the marketing they had completed for the upcoming 2023-2024 event and their plan for non-profit support.

Chair Traeger opened the floor for questions.

Member asked for the total funding generated to assist non-profits.

Heather stated they were unaware of the exact number of dollars donated to local non-profits, but they knew it was an increase compared to prior years.

Chair Traeger asked for clarification on the amount of funds the Oregon Garden utilized from the TPC grant.

Heather stated they utilized five thousand; three-thousand-five-hundred-dollars on marketing, and one-thousand-five-hundred dollars on signage.

Chair Traeger called for a vote.

Member English moved to approve the report, Member seconded the motion, and it passed unanimously.

4.2 Exit Report – Silverton Chamber of Commerce, Paws in the Park, Representative Stacy Palmer

Stacy relayed the Paws in the Park event was the first of its kind and was well received; the future event will have additional vendors. The event was estimated to generate nearly two thousand attendees, and though Stacy was unaware of the exact number of attendees; based on sales it was a positive impact [for the community and event]. The only negative drawn was the time restraint in [Coolidge McClaine Park] and the weather. The Chamber has addressed the time restraint issue by providing additional entertainment for the future event. Overall, the event had a positive impact, the entirety of the TPC grant was utilized and in turn there was an unexpected profit generated. The profit funds will be put forth for future marketing. A summary of the future events structure was given.

Chair Traeger opened the floor for questions.

Member referred to the Paws in the Park report and commented on an issue with sound issue equipment. They added the report stated this would be solved at the future event.

Member English mentioned as head of the Mural Society there was appreciation for the opportunity to piggyback onto the event and it generated positivity for the Mural Society.

Stacy added the Chamber has anticipated the possibility of foul weather and found a solution if there was an occurrence.

Chair Traeger asked what the maximum vendor count was for the event.

Stacy stated at least ninety.

Chair Traeger called for a vote.

Member moved to approve the report and release the remainder of the TPC grant. Member seconded the motion and it passed unanimously.

4.3 Exit Report – Silverton Chamber of Commerce, Flower Baskets/Banners, Representative Stacy Palmer

Stacy Palmer stated the Committee was familiar with the Flower Basket program within the City. The grant was to offset a shortfall the program experienced. The Flower Basket budget fluctuates due to the weather, the program does not generate profit. Stacy explained the areas where the flowers are located and the process the program is creating to cover costs due to inflation.

Chair Traeger opened the floor for questions.

Stacy Palmer and the Committee discussed the potential fee increase for the program.

Chair Traeger called for a vote.

Member English moved to approve the exit report for the Flower Basket program, Member seconded the motion, and it passed unanimously.

4.4 Exit Report – Silverton Chamber of Commerce, First Friday Summer Series, Representative Stacy Palmer

Stacy Palmer relayed the First Friday Summer Series event structure and updates. The event began closing Main Street receiving positive impact from local businesses and the community. There had been a slight pushback from businesses that do not reside on Main Street, however marketing and the Crafters Market assisted with this. Funds were utilized for barricades and ramps; additional lighting is a goal to meet.

Member suggested reevaluating funds to assist with lighting.

Stacy Palmer iterated the current situation with the lighting and issues incurred from outdated electrical on Main Street and partnership with contractors. The Urban Renewal Committee is working on a downtown beautification project and there is potential for the lighting to be addressed.

Member English and Stacy Palmer discussed adding restroom facilities to the event. Stacy added the barricades and tables purchased for the event were utilized for multiple events throughout the City. Stacy then relayed how staffing for the event was organized.

Chair Traeger called for a vote.

Member moved to accept the exit report, Member seconded the motion and it passed unanimously.

4.5 Exit Report – Homer Davenport Community Festival, Invitational Brew Fest, Representative- was not present.

Chair Traeger asked the Committee if there were any questions regarding the provided exit report. There were none.

Chair Traeger called for a vote.

Member moved to accept the exit report, Member seconded the motion, and it passed unanimously.

4.6 Spring 2024 Grant Cycle Update

City Manager Corey Misley relayed the upcoming Spring grant cycle proposed process. A potential late April 2024 meeting is anticipated if applications are received. City Manager Corey Misley relayed they will

assist the Committee as City staff. They then provided potential plans for TOT tax to assist with infrastructure and amenities throughout the City.

Member asked for clarification on the Winter grant cycle application status.

There were no applications submitted at the time.

City Manager Corey Misley and the Committee discussed future marketing and promotion for the program. Reevaluating the programs' structure was then discussed.

REPORTS AND COMMUNICATIONS:

The Committee discussed creating process to bring awareness to the program.

Member moved to adjourn the meeting, Member seconded the motion and it passed unanimously.

Adjournment:

The meeting was adjourned at **6:49pm**

Cleone Cantu

/s/

Planning and Permit Assistant.

2021 Silverton Christmas Market - TOT Grant Exit Report

1) Brief description of the projects.

The Silverton Christmas Market took place at the Oregon Garden Resort, November 26, 2021 through January 9, 2022. The event featured more than one million lights and the path began beside the Oregon Garden Resort, winding around the main lodge and along the length of the Resort property, with an authentic German vendor market and snowless tubing hill in the center, before winding back across the property along intimate trails, draped in lights. The event also featured fire pits for warmth, photos with Santa and Frosty, live music, food, gluhwein and a Biergarten with local beers from Silver Falls Brewery.

The event has supported the community of Silverton through donations, both from guests and the Oregon Garden Resort itself and also by offering discounted admission for Silverton residents. The event raised funds for the [Silver Falls School District](#) through donations and our [Tube for Schools](#) program, [Silverton Area Community Aid](#) (SACA) through donations and a food drive held at the event, and other non-profits such as the [North Willamette Valley Habitat for Humanity](#), [The Gordon House](#), the [Silverton Mural Society](#), the [KEX Kids Fund](#) and [Oregon Lion's Sight & Hearing Foundation](#). Outside of the holiday event, the Oregon Garden Resort also sponsored the city of Silverton's Tree Lighting and donated to [Silverton Together's](#) Holiday Festival Celebrating Families.

2) Description of project accomplishments.

This past winter, 57,725 people attended the Silverton Christmas Market over 43 evenings. We had a total of 7,428 guests stay overnight, in 2,998 rooms at the Oregon Garden Resort because of the Silverton Christmas Market, exceeding our goal of 2,189 rooms. These travelers visited Silverton from Eugene, Corvallis, Salem, Portland, Bend, Vancouver and Beaverton, as well as from outside Oregon, including: Washington, California, British Columbia, Texas, Florida, Idaho, Utah, Massachusetts, and more.

