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# CULTURAL TOURISM FUND

A Visit Bend Project

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## Grant Guidelines and Application Questions

### CULTURAL TOURISM: CATALYST GRANTS - RESEARCH & DEVELOPMENT

Deadline 5:00 pm, April 7, 2023

Grant period: July 1, 2023 – June 30, 2024

- The application is completed and submitted online: Open early January, 2023.
- Applicants will be notified of funding decision the in May 2024 for funding available starting July 1, 2023 (projects to start no earlier than September 2023).
- **New this year:** A pre-application is required before you are able to submit a full application. After you submit your pre-application, the BCTF Program Administer will review your answers. If you meet the eligibility, the Administer will grant access to the full application within 24-72 hours. Plan ahead.
- If it is your first time applying, please contact the BCTF Administer for guidance. For any questions, including which grant category to apply under, please contact the BCTF Administrator at [laurel@laurelmacmillan.com](mailto:laurel@laurelmacmillan.com) or 503-803-8260.

The Bend Cultural Tourism Fund (BCTF) grant will enhance the local economy through the promotion and cultivation of Bend’s cultural tourism programs. Grants allocated through the BCTF support art and culture based activities, projects and programs that attract tourists to the City of Bend, especially during the off season.

**The Catalyst Grant is intended to support the development of new events or products that further cultural tourism in Bend.** Catalyst grants award amounts are typically smaller than the Marketing Grants. Historically, the average award is \$9,000. No more than 25% of available grant funds will be allocated to this category in this grant period. If you received a catalyst grant in the previous year, you may apply again for the same project if the scope of work is different.

Applicants may only apply for one grant in either category. Funding resources are limited and not all eligible applications will receive funding. Grant award amounts are determined by the Commission. Review the Policies and Procedures for a full description of the Bend Cultural Tourism Commission.

### Definitions

Culture is defined as “activities, projects or programs that are primarily organized for the purpose of producing, promoting or presenting the arts, heritage or humanities to the public.”

The BCTF uses the following public agencies’ definitions of Arts, Heritage and Humanities:

### National Endowment for the Arts Definition of “Arts”:

The term "the arts" includes, but is not limited to, music (instrumental and vocal), dance, drama, folk art, creative writing, architecture and allied fields, painting, sculpture, photography, graphic and craft

arts, industrial design, costume and fashion design, motion pictures, television, radio, film, video, tape and sound recording, the arts related to the presentation, performance, execution, and exhibition of such major art forms, all those traditional arts practiced by the diverse peoples of this country. [,] and the study and application of the arts to the human environment.

--National Foundation on the Arts and the Humanities Act, 1965, as amended

**The Oregon Arts Commission uses these categories:**

- Visual Arts (crafts, drawing, painting, photography, printmaking, sculpture, mixed media, new media)
- Literature (creative non-fiction, fiction, play writing, poetry)
- Dance (including choreography)
- Music (composition, performance)
- Theatre and Performance Art
- Design Arts
- Media Arts
- Folk and Traditional Arts

**Oregon Administrative Rule definition for Oregon Heritage:**

- Heritage is the array of significant things, thoughts, and activities associated with the human experience in Oregon.
- Oregon's heritage resources include artifacts and other manifestations of material culture, documents, publications, photographs and films, prehistoric and historic sites, historic buildings and other structures, cultural landscapes, heritage celebrations, festivals and fairs, and songs, stories, and recordings associated with the human experience in Oregon.

**National Endowment for the Humanities Definition of “Humanities”:**

"The term 'humanities' includes, but is not limited to, the study and interpretation of the following: language, both modern and classical; linguistics; literature; history; jurisprudence; philosophy; archaeology; comparative religion; ethics; the history, criticism and theory of the arts; those aspects of the social sciences which have humanistic content and employ humanistic methods; and the study and application of the humanities to the human environment with particular attention to reflecting our diverse heritage, traditions, and history and to the relevance of the humanities to the current conditions of national life."

--National Foundation on the Arts and the Humanities Act, 1965, as amended

**Grant Objectives**

Cultural tourism grants are intended to attract tourists to Bend-based arts and culture based projects, activities or events with a measurable and positive economic and cultural impact on the community.

Grants may support:

- Programs designed to generate incremental tourism activity in the city of Bend during the shoulder seasons and winter months
- Targeted marketing for arts and cultural activities designed to attract visitors from outside a 50-mile radius of the city of Bend
- The development of packages or special promotions for arts or cultural tourism activities

- Research projects related to existing or potential cultural tourism programs with the intent of increasing cultural tourism activity in the City of Bend
- Other forms of tourism promotion that adhere to ORS.320.350

### **Eligibility**

- For-profit businesses, not-for-profit organizations, government agencies, or individuals engaged in cultural tourism activities that physically occur in Bend may apply for BCTF funding. If the activity takes place outside of the city limits, applicant must demonstrate proof of visitors' lodging in Bend over other locations.
- Completion of all required steps of the BCTF application process.
- Compliance with prior grant agreements with the BCTF Commission.

### **Other Considerations**

- All BCTF projects must have the ability to measure the project's economic impact in Bend.
- Projects must align with the above arts, heritage and culture definitions.
- Recipients of BCTF grants should demonstrate a track record of responsible management and the resources and expertise to effectively execute the proposed program.
- Priority will be given to projects, activities or events that align with the BCTF's values of advancing the richness of Bend's arts and culture offerings, represent diversity, equity and inclusion, and have a plan to mitigate environmental impacts.

