

Audience ⓘ

[See audience analytics →](#)

Recent campaign performance ⓘ

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Channel Email ▾ ⋮

Total email subscribers Net subscriber growth

**343** **0**

0% 0%

Compared to last 30 days

Name	Type	Recipients
Fall 2024 HLC Newsletter	Regular email	356
Summer 2024 HLC Newsletter	Regular email	362
Spring 2023 HLC Newsletter	Regular email	365
Special Edition 2022 HLC Newsletter	Regular email	372
Summer 2022 HLC Newsletter	Regular email	379

Name	Status	Audience	Analytics
<b>Fall 2024 HLC Newsletter</b> Regular email · Legacy builder Last edited Wed, Nov 27, 2024, 04:38 PM by Zachery Cardoso	Sent Wed, Nov 27, 2024, 04:38 PM	<a href="#">Salem Historic Land...</a> 356 recipients	<b>27.7%</b> Opens <b>2.1%</b> Clicks <b>\$0</b> Revenue
<b>Summer 2024 HLC Newsletter</b> Regular email · Legacy builder Last edited Fri, Aug 02, 2024, 03:23 PM by Zachery Cardoso	Sent Fri, Aug 02, 2024, 03:23 PM	<a href="#">Salem Historic Land...</a> 362 recipients	<b>26.9%</b> Opens <b>1.2%</b> Clicks <b>\$0</b> Revenue
<b>Summer 2023 HLC Newsletter</b> Regular email · Legacy builder Last edited Thu, May 11, 2023, 09:28 AM by Zachery Cardoso	Draft	<a href="#">Salem Historic Land...</a>	
<b>Spring 2023 HLC Newsletter</b> Regular email · Legacy builder Last edited Tue, Apr 04, 2023, 03:38 PM by Zachery Cardoso	Sent Tue, Apr 04, 2023, 03:38 PM	<a href="#">Salem Historic Land...</a> 365 recipients	<b>49.6%</b> Opens <b>1.1%</b> Clicks
<b>Special Edition 2022 HLC Newsletter</b> Regular email · Legacy builder Last edited Fri, Dec 16, 2022, 01:05 PM by Zachery Cardoso	Sent Fri, Dec 16, 2022, 01:05 PM	<a href="#">Salem Historic Land...</a> 372 recipients	<b>49.9%</b> Opens <b>0.6%</b> Clicks



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Actions

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## Fall 2024 HLC Newsletter

[View email](#)

Recipients	356
Audience	Salem Historic Landmarks Commission
Subject	Salem Historic Landmarks Commission - Fall News...
Status	Sent Wed November 27, 2024 4:38 pm

Bot filtering on

**Platform update in progress**  
 Reporting metrics may be delayed by up to an hour (60 minutes).

- Overview
- Click performance
- Recipient activity
- Ecommerce
- Social
- More

### Email performance

November 27, 2024 - January 21, 2026

<b>Open rate</b> 27.7% 92 opened	<b>Click rate</b> 2.1% 7 clicked	<b>Bounce rate</b> 6.7% 24 bounced	<b>Unsubscribe rate</b> 0.60% 2 unsubscribed
--	--	--	--

#### Additional email details

Deliveries	332 (93.3%)	Clicks per unique opens	7.6%
Total opens	191	Total clicks	17
Last opened	Apr 01, 2025 10:03 am	Last clicked	Dec 26, 2024 5:09 pm
Forwarded	0	Abuse reports	0

**Top recommendation: Schedule an SMS follow-up**  
 Send an SMS follow-up to non-openers, and improve campaign click rates by up to 97% vs email alone.

[Follow up with SMS](#)



### Get performance notifications on your phone.

Download the [Mailchimp mobile app](#) to track open and click rates, get alerts about your audience, and more.

Hold your device camera up to the QR code to download.