Advertisements for the Silverton Christmas Market provided exposure for both the event and the city of Silverton through live TV interviews with KGW-TV, KOIN, and KATU; road signage on I-5 at Chemawa Rd and Highway 99, and at four entrances into Silverton; radio spots on iHeartMedia stations including KEX-AM, KKRZ-FM, KLTH-FM, PORTLAND KKCW-FM; feature stories in publications like Travel + Leisure, Travel Oregon, That Oregon Life, Statesman Journal, PDX Parent, and ads in print and online outlets, social media, marketing collateral and more. The event saw 7 sold-out nights, with higher attendance on weekends and winter break, resulting in more weeknight visits, ensuring smooth, distributed traffic flow. We hired shuttles to run between local school parking lots, giving visitors the option to park in Silverton and shop or eat at other businesses before or after visiting the event.

3) Final budget.

Revenue (admission, vendor booth rental, retail sales, food & beverage sales, snowless tubing, on-site parking, sponsorship)	\$715,625
Expenses (payroll, marketing, signage, entertainment, set-up)	\$710,392

supplies, heavy machinery, rentals - tents, porta-potties, food & beverage supplies, attractions, ground prep supplies, shuttles, technology, permits, insurance)	
Total Net Revenue	\$6,233

Expenses

	Requested Grant Amount	Grant Awarded (\$3,000)	Real Dollar Match	In-Kind	Total
Payroll	\$1,072	\$1,100	\$277,035	\$0	\$278,135
Marketing	\$6,755	\$1,900	\$22,748	\$0	\$24,648
Signage	\$150		\$3,463	\$0	\$3,463
Entertainment	\$6,000		\$16,306	\$0	\$16,306

4) Measures of performance. (i.e., number of people served, effect of the project on the City)

The total overnight stays generated at the Oregon Garden Resort from the Silverton Christmas Market were 2,998 rooms, exceeding our goal of 2,189, by 809 room nights. Overall, the Silverton Christmas Market contributed about \$38,974 in Transient Occupancy Tax in 2021, far exceeding the event's 2019 total of \$23,335. This is also \$35,974 more than the \$3,000 grant awarded (and \$24,997 more than the initially requested \$13,977 grant.)

These travelers visited Silverton from the Portland Metro Area, Vancouver, Eugene, Corvallis, Salem, Bend, Albany, as well as from outside Oregon, including: Washington, California, British Columbia, Texas, Florida, Idaho, Utah, Colorado, and Massachusetts.

5) Narrative stating how funds were spent.

Of the \$3,000 that we were awarded, we were able to increase our hiring efforts by allocating \$1,100 towards hiring a Santa for weeknight visits to help with crowd management and traffic, place a print ad in Our Town newspaper for \$355, and run a social media advertising campaign in October for \$250, helping us hire local residents for our crew of 60 people needed to put on the event. We spent \$1,295 on a social media advertising campaign targeting potential guests within driving distance, encouraging them to visit on weeknights for lower admission costs, fewer crowds, and a magical holiday experience.

6) Listing of additional sponsors of the project.

Funding sources for the Silverton Christmas Market include sponsorships from private companies, funding from the city of Silverton's TOT grant, funding from the Oregon Garden Resort, and admission paid by attendees. The following businesses supported the Silverton Christmas Market in 2021: Silver Falls Brewery, Power Kia, T-Mobile, Roth's Fresh Markets, Yes Graphics, Dallwig Brother's Building Supply, Silverton Beverage, Oregon Health Insurance Marketplace, and the Gordon House.

7) Before and after photos of grant project, if applicable. Please see [attached](#).

8) Any promotional material samples. (advertisements, flyers, posters, etc...) Please see [attached](#).



SILVERTON TOURISM PROMOTION GRANT APPLICATION

Project or Event

Name Silverton Arts Association

Sponsor

Name/Organization Same as above

Mailing Address 303 Coolidge St.

City, State, Zip Silverton, OR 97381

Project Coordinator/Contact Person Jonathan Case Daytime Phone 503 873 2480

Contact Person Email Info@silvertonarts.org

Total Cost of Project: \$ 50000

Sponsor Dollar Match: \$ 2500

Grant Amount Requested \$ 7500

In-kind Labor Match: \$ 5000

TOTAL POSSIBLE POINTS = 60

The Tourism Promotion Committee will give preferential consideration to grant applications that have a minimum score of 30 points.

1) Brief Project or Event Description: 5 Points

Provide a detailed description of the proposed event or project and targeted audience.

Last year, the Silverton Arts Association ran our summer Festival while also raising funds to replace the Art Center's roof and HVAC systems. It was challenging, but we made it happen! This year, we're focused on year-round programming at the Art Center, and in turn, building capacity for an executive director to help us sustain our operations and events.

This is substantial work that requires our summer Arts Festival to go on pause for 2024. We ask that the tourism committee consider supporting the Art Center not only as the source of the Arts Festival, but as a hub for Silverton's creative community.

What that means:

We provide meeting space to other nonprofits and groups that benefit Silverton tourism, including the Mural and Poetry Societies, and Lunaria Gallery. We welcome visitors 5 days/week at our Community Art Space, hosted by resident artists. And we do many other events:

April Youth Art Show (K-5)

May Youth Art Show (6-12)

2024 — Winter, Spring, and Summer Youth Art Camps (these draw students from Salem and even Portland!)

Poetry Readings

Events in Coolidge McClaine park — Festivals, Gallery Openings, Film Screenings, etc..

We're also not completely out of the festival season this year! We're working with Homer Davenport Days to support their event, which includes hosting their Cartoon Arts display through the month of August. We're even directing artists to apply to Homer Days this year as a local festival option.

The attached budget we've provided is specific to the executive director position that will help us manage our many programs. We expect to fill this position in the first half of 2025. While our requested contribution is a small part of the position's total cost, your support will speak volumes to regional partners and our local community — and go a long way to sustaining many more arts and cultural events here in Silverton!



2) Project or Event Return on Investment: 15 Points Total

a) Number of Overnight Stays: 5 Points

Demonstrate how many overnight stays your project will generate. Explain how you will track the overnight stays generated by your project.

We do not have a meaningful way to track local overnight stays based on our visitors' attendance of the community space, art center classes, and events. However, in previous years we did track the Art Festival exhibitors and estimated their overnight stays to be in the range of 80-100 nights. Homer Davenport Days should see an increase in their attendees and exhibitors this year as some of ours merge with theirs. Really, our position is that Silverton benefits as a destination because of the year-

b) Preference for Off-Season Projects: 5 Points

Demonstrate how your project will increase the number of overnight stays during Silverton's off-season (November – March).

Our expanded focus on year-round programming means that a greater number of visitors are attending classes and other art center programming. People are coming from Salem, Eugene, Portland, and sometimes farther just for classes.

c) Positive Rate of Return: 5 Points

Currently, each overnight stay generates approximately \$13 in transient occupancy tax revenue. Demonstrate how the requested grant amount equals or exceeds the transient tax generated by the proposed project.

The Art Center primarily provides cultural value to Silverton — again, measuring overnight stays based on this is difficult — but it's clear that our town is greatly improved as a tourist destination by artists we also support: Our musicians, filmmakers, muralists, and other artisans. These people and their work, some of which is created within our walls, is essential to Silverton's character, and from that perspective, we believe the value of our grant request is easily justified.