### **Matching Requirements**

Matching grants and/or funding may strengthen an application. No match is required.

### **Acknowledgement Requirements**

If applicant receives a grant award, all publicity, visual or oral, for this project shall be accompanied by the Bend Cultural Tourism Fund logo and this language: "*This activity is supported in part by a grant from the Bend Cultural Tourism Fund, a project of Visit Bend*", or something similar.

### **Reporting Requirements**

Quarterly interim reports will be submitted by grantees. The reports will provide information on status of activities, and identified measures.

### **Application Process**

The application, including a project budget, must be completed and submitted online, **no later than 5:00 pm, April 7, 2023**. It is best to prepare your responses in a word processing program, and save it, so that if you lose anything in the application process you do not have to recreate it. Keep in mind that character counts (including spaces) vary from program to program, and it is the count in the online system that applies. You may format within the online system. It is best to not delay the application process in case there are technical difficulties. Late applications will not be accepted. Assistance from the grant administrator is available prior to the application deadline: email [laurel@laurelmacmillan.com](mailto:laurel@laurelmacmillan.com) or 503-803-8260.

### **Review Process and Criteria**

The grant administrator will review each grant application prior to submission to the BCTF Commission for its full review. This initial review serves as a pre-qualification process to ensure an application meets

the general requirements of the BCTF. This initial review is not a qualitative review, but rather an administrative review to ensure the application meets the eligibility requirements and has accomplished all procedural requirements.

Each qualified application will be reviewed and scored with the following criteria. Applications can receive a maximum of 100 points.

## **CRITERIA**

**Quality and thoroughness of Business Plan (45 points):** Does the quality and thoroughness of the applicant's proposal and plan instill a high degree of confidence it will be executed as promised, and achieve its intended results. Does the project fit into the definitions of arts and culture, listed above. Does the project align with the BCTF's values of advancing the richness of Bend's arts and culture offerings, represent diversity, equity and inclusion, and have a plan to mitigate environmental impacts.

**Organizational Capacity (25 points):** Applicant's ability to initiate, manage, and sustain the proposed activities. What are the key pertinent accomplishments in the applicant's history? What are the applicant's skills, capacity, and resources?

**ROI Measurement/Evaluation (15 points):** The degree to which applicant clearly states the desired ROI outcomes, and communicates the plan to measure the ROI of proposed activity

**Collaboration, Partnerships and Resource Development (15 points):** Amount and quality of resources and/or partnerships that have been developed to support and complete the proposed activity.

### **QUALITY OF BUSINESS PLAN [45 points]**

1. Provide a brief summary of the proposed concept, and what makes it well suited to Bend during the shoulder season. Include how your project fits in to the definitions of arts and culture, above, and contributes to advancing the richness of Bend's arts and culture offerings. Please share any strategies for your project and/or organization related to diversity, equity and inclusion and mitigation of environmental impact. (3000 characters)
2. Provide a brief summary of the approach you or your organization will take to developing and testing the concept, including the time frame for doing so. (3000 characters)
3. Explain how you see the concept evolving to an actual program or event within the next 1-3 years. (3000 characters)
4. Tell us how your concept will widen tourist access to cultural activities in Bend. (3000 characters)
5. Describe why BCTF should consider funding further development of the concept. (2000 characters)

### **ORGANIZATIONAL CAPACITY [25 points]**

6. How does this concept relate to the mission of your organization or business? (3000 characters)
7. Describe your or your organization's success with similar concept development activities in Bend or elsewhere. If you or your organization does not have a track record of similar activities, explain why you are confident that you will succeed at this effort. (3000 characters)

Additional Information **Required** from Applicants (complete in TABLES tab):

Provide a brief biographical summary of key staff and/or volunteers who are responsible for organizing and completing the project.

Name, Title, and Biographical Summary.

#### **RETURN ON INVESTMENT (ROI) MEASUREMENT/EVALUATION [15 points]**

8. Estimate the return on investment (ROI) that the BCTF should expect from its investment in the proposed concept when implemented - particularly regarding measurable economic impact for Bend, e.g. visitors expected, rooms booked, off-season enhancement, etc. (3000 characters)
9. Clearly identify how concept development outcome measures will be taken and reported. Make sure you identify how success will be defined. (3000 characters)

#### **COLLABORATION, PARTNERSHIPS, AND RESOURCE DEVELOPMENT [15 points]**

10. Describe the cash and in-kind resources, partnerships and collaborations that have been developed to support and complete the proposed activity. What is the level of confirmed or anticipated cash and/or in-kind contribution? Who are the creative partners? What is the level of collaboration? What are the likely ongoing benefits of partnerships? (3000 characters)
11. If your project requires permits, identify and state where are you in the process of obtaining them. (250 characters)

#### **BUDGET**

Complete the online budget form for the project described under the TABLES Tab. There is a narrative field you should use to fully describe the revenue and expenses more fully than the budget form allows.

#### **SUPPORT MATERIAL**

Documents will be uploaded into the application in the online grants program under the DOCUMENTS tab. Applicants should not send in hard copies of their attachment materials.

Optional Supplementary material:

- o Copies of relevant, recent (within two years) press clippings or art reviews
- o If available, a copy of the business plan and/or marketing plan
- o Letters of Support
- o Samples of marketing material

#### **TABLES**

BUDGET: Income and Revenue, Source

KEY STAFF SUMMARY: Name, Title, Biographical Summary