



CULTURAL TOURISM FUND

A Visit Bend Project

Grant Guidelines and Application Questions
CULTURAL TOURISM: Large Marketing Grant
Deadline 5:00 pm, Thursday, March 7, 2024
Grant period: July 1, 2024 – June 30, 2025

- The application is completed and submitted online: Open early January 2024.
- Applicants will be notified of funding decisions in May 2024. Funding will be available on July 1, 2024, though projects that are funded may not occur earlier than September 1, 2024.
- A pre-application is required before submitting a full application. The BCTF Program Administrator will review your pre-application and, if you meet the eligibility requirements, you will receive access to the full grant application within three business days. Plan ahead.
- If this is your first time applying, or if you have any questions, including which grant category to apply under, please contact the BCTF Administrator at laurel@laurelmacmillan.com or 503-803-8260.

The Bend Cultural Tourism Fund (BCTF) is a grant program created to enhance Bend’s economy through the promotion of cultural tourism activities. From musical productions to art exhibits to film festivals and more, the BCTF supports the marketing and promotion of cultural opportunities that draw tourists to Bend in the shoulder and off seasons. BCTF does not fund July or August activities. The BCTF uses the State Legislature of Oregon definition of “tourist” to differentiate the activity of visitors to Bend from that of local customers: “Tourists travel at least 50 miles from their home community, or they stay overnight at their destination.” It is assumed that local residents will also participate in the activities that these grants support. However, the definition of tourist provides the parameters of how and for what these specific grant funds can be used.

BCTF has two grant categories: Large Marketing Grants and Small Marketing/Research grants:

- **Large Marketing Grants** are intended to support high quality cultural tourism activities that demonstrate a clear and measurable economic benefit in Bend. These grants are usually for established programs and activities that need a little help to draw in additional tourists and can demonstrate measurable return on investment. The average Large Marketing Grant made in 2023 was \$26,700. The maximum award was \$48,000.
- **Small Marketing/Research Grants** (formally known as Catalyst Grants) are intended to support newer emerging cultural tourism activities that will have less focus on ROI or

conduct research for a new project's feasibility. Small Marketing/Research Grant award amounts are typically smaller than the Large 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. For more detailed information about Small Marketing/Research Grants, see the [guidelines](#) for the Small Marketing/Research.

Applicants may only apply for one BCTF grant each year, regardless of category. Please reach out to the grant administrator well in advance of the deadline if you have any questions about the most appropriate category for your proposed activity.

Basic Criteria for the Pre-Application:

1. Your project/activity fits within Bend Cultural Tourism Fund's arts and culture definitions (see definitions section, below);
2. Your project/activity occurs between September 1, 2024 and June 30, 2025.
3. Your project/activity has a high likelihood of drawing tourists from beyond a 50-mile radius of Bend and the project/activity takes place within the city limits of Bend.
4. Your project/activity does not fall under our do not fund list, below.

Grant Objectives and What We Fund

The BCTF Large Marketing grants are intended to attract tourists from outside of a 50-mile radius 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 are limited to definitions within Oregon State Statute 320.300 and can include any of the following activities:

- Advertising, publicizing, or distributing information for the purpose of attracting and welcoming tourists;
- Conducting strategic planning and research necessary to stimulate future tourism development;
- Marketing special events and festivals designed to attract tourists.

What We Do Not Fund:

- Buying equipment or supplies for a project/program
- Construction or Capital Investments
- Operations
- Overhead
- Local advertising (including TV, such as KZTV, posters, local newspapers such as The Source or Bend Bulletin, etc.)

For Example:

Your organization runs a cultural festival (i.e., a film festival, multi day music festival, lecture series, etc.) that currently attracts tourists (or has the potential to attract tourists). BCTF funds could help cover marketing expenses such as social media, print, digital, email, TV and radio ads; internal or contracted services for the creation of the marketing materials; video or other production. BCTF funds cannot be used for paying the artists or performers, building sets, rental or purchasing equipment for the performance, or placing ads in local newspapers or TV stations.

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 below arts, heritage and humanities definitions as listed below.
- 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.
- 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:
 - Advancing the richness of Bend's arts and culture offerings,
 - Integrating diversity, equity and inclusion,
 - Mitigating environmental impacts.

Matching Requirements

Matching grants and/or funding may strengthen an application. However, no match is required.

Application Process

The application, including a project budget, must be completed and submitted in the online grant program **no later than 5:00 pm on Thursday, March 7, 2024.**

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 inquire 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 volunteer 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.

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

Definitions of Tourist:

BCTF uses the state definition of "tourist" to differentiate their activity from that of local customers: *Tourists travel at least 50 miles from home, or they stay overnight at their destination.* That's not to say that local residents don't participate in the festivals, plays, and music these grants support.

"Tourist" means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip:

- a. Requires the person to travel more than 50 miles from the community of residence; **or**
- b. Includes an overnight stay

APPLICATION QUESTIONS

The following are the application questions you will find online. Find the scoring model at the end for more information on how the grant review panel will score the answers to your questions.

QUALITY AND IMPACT OF CULTURAL TOURISM PROGRAMING [30 points]

1. Provide a summary, including the dates, of the proposed cultural tourism activity. (3000 characters)
 - a. Incorporate why your project would attract tourists;
 - b. Include how your project fits in to the definitions of arts and culture, above;
 - c. Describe how your project contributes to advancing the richness of Bend's arts and culture offerings;
 - 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)

DIVERSITY, EQUITY, AND INCLUSION [10 points]

4. Please share any strategies for your organization related to diversity, equity, and inclusion; and how these strategies are represented in the project or activity.