3) Project or Event Personnel: 5 Points

Briefly describe your organizational structure. List the primary people involved, their positions, qualifications and experience.

We are a volunteer-led 501c3 with a working board and a volunteer programming director, Anne Pinkowski, who is an artist and Health and Safety Specialist at Stanford University. She's responsible for the uptick in our advertising, our programming at the Art Center, and more. Our president and treasurer, Jonathan Case (grant writer), is an author/illustrator who volunteers as a resident artist, a web designer, teacher, and grant writer. He has previously run the Silverton Arts Festival, and is now engaged with day-to-day operations, grant funding, and the resident artist program. Our other board members also have experience with event planning, grants, teaching, and various art practices. For staff, we contract teachers for classes and

4) Project or Event Timeline: 5 Points

Use of grant funds is limited to 12 months unless a longer period of time is requested and approved by City Council. Describe the schedule and timeline for the project or event.

We plan to hire an executive director in q1 2025, but would request some flexibility from the committee as we prioritize finding the right fit for our specific needs.

5) Project or Event Objectives: 15 Points

Describe how this project or event promotes tourism and economic development (directly and indirectly) in Silverton.

As outlined above, the Silverton Art Center is a place of year-round visitor hospitality and arts-based activities. In addition to supporting local groups like the Mural Society, and partner events like Homer Days, our grant awards from regional partners put outside resources into Silverton. For example, capital improvements we made to the Art Center (which is city property) in excess of \$25,000 last year.

An executive director could bring further employment and project opportunities to our town through program and capital development.



6) Event/Project Budget: 15 Points

On a separate page, provide a total budget for the event or project, including at a minimum, the following information:

- a) List all funding sources for the project. In-kind labor and donated services can also be built into the total cost of the project and used as a funding source. The value of volunteer time for this grant period is \$19.51 per hour according to the Independent Sector and The U.S. Bureau of Labor Statistics.
- b) Items that will be purchased with the requested grant funding (for example, if the request is to purchase radio or newspaper advertising for the event—list the specific stations or newspapers, size of advertisement, number of times the advertisement will be featured and any other pertinent details). If awarded funding, the grant agreement will require that the project or event be identified as sponsored by a Silverton Tourism Promotion Grant. Any equipment proposed to be purchased or rented by grant funds must be identified and its use must be explained in narrative form.
- c) List sources of in-kind (volunteer hours), donated services and other grant sources for this event/project.

[This table shows suggested budget items and is not inclusive of possible event/project costs.]

	Requested Grant Amount	Real Dollar Match	In-kind Labor and Donated Services	Total
Personnel Services				
Project Administration Costs				
Materials				
Equipment/Supplies				
Construction Costs				
Event Costs				
Transportation Costs				
Insurance Costs (if needed)				
Additional Expenses (List)				
Totals				



TOURISM PROMOTION GRANT TERMS

- Once the grant agreement is executed, 50% of the awarded grant funds will be distributed to the applicant.
- In order for the Project to be eligible for full distribution of awarded funds, the Project must be completed by the specified deadline in the grant agreement (12 months from date of receiving the grant award).
- In order to receive final payment for the awarded grant, and be considered for future Tourism Promotion Grants, the Project Coordinator must submit an Exit Report (please limit to two pages) within thirty days (30) of completing the grant project. The Exit Report must include:
 - (1) Brief description of the projects.
 - (2) Description of project accomplishments.
 - (3) A final budget.
 - (4) Measures of performance. (i.e., number of people served, effect of the project on the City)
 - (5) Narrative stating how funds were spent.
 - (6) Listing of additional sponsors of the project.
 - (7) Before and after photos of grant project, if applicable.
 - (8) Any promotional material samples. (advertisements, flyers, posters, etc...)
- Exit Reports will be reviewed and approved during the following Tourism Promotion Committee meetings:

Exit Report Review Schedule and Meeting Calendar 2023-2024

<u>Month Exit Report Submitted</u>	<u>Exit Report Review Meeting Date</u>
March, 2024 – August, 2024	Fall, 2024
August, 2024– March, 2025	Spring, 2025

Office Use Only

Date Application Submitted _____

Action Taken/Date of Action _____

Silverton Arts EXECUTIVE DIRECTOR BUDGET for 1 year, ~~plus rollover for year 2~~

The particular grants here are available annually to nonprofits in our category. Values are what we feel confident in receiving at minimum — more is possible. Anything above the stated amounts would go towards other general operating expenses.

LOCAL SUPPORT

SAA Savings	5000
Sponsors and Fundraising	2500
Art Center Programming Income (50%)	10000
Silverton Tourism Promotion Grant	7500

REGIONAL SUPPORT

OCF General Operating Support Grant	15000
Miller Foundation General Operating Support	5000
Collins Foundation Responsive Ops and Program Support	5000

TOTAL 50000

Other optional grants to apply for:

Oregon Cultural Trust	5000
Oregon Arts Commission Small Operating Grant	2000



SILVERTON TOURISM PROMOTION GRANT APPLICATION

Project or Event

Name Silverton Sidewalk Shindig

Sponsor

Name/Organization Silverton Sidewalk Shindig Board

Mailing Address 540 N James St

City, State, Zip Silverton, OR 97381

Project Coordinator/Contact Person Sarah Weitzman Daytime Phone 503-201-4337

Contact Person Email silvertonsidewalkshindig@gmail.com

Total Cost of Project: \$ 12,000

Sponsor Dollar Match: \$ 5,000

Grant Amount Requested \$ 7,000

In-kind Labor Match: \$ 4,877.50

TOTAL POSSIBLE POINTS = 60

The Tourism Promotion Committee will give preferential consideration to grant applications that have a minimum score of 30 points.

1) Brief Project or Event Description: 5 Points

Provide a detailed description of the proposed event or project and targeted audience.

The Silverton Sidewalk Shindig is an annual one-day music event that takes place in the Historic downtown core of Silverton. Now going on 13 years, the Shindig was conceived by the late Gregg Sheesley, Lawrence Stone, former poster artist, Ron Nelson, and Greg Hart, who at that time ran the coffee shop where Little Leaf Cafe is now. The event was created to boost downtown business sales by bringing tourists and locals downtown to eat, shop, and hear free great music all day on every corner before winter started. We've been blessed with incredible weather each year and we believe music brings us and our community together in so many ways. We love hearing that our local businesses have incredible sales on Shindig Day and the positive comments we receive about this event are infinite. We're incredibly fortunate to have so many downtown businesses supporting this event annually. In the past few years, we've ventured outside the downtown core for sponsors which has also been helpful for the Shindig. We absolutely cannot hold this event without the tremendous support both in passion and as financial sponsors from our local business and the City of Silverton Tourism and Promotion Committee. We also have musicians who are local but also many come from all around the valley who love playing this event and come back yearly to perform. This year we plan to gather donations for a scholarship for high school seniors who plan to study music. Last year the committee hired 41 bands to play and local bars and restaurants added approximately 16 more bands. We had 38 business sponsors that gifted either a \$300 or a \$60 sponsorship. Silverton residents and many tourists come out yearly to support this unique and fun Silverton event.