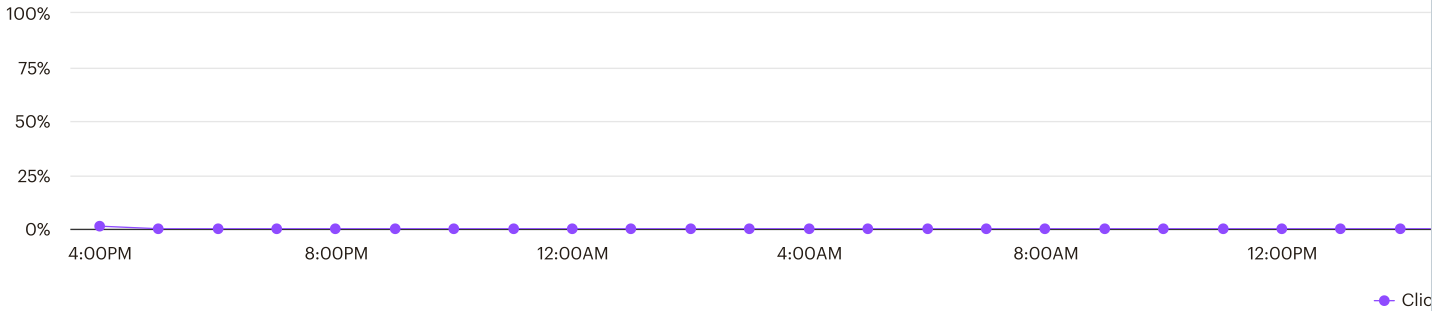
Feedback



### 24 hour performance snapshot

November 27, 2024 - November 28, 2024

Metric: Click rate ▼



### Click performance

November 27, 2024 - January 21, 2026

[View click map](#)

#### Top links clicked

<a href="https://www.salemhistory.net/digital/...">https://www.salemhistory.net/digital/...</a>	5	29.41%
<a href="https://doi.org/10.15760/etd.6814">https://doi.org/10.15760/etd.6814</a>	3	17.65%
<a href="https://mnch.uoregon.edu/">https://mnch.uoregon.edu/</a>	2	11.76%
<a href="https://www.oregonarchaeological.org/">https://www.oregonarchaeological.org/</a>	2	11.76%
<a href="http://www.oregon.gov/ODOT/GeoEnviron...">http://www.oregon.gov/ODOT/GeoEnviron...</a>	2	11.76%

[View all links](#) →



### Email benchmarking

November 27, 2024 - January 21, 2026

Your email campaign performance compared to similar businesses. Learn more about [benchmarking](#).

