



CULTURAL TOURISM FUND

A Visit Bend Project

Grant Guidelines and Application Questions
CULTURAL TOURISM: MARKETING/PROGRAM ENHANCEMENT
Deadline 5:00 pm, Friday, 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 in May 2023 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 or 503-803-8260.

Marketing/Program grants are intended to support high quality cultural tourism activities that demonstrate a clear and measurable economic benefit in Bend.

Applicants may only apply for one grant in either category. If this is a new activity, please review the guidelines for the Catalyst grant. Funding resources are limited and not all eligible applications will necessarily receive funding, or full funding. Grant award amounts are determined by the Commission.

Review the Policies and Procedures for a full description of the Bend Cultural Tourism Commission.

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.

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

COVID-19 Considerations: The BCTF recognizes that many organizations are challenged to prepare project-based applications during this time. We encourage creative thinking and contingency planning. The BCTF acknowledges the need for organizations to adapt to changing circumstances.

Grant Objectives

Cultural tourism grants are intended to attract tourists to regionally based arts and culture projects, activities or events with a measurable and positive economic and cultural impact on the community of Bend. 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 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 and no outstanding grant agreements.

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 humanities definitions.
- Projects must occur in the winter and shoulder seasons, September 1 through June 30. Projects that take place in July or August will be disqualified.
- The project must take place in the City of Bend unless the applicant can prove significant economic impact for Bend.
- 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, integrate 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.

Application Process

The application, including a project budget, must be completed and submitted in the online grant program no later than **no later than 5:00 pm on 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.

Do not delay the application process in case there are technical difficulties. Assistance from the grant administrator is available prior to the application deadline: email laurel@laurelmacmillan.com or 503-803-8260. You may request a review of your application if you request it at least one week prior to the deadline.

Late applications will not be accepted.

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 by a panel made up of Commissioners as well as appointed external panelists. The criteria and point value are noted below. Applications can receive a maximum of 100 points. Applications that receive less than 80 points will not be considered for funding. Again, funding resources are limited and not all eligible applications will necessarily receive funding, or full funding. Projects that take place in July or August are automatically disqualified. Grant award amounts are recommended by the Commission and approved by Visit Bend.

QUALITY OF CULTURAL PROGRAMMING [35 points]

1. Provide a summary, including the dates, of the proposed cultural tourism activity. (3000 characters)
 - a. Include how your project fits in to the definitions of arts and culture, above;
 - b. Contributes to advancing the richness of Bend's arts and culture offerings;
 - c. Please share any strategies for your project and/or organization related to diversity, equity, and inclusion; and
 - d. Please share any strategies for mitigation of environmental impact.
2. Is this a new activity? [yes or no] (250 characters)
 - a. If no, please describe changes, if any, that are planned for this activity.
 - b. Did you receive a grant from the Bend Cultural Tourism Fund for this activity last year?
3. If known, provide a brief description of the artists involved. (2000 characters)

ORGANIZATIONAL CAPACITY [15 points]

4. What is the mission/purpose of your organization? (250 characters)
5. How is the proposed activity related to the mission of your organization or business? (3000 characters)
6. Describe your or your organizations' success with similar activities. 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 activity. (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.

Budget

Complete the online budget form for the project described under the TABLES tab. Identify all media tactics and costs (cash & in-kind). Identify which you will use and the amount of money you have budgeted for each tactic. There is a narrative field you should use to fully describe the revenue and expenses more fully than the budget form allows.

7. How much money are you requesting?
8. What is your total project budget?
9. What percentage of your total operating budget is this request?

10. Identify the cash and in-kind resources secured for this project. (250 characters)

QUALITY AND THOROUGHNESS OF BUSINESS AND MARKETING PLAN [20 points]

11. Who is the target market for this activity? (250 characters)

12. Explain why this activity is compelling to this target market. (3000 characters)

13. What geographic areas will you target for this activity? (250 characters)

14. What is your proposed media plan? (3000 characters)

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

Provide a timeline for all marketing activities. Month/Description.

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

How will the marketing activities be measured? Marketing Activity/ Description of measurement

15. What will change with your media plan if your activity does not receive the full funding? (3000 characters)

RETURN ON INVESTMENT (ROI) MEASUREMENT/EVALUATION [25 points]

16. Explain why the BCTF should invest in your activity, including expected economic impact. How will your project generate overnight stays, increase tourism activity, or entice visitors to linger longer in Bend? (3000 characters)

17. Number of visitors expected (x \$120 per night).

18. Number of nights visitors are expected to stay.

19. Enter any additional comments regarding ROI here.

20. Clearly identify how you will measure the tourist participation (visitors from outside a 50-mile radius). (2000 characters)

COLLABORATION, PARTNERSHIPS, AND RESOURCE DEVELOPMENT [5 points]

21. Describe the resources, partnerships and collaborations that have been developed to support and complete the proposed activity. Clearly describe what the partners or collaborators will be doing to help the activity succeed. If partnering with another BCTF grant applicant beyond venue rental, clearly explain roles and division of labor/proceeds. [Upload no more than 3 letters of collaborative or partner support.] (3000 characters)

22. If your project requires permits, identify and state where are you in the process of obtaining them.

SUPPORT MATERIAL

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

Optional Supplementary material:

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

TABLES:

BUDGET: Income and Revenue, Source

KEY STAFF SUMMARY: Name, Title, Biographical Summary

MARKETING TIMELINE: Date, Description

MARKETING MEASUREMENT: Marketing Activity, Description of Measurement