2) Project or Event Return on Investment: 15 Points Total

a) Number of Overnight Stays: 5 Points

Demonstrate how many overnight stays your project will generate. Explain how you will track the overnight stays generated by your project.

Some tourists come to the Silverton Sidewalk Shindig for the whole weekend. We know last year some band members stayed the night in town, and we know in years past some visitors have stayed in town. It's possible they stay 1-2 nights. This year we will add a question on our band application asking if they plan on staying in Silverton for additional data gathering. We will be in touch with local Hotels, the Oregon Garden & Silverton Inn & Suites closer to the event to track rooms booked. In the past, we have been in touch with the McClaine House and Water Street Inn and they have always been full on Shindig weekend. It is very difficult to know who books Air BnBs for this event. There are over 250 Air BnBs listed for Silverton and 300+ listed on VRBO. These overnight stays in vacation rentals are difficult to track.

b) Preference for Off-Season Projects: 5 Points

Demonstrate how your project will increase the number of overnight stays during Silverton's off-season (November – March).

N/A, however, the founders originally thought of October as off season, which is why the event has always been the 1st Saturday in October.

c) Positive Rate of Return: 5 Points

Currently, each overnight stay generates approximately \$13 in transient occupancy tax revenue. Demonstrate how the requested grant amount equals or exceeds the transient tax generated by the proposed project.

The request exceeds the transit occupancy, however, our event does benefit our local businesses with revenue for the day and positive comments for people to visit and promotes repeat visits to Silverton.



3) Project or Event Personnel: 5 Points

Briefly describe your organizational structure. List the primary people involved, their positions, qualifications and experience.

We have a 5 member board comprised of:

Sarah Kaser Weitzman, Chair

Sarah has volunteered for Silverton Sidewalk Shindig since 2016. She is a local business owner, Registered Nurse, musician, non-profit president of Silverton Friends of Music, 5th generation Silvertonian, spouse, and mom of two boys. She started Silverton Children's Choir with Silverton Friends of Music and is the coordinator for the Music Mondays free concert series in the park during the summer with Silverton Friends of Music.

Liz Hess, Treasurer

Liz is a local business owner, musician, and Grandma. She has devoted many years of volunteer service for Silverton in a variety of ways and has served on the Silverton Sidewalk Shindig board since 2019.

Emily Pawlak, Graphics and Media

Emily is a local business owner, musician, spouse, mom, and organizer. She has served on the Silverton Sidewalk Shindig board since 2019 and is a lifetime Silverton resident.

Alan Mickelson is retired but is a local musician who regularly plays all over in his duo Next of Kin. Alan has volunteered in many areas like the Silverton Senior Center. He has former mayor experience of a larger town. He has been a volunteer for the Silverton Sidewalk Shindig since the 1st Shindig in 2012.

Poppy Shell is a retired Grandma. She is an expert costume maker and Silverton Sidewalk Shindig lover. She volunteers on three local non-profit boards, helped procure sponsors, and joined our board in 2023.

All of our members procure sponsors, attend planning meetings, and help all day on Shindig day, along with many family members.

4) Project or Event Timeline: 5 Points

Use of grant funds is limited to 12 months unless a longer period of time is requested and approved by City Council. Describe the schedule and timeline for the project or event.

We resume meetings around February of each year, utilizing local coffee shops.

We start gathering local business sponsors in early spring.

We book bands during late spring & early summer.

We apply for City permits in August.

We promote the event over the entire summer and early fall.

Event day this year is Saturday, October 5th, 2024.

We keep minutes of our meetings, our treasurer keeps records in QuickBooks and all copies of receipts. We bank with one of our major sponsors at Willamette Valley Bank.

5) Project or Event Objectives: 15 Points

Describe how this project or event promotes tourism and economic development (directly and indirectly) in Silverton.

The Silverton Sidewalk Shindig brings tourists and locals downtown to eat, shop, and enjoy free music all over town. It is a unique music festival in the valley, and provides a lot of foot traffic to our local shops and restaurants. We also provide a kid's area that makes this event family-friendly. We have refused to offer vendors at this event because we want people to be eating, drinking, and shopping in our established businesses. Because of the many years of our event, collaboration has also been made with other community groups who have borrowed the downtown Silverton map that we provide on our program and consulted with us for our network of musicians. In addition to just event day, we have had local restaurants do dining-out fundraisers that occur during the year to promote the event. This has also helped those businesses financially and is an additional advertisement for the event. This event is also an economic boost and advertisement for our local musicians.



6) Event/Project Budget: 15 Points

On a separate page, provide a total budget for the event or project, including at a minimum, the following information:

- a) List all funding sources for the project. In-kind labor and donated services can also be built into the total cost of the project and used as a funding source. The value of volunteer time for this grant period is \$19.51 per hour according to the Independent Sector and The U.S. Bureau of Labor Statistics.
- b) Items that will be purchased with the requested grant funding (for example, if the request is to purchase radio or newspaper advertising for the event—list the specific stations or newspapers, size of advertisement, number of times the advertisement will be featured and any other pertinent details). If awarded funding, the grant agreement will require that the project or event be identified as sponsored by a Silverton Tourism Promotion Grant. Any equipment proposed to be purchased or rented by grant funds must be identified and its use must be explained in narrative form.
- c) List sources of in-kind (volunteer hours), donated services and other grant sources for this event/project.

[This table shows suggested budget items and is not inclusive of possible event/project costs.]

	Requested Grant Amount	Real Dollar Match	In-kind Labor and Donated Services	Total
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Materials				
Equipment/Supplies				
Construction Costs				
Event Costs				
Transportation Costs				
Insurance Costs (if needed)				
Additional Expenses (List)				
Totals				



TOURISM PROMOTION GRANT TERMS

- Once the grant agreement is executed, 50% of the awarded grant funds will be distributed to the applicant.
- In order for the Project to be eligible for full distribution of awarded funds, the Project must be completed by the specified deadline in the grant agreement (12 months from date of receiving the grant award).
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 - (1) Brief description of the projects.
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 - (3) A final budget.
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 - (5) Narrative stating how funds were spent.
 - (6) Listing of additional sponsors of the project.
 - (7) Before and after photos of grant project, if applicable.
 - (8) Any promotional material samples. (advertisements, flyers, posters, etc...)
- Exit Reports will be reviewed and approved during the following Tourism Promotion Committee meetings:

Exit Report Review Schedule and Meeting Calendar 2023-2024

<u>Month Exit Report Submitted</u>	<u>Exit Report Review Meeting Date</u>
March, 2024 – August, 2024	Fall, 2024
August, 2024– March, 2025	Spring, 2025