#### Get context with your email performance

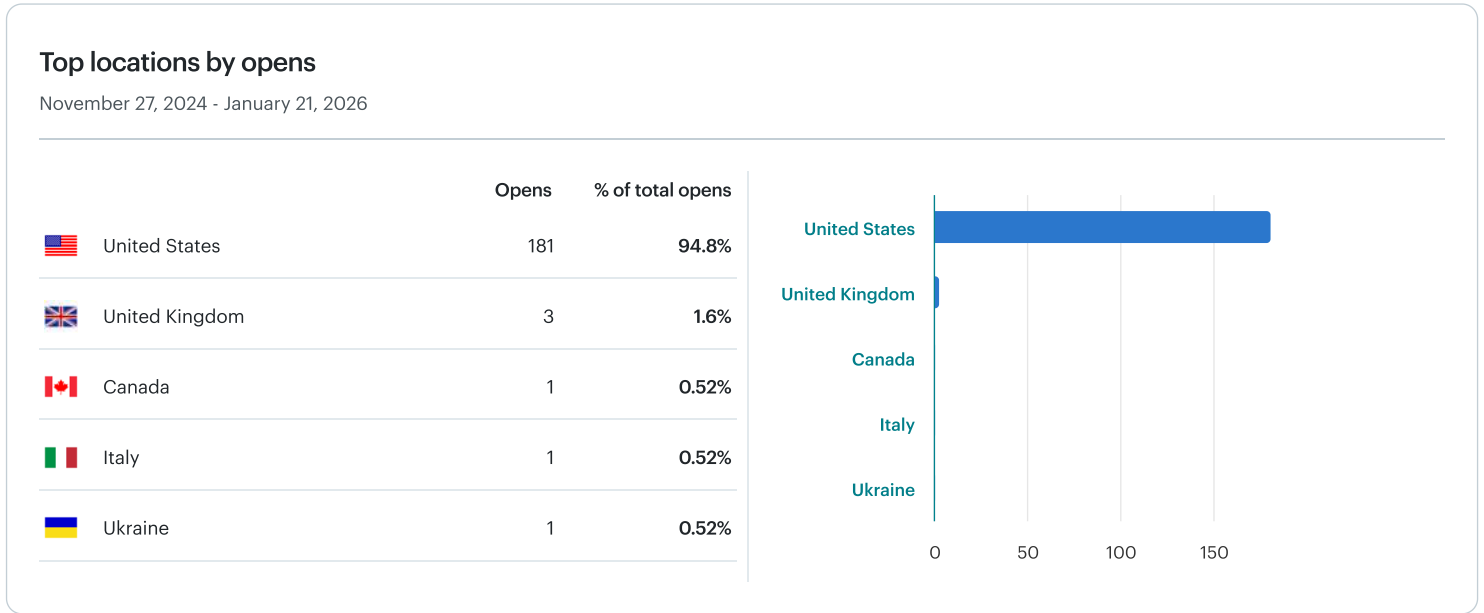
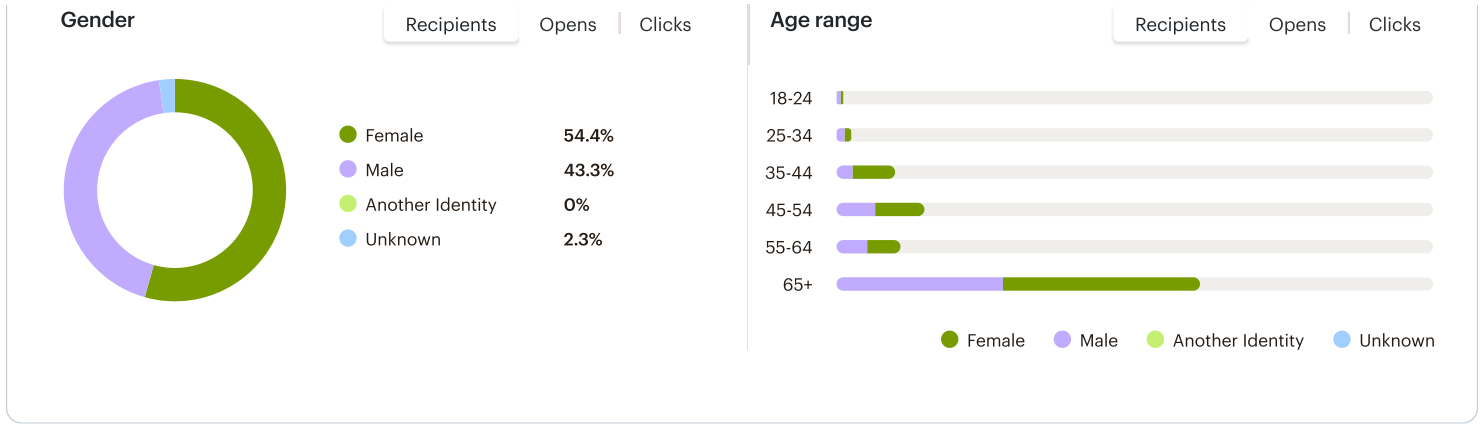
You can now see how your emails perform in context to similar businesses. To get this data, you'll need to update your data usage preferences

[Change my data settings](#)

### Predicted demographics

November 27, 2024 - January 21, 2026

Feedback





# SALEM LANDMARK

WINTER 2024-25  
VOLUME 16, ISSUE 4

*Newsletter of the Salem Historic Landmarks Commission*

## LOCAL SUCCESS STORIES: FUNDING RESTORATION

In 2011, Steve Kenney donated \$96,000 to the City of Salem's Heritage Trust Fund with the purpose of it being used for restoration of the Baggage Depot located at 500 13th Street in Salem. The building was suffering from demolition by neglect and as a result of Kenney's generous donation ODOT worked with the federal Transit Administration, the Federal Railroad Administration, the Federal Highway Administration and Greyhound to rehabilitate and adapt the building for use by Greyhound as a bus station.



The original 1889 structure is one of the last 19th century Queen Anne railroad structures in Oregon. The entrances, footprint, height, fenestration, and massing have all been maintained in their original state. Historic materials, finishes, and distinctive features have been preserved and repaired according to historic preservation guidelines.

Two contemporary canopy structures were added to stylistically contrast to the historic Baggage Depot. The care taken to preserve and restore this structure earned the project a Restore Oregon "DeMuro Award," for excellence in preservation, reuse, and community revitalization.

Kenney provided additional funds to help the City's Historic Preservation Program establish our local Residential Toolbox grant program in 2011. Since it began, this program has provided over \$ 120,000.00 to private homeowners to help them maintain and preserve their historic homes.

