

August 6, 2007

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July 31, 2007

Mayor Janet Taylor
Salem City Council Members
555 Liberty Street SE
Salem, OR 97301

RE: Salem Convention and Visitors Association Strategic Plan

Dear Mayor and Councilors:

At its last meeting the Cultural and Tourism Promotion Advisory Board reviewed the Salem Convention and Visitors Association strategic plan with President Terry Kelly and CEO Angie Morris. The plan is an excellent first step toward meeting SCVA's mission of attracting meeting, convention and tourism business to Salem. SCVA is clearly committed to enhancing the overall economic vitality and identity of Salem. The plan represents a three-year work plan that takes a detailed approach to meeting its strategic goals. It is particularly encouraging to CTPAB that the general goals outlined in the plan will be more specifically addressed in the business plan now being developed. The success of any strategic plan – particularly one dealing with economic development issues – is the specificity provided by it.

CTPAB members are interested in joining with SCVA as it develops its estimated economic impact formula. This formula, and how it is used, is an essential part of the Cultural and Tourism Fund budget process. The CTPAB looks forward to fulfilling its responsibility to "encourage the development of a unified approach to the promotion of Salem, especially among those organizations receiving funding support from the Transient Occupancy Tax." Given limited resources and the appearance that several groups are working independently on the same project, the CTPAB strongly urges an analysis of current activities with an eye toward providing coordination of marketing strategies. One of the underlying issues in Salem tourism and convention activity and its actual economic impact on the community is the lack of reliable quantifiable measurements. This needs to be clearly addressed by SCVA.

In closing, the CTPAB supports the SCVA strategic plan and anticipates the detailed annual business plan and how it may address unifying promotion of Salem and measuring the success of marketing endeavors. Thank you for the opportunity to comment on this important plan.

Sincerely,



Chuck Bennett, Chair
Salem Cultural and Tourism Promotion Advisory Board