Office Use Only

Date Application Submitted _____

Action Taken/Date of Action _____

Sample Event Budget

	<u>Requested Grant Amount</u>	<u>Sponsorships</u>	
Silverton Business Sponsorships		\$ 5,000.00	
* Bands	\$ 7,000.00		
Total Income	\$ 7,000.00	\$ 5,000.00	\$ 12,000.00
 <u>Expenses</u>			
Printing		\$ 570.00	
Equipement/Supplies		\$ 80.50	
Kid's event area supplies		\$ 100.00	
Photography		\$ 300.00	
Tents		\$ 153.00	
Insurance contribution		\$ 150.00	
Bands		\$ 8,625.00	
Total Expenses		\$ 9,978.50	
 <u>In-kind Labor & Donated Services</u>			
Volunteer Hours (225hrs)	\$ 4,877.50		
Donated Liability Insurance	\$ 379.00		
Total In Kind	\$ 5,256.50		

* 85% of our budget goes to pay the bands. For several years we have paid the bands the same amount. \$300 for a 4 piece band or more, \$225 for a 3 person, \$225 for 2 person and \$75 for 1 person. This is much lower than a standard fee for playing. We would like to give the bands a raise this year. Additionally we have kept our main sponsorship amounts at \$300 and \$60 for many years. We have wanted to not stress our businesses with increasing the sponsorship amounts due to recovering from the pandemic and the many sponsorships requests our businesses receive.



Silverton Sidewalk Shindig <silvertonsidewalkshindig@gmail.com>

Silverton Sidewalk Shindig Support Letter Request

Sarah Sampson <sampson_sarah@yahoo.com>

Sat, Mar 30, 2024 at 11:29 AM

To: Silverton Sidewalk Shindig <silvertonsidewalkshindig@gmail.com>

Silverton Sidewalk Shindig
March 30, 2024

To Whom It may Concern,

I am writing to express my wholehearted support for Silverton Sidewalk Shindig, which is set to take place in October. As a local business owner, I understand the significance of community events in fostering engagement and promoting economic vitality. Having been part of our community as a business owner for five years, I can attest that Silverton Sidewalk Shindig has consistently proven to be a highlight for both residents and visitors alike. It not only provides a platform for showcasing the talents and initiatives of our community members but also serves as a catalyst for boosting local businesses. I am particularly excited about this year's event as it has become historically our best Saturday in October sales-wise and in out of town visitors. The increased foot traffic and heightened community spirit that Silverton Sidewalk Shindig brings will undoubtedly contribute to our business's success. Furthermore, Silverton Sidewalk Shindig aligns closely with our values and commitment to supporting initiatives that enrich the lives of our customers and neighbors. It is events like these that strengthen the fabric of our community and create lasting connections between businesses and residents. Please consider this letter as an expression of my full endorsement for Silverton Sidewalk Shindig, and rest assured of my continued support in any capacity needed. Thank you for your dedication to organizing such a meaningful event for our community. I look forward to its success and to further opportunities for collaboration in the future.

Warm regards, Sarah Sampson
Owner of The Wild Dandelion
108 S Water Street
Silverton, OR 97381

The Wild
Dandelion

First Citizen Committee

I am nominating the Sidewalk Shindig organizing committee for a Distinguished Service award at the 53rd annual First Citizen banquet.

I love that hundreds of people across Silverton dig into this community and donate their attention, time, tears, sweat – their love of each other and of Silverton to Silverton each year. I've lived in a number of towns and cities across the PNW and the world and the civic life here feels much more alive and genuine. I'm grateful for that. The work done by the Sidewalk Shindig committee, Sarah Kaser Weitzman, Liz Hess, Emily Pawlak, Alan Mickleson, Poppy Shell, exemplifies this sentiment. Awarding them with Distinguished Service makes sense.

The volunteers of the Shindig put in dozens of hours, maybe hundreds, throughout the year organizing the Sidewalk Shindig as an effort of love and gift to Silverton. It is a unique event because it is a gift not to just one group, like the business or art community, instead it gives to the musicians, the audience, the businesses of Silverton and importantly the civic heart of Silverton; each receives because of the Shindig. These benefits accrue from a single group effort in ways not so obvious for any other single event that takes place in Silverton during the year. I spend a lot of time in spreadsheets and can appreciate the complexity theirs must entail. Nobody should underestimate the amount of effort to pull off a whole day of rotating stages and musicians, coordinated with businesses well. The Shindig does it.

First, the musicians that participate broaden the volunteer base of this project to a larger more diverse group than most volunteer groups. Their collective interest is music but there are so many styles of music played over the day I can't begin to list them. And this is also an important part of the success. The Shindig gives them a stage to have fun on; the smiles of the musicians during the event is one of the best parts. Some of the musicians are serious, trying to build a brand and the event brings them out of the dark. Will the ten year old drummer go pro?

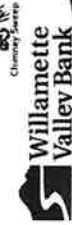
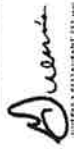
Second, it gives the musician's friends and family easy access to their performances, and all of us to otherwise unknown musicians. This deepens and cements the community bonds that are already important in Silverton, our civic heart; it's probably the most important outcome of the efforts from the Shindig team. It's like team building for all Silverton. I don't know about music or performance theory, but I'd venture to guess that performers stir some kind of bond with their audiences. So, local musicians banging out a rhythm with each note are tying Silverton together, tighter. That is really valuable. And because there are so many types of music everybody can find their groove and get played into the score of Silverton.

Third, the unique format of the event spreads the financial benefits broadly across town. The dispersed stages spread over an entire day bring foot traffic into the city, both local and out of towners and distribute them well. I observed the crowds being happy and enjoying their time downtown, spending money for hours. This event is a business booster event.

I believe awarding this group Distinguished Service is a meaningful and true way to thank them for their service to our loved community.

Sincerely,
Eric Hammond
971 240 7630

THANK YOU TO OUR MAJOR SPONSORS!