For more information on applying for Salem's Residential Toolbox grant – please visit: <https://www.cityofsalem.net/community/household/home-improvement/apply-for-a-residential-toolbox-grant>



## Salem's Local Historic Register Update!

By Kirsten Straus, HLC Commissioner

Please give a warm welcome to the Criterion Schoolhouse, Salem's newest local historic resource! In February, the City Council approved the request to add the schoolhouse to the local register and we couldn't be more happy to have the charming resource on the list.

The Criterion School is a one-room school house originally erected in Criterion, Oregon. Constructed in 1912, the school served the children of local ranchers until 1925. Upon the completion of the Dalles-California Highway from The Dalles to Klamath Falls in 1925, the school was no longer needed as officials decided to bus students north to Maupin using the newly completed road. In 1976, State officials moved the abandoned school house to Salem as part of the bicentennial celebrations for the state where it became an exhibit to learn about the history of education in Oregon at the State Fairgrounds. The school remains now in Salem as an example of early settlement-era education in rural Oregon communities, and a symbol of the enormous effort that went into planning and celebrating America's bicentennial.

If you're reading this newsletter, it's likely you too are connected to Salem's list of Local Resources as we mail this newsletter to historic property owners around the City once a year. How did I get on this list you might wonder? Well, your property probably went through a similar process -- recommendation by the Historic Landmarks Commission and then approval by the City Council -- sometime in the years since the passage of the National Historic Preservation Act in 1966.

In Oregon, owners must consent to having their property listed as a historic resource. If you purchase a home after it's designated, the process will alert potential buyers to the historic status. Salem's local register allows us to preserve homes and buildings in our three historic districts as well as other significant places around town. In turn, property owners have access to some resources specifically for historic buildings, like Salem's Toolbox Grant.

We'd love to designate more homes, buildings, and places that are worthy of identification and preservation in Salem. Please reach out to the Salem Historic Landmarks Commission if you are interested in designating a property. We can usually assist with research and the application process. We have a whole sub-committee for historic building survey! Maybe your property will be on the cover of next year's newsletter as our newest historic resource!



# Salem's Local Historic Register Update!

Continued in pictures



Image of Criterion Schoolhouse after relocation to the Oregon State Fairgrounds

East elevation of Criterion Schoolhouse now.



Interior image taken from the northeast corner of the classroom now.



## More from the HLC

*The Commission has an opening! Are you interested in supporting historic preservation in Salem?*

*Commissioners make decisions on Historic Design Review cases, and support Salem's diverse and varied history through public outreach and other projects.*

*Apply online: <https://www.cityofsalem.net/government/boards-commissions/serve-on-a-board-or-commission>*

Historic Landmarks Commission  
Community Development  
Department  
555 Liberty Street SE, Room 305  
Salem, Oregon 97301



Si necesita ayuda para comprender esta informacion, por favor llame  
503-588-6173

We're on the Web!

<https://www.cityofsalem.net/community/things-to-do/history>  
[www.facebook.com/Salem-Historic-Landmarks-Commission-435912716486150/](https://www.facebook.com/Salem-Historic-Landmarks-Commission-435912716486150/)

#### HLC COMMISSIONERS

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Cara Kaser—Vice Chair  
Chris Morris  
Robert Olguin  
Kirsten Straus - Chair  
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City of Salem, Oregon

# SALEM'S HISTORIC LANDMARKS COMMISSION

## *Benefits of Historic Home Ownership*

Salem's Historic Landmarks Commission recognizes structures, districts, sites, and objects significant to the city's past. Locally recognized properties are generally 50 years old, maintain their historic appearance, and are connected to an essential aspect of local history.

A property may be the site of a historical event, the home or business of a notable person, or an example of a particular architectural style or type of construction.

Salem's Community Development Department (ph. 503.588.6173) can assist owners in determining whether a property qualifies for local listing. The State Historic Preservation Office (ph. 503.986-0671) handles the federal recognition program.

