



Overall Concept - Culture, history, urban and rural, vibrant and fun, Capital City, outdoor recreation, natural and green, heart of Willamette Valley ... the best of what Oregon has to offer!

Specific Components:

- Dancer – Culture, performance, fun, active, diversity, beauty, woven into the community
 - ❖ Salem is a culturally significant city in Oregon not only as Oregon’s capital city but through diversity and arts (performing, visual etc.). These things are woven into the community and are part of what shapes this city. Salem is active with one-of-a-kind events and activities. Meant to illustrate the personal aspect of the community and true movement. Oregon’s State Motto is, “She flies with her own wings.” Oregon is referred to as a woman. As Oregon’s state capital the dancer also represents Oregon.
- Capitol building – Oregon’s capital city, history, jobs
 - ❖ Salem is Oregon’s capital city and where Oregon’s history is alive. It is a bustling community with jobs opportunities (e.g. government, business, industry).
- Buildings – Urban living, thriving downtown, history
 - ❖ Salem is a major Oregon city with a bustling downtown that embraces its historic assets to create a vibrant destination.
- Mountains and River – Willamette Valley, scenic, great location
 - ❖ Salem is nestled in the heart of the Willamette Valley in a beautiful setting surrounded by mountains, agriculture and rivers. It is urban yet minutes away from nature. Salem is a healthy environment with many outdoor recreational opportunities.
- Crops and Wine Country – nature, wine, fertile and lush, agriculture, jobs
 - ❖ Salem is in partnership with nature in the midst of wine country. Agriculture is still very much a part of this urban city. Available jobs within and nearby. Paints a picture of rich soil, green verdant countryside, commodities, bounty and beauty.

-Absolutely Oregon

- ❖ As Oregon's state capital Salem absolutely represents Oregon. It is where state government and laws regarding our state take place.
- ❖ The Salem area is the destination of the Oregon Trail pioneers who were searching for "Eden" and fertile soil and a new beginning.
- ❖ The Salem area is where Oregon's first provisional government was formed (Champoeg/Marion County)
- ❖ The bounty of the region in regard to agriculture, history, culture, natural attractions, scenic beauty, cleanliness, hospitality of the people, and large and small communities is uniquely Oregon.
- ❖ Comments taken directly from Travel Salem's Visitors Profile study conducted by Dean Runyan Associates state the following:
 - "Absolutely beautiful"
 - "Absolutely delightful"
 - "Absolutely fantastic"
 - "Absolutely spectacular"