12th Annual Silverton Sidewalk & Windig

Saturday October 7th 2023 Noon - 10pm



Silverton Sidewalk Shindig Music Lineup



#1 High Water Grill & The Rong Bar

1:00pm - 2:30pm New Age Phonograph
(Blues Rock Duo)

3:30pm - 6:00pm Syco Billy's String Band
(Bluegrass, Americana)

7:00pm - 10:00pm Hank Shreve Band
(Blues, Rock, Funk & Soul)

#4 Mac's Place

1:00pm - 2:00pm Timothy James (Pop/Rock)

3:00pm - 5:00pm Mathieu Raney
(Alternative Rock)

6:00pm - 8:00pm Dylan Santiago with Band
(Singer/Songwriter)

9:00pm - 12:00am Roman & the Long Haul
(Roots-Rock, Americana, Alternative-Country)

#8 Magnolia Grill

2:30pm - 3:30pm Next of Kin (Country & Classics)

#9 The Palace Theatre

12:00pm - 1:00pm Grand Jazz & Swing Band
(Big Band Jazz)

1:00pm - 2:00pm Compound (Rock)

2:00pm - 3:00pm Keizer Big Band *Gifted their talent & time*
(Big Band, Swing, Dance, Jazz & Classics)

3:00pm - 4:00pm A.C.T. 2 (Acoustic Rock & Pop Covers)

4:00pm - 5:00pm Rhythm Bros *Gifted their talent & time*
(Primal Drums, Modern Beats)

#11 Orlean's Alley

12:00pm - 1:00pm Next of Kin (Country & Classics)

1:00pm - 2:00pm SCSB (Bluegrass)

2:00pm - 3:00pm Ukulele Jojo's
(Hawaiian & Classics)

3:00pm - 4:00pm Thunder Road Trio (Variety Act)

4:00pm - 5:00pm Jake Gerig & Zach Kacalek
(Acoustic Dad Rock)

5:00pm - 6:00pm Mojo's Rising-Doors Tribute Band
(Classic Rock)

6:00pm - 7:00pm Bottle Neck Blues Band (Blues)

7:00pm - 8:00pm Van's Child (Rock)

8:00pm - 10:00pm Rhythm Bros *Gifted their talent & time*
(Primal Drums, Modern Beats)

#13 Town Square Park

12:00pm - 4:00pm Children's Area

Giggle Britches the Clown

12:00pm - 1:00pm Ancient Ways Tashinga Marimba
(African- Zimbabwean-World Beat)

1:00pm - 2:00pm Ancient Ways Tashinga Marimba
(African- Zimbabwean-World Beat)

2:00pm - 3:00pm The Crying Omas

(A Little Bit of Everything)

#13 Town Square Park

3:00pm - 4:00pm GlitzKrieg (Glam Heavy Metal Rock)

4:00pm - 5:00pm Jeremy Wayne McKern &
Whiskey Bound (Country)

5:00pm - 6:00pm Reedy300 (Original & Classic Rock)

6:00pm - 7:00pm Huckle Buck Highway
(Country & Classic Rock)

7:00pm - 8:00pm Huckle Buck Highway
(Country & Classic Rock)

#14 Town Square Park Foot Bridge

1:00pm - 2:00pm Silverton Ukulele Network
(Hawaiian & Classic)

#15 Oso

3:30pm - 4:15pm Caleb Riley
(Bluegrass, Country, American Fingerstyle Guitar)

4:45pm - 5:30pm Caleb Riley
(Bluegrass, Country, American Fingerstyle Guitar)

7:00pm - 7:45pm Elena Bowerly

(Folk, Alternative/Acoustic)

#18 Silverton Coffee Station

12:00pm - 1:00pm The Bushman (Country Blues)

1:00pm - 2:00pm Billy & The Rockets
(50's-'70's Rockabilly, Do-Wop & Country)

2:00pm - 3:00pm Billy & The Rockets
(50's-'70's Rockabilly, Do-Wop & Country)

3:00pm - 4:00pm Mark Seymour & Friends
(Folk-Rock, Country & Blues)

4:00pm - 5:00pm Mark Seymour & Friends
(Folk-Rock, Country & Blues)

5:00pm - 6:00pm Powell Brothers Jam
(Rock, Blues, Funk)

6:00pm - 7:00pm The Swing & Standards Jazz Band
(Jazz)

#22/23 Silver Falls Brewery/The Lucky Leaf

12:00pm - 2:00pm DRTR (Blues, Americana)

3:00pm - 5:00pm Ellington Willoughby & The Mythical
Squid (Progressive Rock)

5:30pm - 6:15pm The Film (Loud American Rock & Roll)

7:00pm - 9:00pm The Standing
(Outlaw Stompgrass, Americana)

#25 Guerra's Restaurant

2:00pm - 5:00pm (Inside) Jon Deshler's TUNE TOURS
(Jazz, Blues, Gospel)

2:00pm - 5:00pm (Patio) Dirk Alan One Man Band
(Classic Rock, Country, Blues, Original)

5:30pm - 8:30pm (Patio) Mathieu Raney (Alternative Rock)

#26 Main St Stage (210 E. Main St)

12:00pm - 1:00pm The Noted
(Original Positive Pop Rock)

1:00pm - 2:00pm Michael Paul Reed Trio
(Rock, Blues, Jazz, Covers & Originals)

2:00pm - 3:00pm Elyce Tyler
(Folk-Rock Originals) *Gifted their talent & time*

3:00pm - 4:00pm MPR 2
(Rock, Blues, Originals & Classic Covers)

4:00pm - 5:00pm Garreson
(Singer/Songwriter)

5:00pm - 6:00pm Oregon's New History
Minstrels Quartet

(A Capella Barbershop Harmony)

6:00pm - 7:00pm Red Raven Fox's
(Eclectic Mix 50's to Modern)

#29 At Easel Art

12:00pm - 1:00pm Keith & Amy
(Folk, Pop, Hawaiian, Country)

1:00pm - 2:00pm Tyger Bailey, Celtic Harp
(Instrumental Celtic Harp)

2:00pm - 3:00pm Silverton Irish Players
(Instrumental Irish Folk Music)

3:00pm - 4:00pm Just Lonna
(Jazz Standards)

4:00pm - 5:00pm HillsviewSound
(Americana, Folk, Pop)

5:00pm - 6:00pm Harp Love
(Harp Songs-Classic & Contemporary)

6:00pm - 7:00pm Rural Folk Fiasco
(Humorous Folk/Sung Poetry)

#31 BST Realty LLC

5:00pm - 6:00pm Matthew Nelson Price
(Folk/Americana)

6:00pm - 7:00pm Dirk Alan One Man
Band (Classic Rock, Country, Blues, Original)



A huge thank you to our
Silverton Sidewalk Shindig
Committee Members:

LIZ HESS ALAN MICKELSON
EMILY PAWLAK POPPY SHELL
SARAH WEITZMAN

12th Annual Silverton Sidewalk Shindig October 7, 2023

Thank you to our sponsors & venues!