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City of Salem  
Community Planning  
and Development  
Department

555 Liberty Street SE Suite 305 Salem,  
Oregon 97301

503-540-2397

[Kfitzgerald@cityofsalem.net](mailto:Kfitzgerald@cityofsalem.net)



The Historic Landmarks Commission meets the  
**third Thursday of each month at 5:30 p.m.** and can  
be viewed on YouTube, please this link  
<http://bit.ly/planningpublicmeeting>



## Historic Districts

Any property within a federally recognized **National Register Historic District** is considered historic. Salem has several Historic Districts, including Court-Chemeketa, Downtown, Gaiety Hill/Bush's Pasture Park, and the Oregon State Hospital.

## Benefits of Historic Property Ownership

- Demonstrates an appreciation of historical residents and businesses that helped create our community.
- Older buildings display craftsmanship and style no longer available.
- Historic preservation enhances "green" development and sustainability by preserving the embodied energy of the existing materials.
- Stimulates the local economy by making the community attractive to heritage tourism.

## Financial Incentives

- The city of Salem has rehabilitation funds for eligible owners over age 60.
- Residential Toolbox Grant Program available to Owners of Qualified Historic Properties
- Tax advantages for donating a historic building or easement for conservation reasons.
  - ◇ A 20% Investment Tax Credit (ITC) is available for rehabilitating income-producing National Register-listed historic buildings.
  - ◇ The ITC is a percentage of the rehabilitation costs and does not include the purchase price. This is a tax credit, not a deduction. Example: 20% of a \$100,000 rehabilitation = \$20,000 tax credit." (There are a lot of rules & documentation required for this program, and the tax credit may only be used to offset earned income.)
  - ◇ For more information, please visit <https://www.oregon.gov/oprd/oh/pages/tax-incentives.aspx>
  - ◇ Federal tax credits may be available.

## What is Design Review?

Historic Design Review is a process that preserves the physical qualities that make Salem's historic properties unique. The **Historic Landmarks Commission** reviews exterior changes to a recognized historic property.

## Making Certain Changes

Most, but not all, changes to historic properties must be approved through the Design Review process by the Historic Landmarks Commission at one of its monthly meetings

### These Changes may Include the following:

- Replacement of siding or windows with a different type, style or material
- New construction or additions
- Applications for permits to demolish or remove historic buildings

### Design Review Does Not:

- Prevent owners from remodeling the interior, making additions, or painting.
- Require the owner to make improvements or restore their building
- Require purchase of a sign or plaque
- Prevent or restrict ordinary maintenance

## What To Do

First, plan ahead.

The Historic Landmarks Commission meets the **third Thursday of each month at 5:30 p.m.** and can be viewed on YouTube. Please see this link <http://bit.ly/planningpublicmeeting>. Because this is a public hearing, application materials and a project description with diagrams and drawings must be presented to the Community Development Department before beginning the project. City staff may be able to identify cost-effective options.

Find more information at: <https://www.cityofsalem.net/business/land-use-zoning/historic-review-rules/owning-historic-properties>

# Salem History Moment- Radio

Salem History Moment My Podcast Analytics Distribution Monetization Settings

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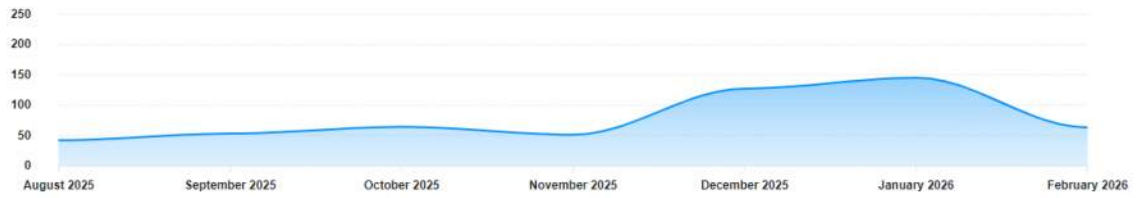
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## RAS

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# Salem History Moment

by Kimberli Fitzgerald

History

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SEASON 2026



### History of Valentines Day

Residents of Salem have celebrated Valentines Day since settling here in the mid-1880s. The tradition of sending ornate cards as part of the Valentine's Day celebration on February 14 began during the Victorian Era. During this time, it was common for...

S2026E210 | Feb 9, 2026 | 06:47



### Cascadian Earthquakes

134 years ago this week, on February 3, 1892 Salem experienced an earthquake. The following day, the Oregon Statesman featured an article on the front page titled: "Salem's Earthquake Shock". People in what is now Oregon experienced Cascadia...

S2026E203 | Jan 30, 2026 | 08:17