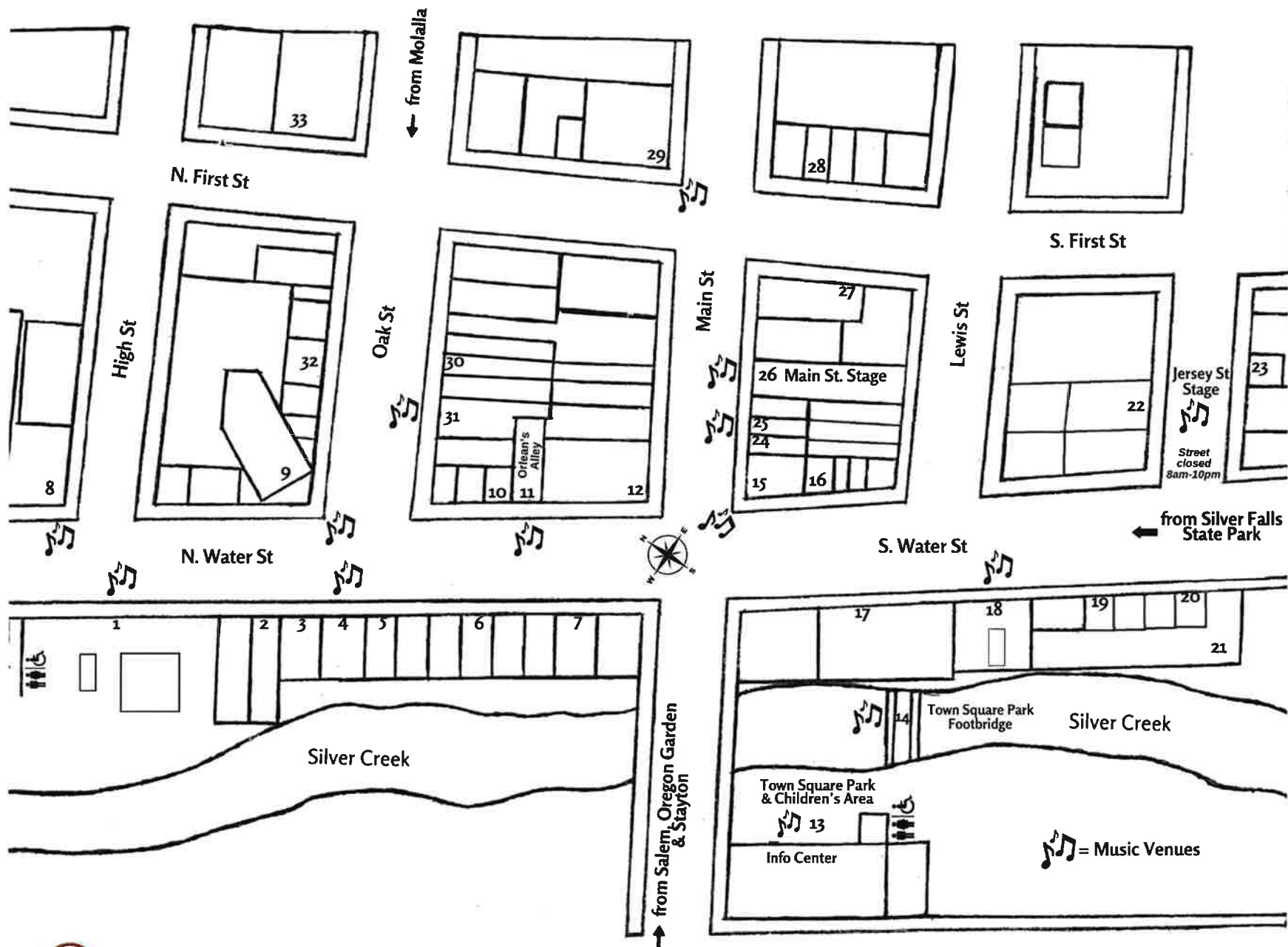
1 High Water Grill
2
3 THE RED BENCH
4 MAC'S PLACE
5 Harcourts Silverton
6 LUNARIA GALLERY
7 AmériTitle
8 Magnolia GRILL
9 The Palace Theatre
10
11
12
13
14
15 Oso
16
17
18 SILVERTON COFFEE STATION
19 Shayla Lynn Jewelry
20 Opaline SALON
21 AKATSUKI Sushi Bar
22 SILVER FALLS BREWERY
23 The Lucky Leaf
24 Apples to Oranges Fine Yarns & Gifts
25
26
27
28 Silverton Art & Frame
29 AT EASE ART
30 Silverton Bodywork Clinic
31
32 SILVERTON BALLET & PAC
33 Silver Creek Chiropractic

Silverton Therapy
Andrew Weitzman PsyD, LLC
Profitable Planning
Your Answer for Health Insurance

Silverton Sidewalk Shindig Music & Sponsor Venue Map

12th Annual
Silverton Sidewalk Shindig
October 7, 2023

**Thank you to our
major sponsors!**




Silver Creek





SILVERTON TOURISM PROMOTION GRANT APPLICATION

Project or Event Name Oktoberfest Shuttle Project

Sponsor Name/Organization North Marion Tourism Collaborative

Mailing Address c/o City of Woodburn - 270 Montgomery Street

City, State, Zip Woodburn, OR 97071

Project Coordinator/Contact Person Jamie Johnk Daytime Phone 503-980-6319

Contact Person Email jamie.johnk@ci.woodburn.or.us

Total Cost of Project: \$ 80,175 Sponsor Dollar Match: \$ 75,175

Grant Amount Requested \$ 5,000 In-kind Labor Match: \$ TBD

TOTAL POSSIBLE POINTS = 60

The Tourism Promotion Committee will give preferential consideration to grant applications that have a minimum score of 30 points.

1) Brief Project or Event Description: 5 Points

Provide a detailed description of the proposed event or project and targeted audience.

There is no more appropriate setting for an American version of the "Old World: Oktoberfest than in Mount Angel, Oregon. The small community was settled by German pioneers in the 1800's and readily reminds one of the lush Bavarian Countryside. Oregon's oldest and best-loved Oktoberfest began in 1966 as a traditional harvest festival to celebrate the bounty of the earth and the goodness of creation. It is the largest folk festival in the Northwest. In the heart of Oregon, Mount Angel Oktoberfest brings more than 400,000 people to the Bavarian village every September.

In 2023, North Marion Tourism Collaborative piloted the Oktoberfest Shuttle Project designed to alleviate traffic while providing visitors to the Oktoberfest safer, more sustainable option. We partnered with NW Navigator, a ground transportation company, leasing buses to shuttle people to and from Oktoberfest. The project provided transport service for the peak days of the event from Portland and Salem to Mount Angel with pickups in Woodburn and Silverton. Shuttle buses ran in 30-minute intervals from each location beginning at noon and making their final return from the festival at 9:00 pm. The north and south shuttles each had several trip times that were serviced by ADA accessible buses, holding between 50-56 passengers each trip.

The project got a late start in 2023 however we still had great success booking 1,358 rides, with the largest percentage of riders coming from the Portland area. We learned a great deal in the first year therefore for our 2024 shuttle service, we are getting a head start on marketing and sponsorship in order to increase the number of riders at this year's event. The shuttle will run all four days of the Oktoberfest and will add additional trips for riders and two location in the Portland area.



2) Project or Event Return on Investment: 15 Points Total

a) Number of Overnight Stays: 5 Points

Demonstrate how many overnight stays your project will generate. Explain how you will track the overnight stays generated by your project.

Each year, the Oktoberfest brings hundreds of thousands people to the region with many staying in Silverton's hotels and RV parks. The shuttle project will provide increased convenience to those staying in Silverton by providing transportation to and from Mt. Angel, eliminating the stress of traffic and parking.

Another opportunity through this project is to bring people from the Portland and Salem areas and introduce them to Silverton through marketing tourism regional activities and destinations, with the goal of bringing riders back to the area for longer stays. Success will be apparent through the increased number of tourists in Silverton and the North Marion region.

b) Preference for Off-Season Projects: 5 Points

Demonstrate how your project will increase the number of overnight stays during Silverton's off-season (November – March).

North Marion Tourism Collaborative (NMTC) has developed strategies to increased year-round tourism in the region. The Oktoberfest Shuttle Project is one of the opportunities to introduce riders to the region and share the numerous attractions, destinations, events and communities of North Marion County and to encourage revisits throughout the year.

The more opportunities we can bring visitors from outside the region to Silverton and other communities the more overall tourism success will be experienced throughout North Marion County, resulting in increased overnight stays, increased revenue for businesses, and economic vitality throughout the region.

c) Positive Rate of Return: 5 Points

Currently, each overnight stay generates approximately \$13 in transient occupancy tax revenue. Demonstrate how the requested grant amount equals or exceeds the transient tax generated by the proposed project.

Travel Oregon estimates that for every \$1 spent in a community by a tourist, 1.5% is generated in additional spending on food, gas, shopping, etc.. Travel Oregon reported that \$13.9 billion was added to Oregon's economy in 2022 as a direct result of travel and tourism to the state. Travel spending brings revenue into Oregon communities in the form of business receipts, however a portion of these receipts are spent for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services. This respending of travel-related revenues creates indirect and induced impacts. Direct impacts represent effects attributable to traveler expenditures. Indirect impacts represent effects associated with industries that supply goods and services to the direct businesses. Induced impacts represent effects of purchases made by employees in both the direct and indirect businesses.

Using this data as a base, NMTC has developed a strategic plan to identify opportunities to bring additional tourism to Silverton and North Marion County. The Oktoberfest Shuttle Project is one of those opportunities to bring visitors to the region, share information about the multiple arrays of destinations, attractions, events, and communities and invite an opportunity to stay longer in the region or return for another visit.



3) Project or Event Personnel: 5 Points

Briefly describe your organizational structure. List the primary people involved, their positions, qualifications and experience.

NMTC is a collaborative group made up of representatives of North Marion County. The NMTC Board will provide direct oversight of the Project. The Board is comprised of the following:

Maricela Guerrero, Chair City of Woodburn Economic Development/Tourism	Sam Kaluf, Vice Chair Bauman Farms	
Stacy Palmer, Member Silverton Chamber of Commerce	Kolby Kemp, Treasurer City of Mt. Angel	John Zobrist, Secretary Woodburn Chamber of Commerce
Shawn Waite, Member City of Hubbard	Carissa Clarke, Member Woodburn Outlets	Emily Iverson, Member Wooden Shoe
Lari Rupp, Ex-Officio Marion County Economic Development	Jamie Johnk, Ex-Officio City of Woodburn Economic Development	

In addition to the NMTC Board, members of the Oktoberfest Board will assist with the planning and implementation of the project.

4) Project or Event Timeline: 5 Points

Use of grant funds is limited to 12 months unless a longer period of time is requested and approved by City Council. Describe the schedule and timeline for the project or event.

The 2024 Mt. Angel Oktoberfest will be held September 12th through the 15th. Funds generated through grants and/or sponsorships will be used in or before this date and be applied directly to the cost of implementing and carrying out this project.

5) Project or Event Objectives: 15 Points

Describe how this project or event promotes tourism and economic development (directly and indirectly) in Silverton.

Travel Oregon estimates that for every \$1 spent in a community by a tourist, 1.5% is generated in additional spending on food, gas, shopping, etc.. Travel spending brings revenue into Silverton and other North Marion County communities in the form of business receipts, however a portion of these receipts are spent for labor and supplies. Employees, in turn, spend a portion of their earnings on goods and services. This respending of travel-related revenues creates indirect and induced impacts. Direct impacts represent effects attributable to traveler expenditures. Indirect impacts represent effects associated with industries that supply goods and services to the direct businesses. Induced impacts represent effects of purchases made by employees in both the direct and indirect businesses. The more opportunities we have to bring visitors to the region, Silverton will benefit and this project is one of those opportunities.



6) Event/Project Budget: 15 Points

On a separate page, provide a total budget for the event or project, including at a minimum, the following information:

- a) List all funding sources for the project. In-kind labor and donated services can also be built into the total cost of the project and used as a funding source. The value of volunteer time for this grant period is \$19.51 per hour according to the Independent Sector and The U.S. Bureau of Labor Statistics.
- b) Items that will be purchased with the requested grant funding (for example, if the request is to purchase radio or newspaper advertising for the event—list the specific stations or newspapers, size of advertisement, number of times the advertisement will be featured and any other pertinent details). If awarded funding, the grant agreement will require that the project or event be identified as sponsored by a Silverton Tourism Promotion Grant. Any equipment proposed to be purchased or rented by grant funds must be identified and its use must be explained in narrative form.
- c) List sources of in-kind (volunteer hours), donated services and other grant sources for this event/project.

[This table shows suggested budget items and is not inclusive of possible event/project costs.]

	Requested Grant Amount	Real Dollar Match	In-kind Labor and Donated Services	Total
Personnel Services				
Project Administration Costs				
Materials				
Equipment/Supplies				
Construction Costs				
Event Costs				
Transportation Costs				
Insurance Costs (if needed)				
Additional Expenses (List)				
Totals				



TOURISM PROMOTION GRANT TERMS

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<u>Month Exit Report Submitted</u>	<u>Exit Report Review Meeting Date</u>
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August, 2024– March, 2025	Spring, 2025

Office Use Only

Date Application Submitted _____

Action Taken/Date of Action _____

SILVERTON TOURISM PROMOTION GRANT APPLICATION

2nd Quarter 2023-2024

Oktoberfest Shuttle Project

	Budget Amount	Status
REVENUE		
Ticket Sales	\$ 24,600	
Sponsorships:		
Silverton Tourism Program	\$ 5,000	
Travel Oregon	\$ 20,000	Request Pending
Marion County	\$ 7,500	Request Pending
Woodburn	\$ 5,000	
Oktoberfest	\$ 5,000	
Other	\$ 18,500	Request Pending
Total Revenue	<u>\$ 85,600</u>	
EXPENSES		
Consulting Services	\$ 9,500	
Bus Rentals	\$ 64,400	
Supplies	\$ 3,500	
Signage	\$ 350	
Marketing/Advertising	\$ 425	
Print Materials	\$ 2,000	
Total Expenses	<u>\$ 80,175</u>	
Net to Carryover to 2025	<u><u>\$ 5,425</u></u>	