ORGANIZATIONAL CAPACITY [15 points]

5. What is the mission/purpose of your organization? (250 characters)
6. How is the proposed activity related to the mission of your organization or business? (3000 characters)
7. Describe your or your organization's 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 summary regarding key staff and/or volunteers who are responsible for organizing and completing the project, to include:

Name, Title, and Relevant Qualifications

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, as well as what BCTF funds will cover. There is a narrative

field you should use to fully describe the revenue and expenses more fully than the budget form allows.

8. How much money are you requesting?
9. What is your total project budget?
10. What percentage of your total operating budget is this request?
11. Identify the cash and in-kind resources secured for this project. (250 characters)

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

12. Who is the target market for this activity? (250 characters)
13. Explain why this activity is compelling to this target market. (3000 characters)
14. What geographic areas will you target for this activity? (250 characters)
15. 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.

16. What will change with your media plan if your activity does not receive the full funding? (2000 characters)

RETURN ON INVESTMENT (ROI) MEASUREMENT/EVALUATION [20 points]

17. 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)
18. Number of visitors expected (x \$120 per night).
19. Number of nights visitors are expected to stay.
20. Enter any additional comments regarding ROI here.
21. 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]

22. 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)
23. 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, Relevant Qualifications

MARKETING TIMELINE: Date, Description

BCTF SCORING MODEL

A scoring model is a tool that allows the grant review panel to measure applicants’ responses compared to the questions asked in the application. BCTF uses the following questions when scoring applications. Applications with fewer than 80 points do not qualify for funding.

Quality and Impact of Cultural Programming (30 points):

Application Questions 1-3

The proposal’s ability to attract incremental tourists from outside a 50-mile radius of the City of Bend, fits into the definitions of Arts and Culture, contributes to advancing the richness of Bend’s arts and culture offerings, included environmental impact strategies.

20-30 points = Summary indicates well thought out plan and the proposal describes an arts & cultural activity that could easily grow to accommodate tourists. Summary information on proposed artists is useful to the review. Fits into the Arts and Cultural definitions and includes environmental strategies.

10-19 points = Summary is compelling, but does not reflect a comprehensive plan to grow and attract new tourists. May be good activity for locals, but does not make a case for out-of-town visitors. Does not make a good case for how activity fits into Arts and Cultural definitions. Environmental answers are lacking.

0-9 points = Summary does not address activity’s ability to attract new visitors. Will likely only attract local residents. Does not meet arts and cultural definitions. Information on cultural programming lacking or incomplete.

Diversity, Equity, and Inclusion [10 points]

Application Question 4

The proposal’s/organization’s strategies will actively enhance diversity, equity and inclusion within our community.

7-10 points = Project has clear strategies identified for enhancing diversity, equity and inclusion within the applicant's organization and how the strategies are represented in the proposed project.

3-6 points = Organization has strategies for DEI, but they do not pertain to the proposed project or activity.

0-3 points = No DEI strategies listed or organization only lists its DEI statement or policy.

Organizational Capacity (15 points):

Application Questions 5-11 PLUS uploaded budget and supplementary materials

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?

11-15 points = Mission statement is provided; the relationship between the proposed activity and mission demonstrates a clear link; prior success is an indication of future success; summary of staff and volunteers' relevant qualifications demonstrate experienced project management. All required uploaded information is included. Proposed budget is reasonable and budget narrative provides thorough information on sources of revenue. Budget delineates way in which BCTF funds support the project and are allowed expenses for marketing and promotion. There are diverse revenue streams proposed and clearly identified.

6-10 points = The relationship between the mission and the proposed project is less clear; the prior success of similar activities is not clearly identified; limited other funds proposed for the project or sources of other funds not clearly identified. Budget is unclear and/ or it is not mentioned how BCTF Funds will be used.

0-5 points = Mission does not tie with proposed activity; new activity without a compelling argument of potential success; staff and volunteer listed qualifications reflect limited experienced project management in relation to the proposed activity. Limited or no other resources proposed. Budget asks for BCTF funds for line items that are prohibited. Success of event is overly or exclusively reliant on grant funding.

Quality and thoroughness of business and marketing plan (20 points):

Application Questions 12-16

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?

15-20 points = Complete business/marketing plan are provided; the relationship between the budget and marketing plan demonstrates a strong correlation and likelihood for success; marketing plan demonstrates a strong understanding of how to allocate funds based on market

and reach. Geographic area is outside of a 50-mile radius and marketing strategies would adequately reach listed target audience. All required uploaded information is included.

6-10 points = The relationship between the marketing plan and the proposed project is less clear; the marketing plan outlines an array of sources but not a clear understanding of the medium's limitations. Marketing plan priorities local media and audiences. Grant monies may not adequately support extensive promotion of event.

0-5 points= The relationship between the event goals, the marketing plan and the budget are not clear. Marketing plan does not support event goals and misunderstands the limitations of the proposed ad spend. Marketing only focuses on local spend. A cohesive vision for bringing cultural tourists to Bend has not been communicated.

ROI Measurement/Evaluation (20 points):

Application Questions 17-21

Does the applicant clearly forecast a plan for a significant return on investment (ROI)? Is there a viable plan to measure the ROI of the proposed activity that reflects the provided calculation? Are there any co-factors that should be taken into consideration?

14-20 points = Forecasted numbers positively reflect the overarching goal of bringing multi-day visitors to Bend.

7-15 points = The amount of the requested funds does not support forecasted ROI. The plan for measuring results is not clearly identified. Metrics calculating participation results and the economic impact of the proposed activity are established and executable.

0-6 points = A plan for the determination of ROI is not sufficiently established. Or the metrics appear to be inflated compared to the all-other factors of the application.

Collaboration, Partnerships and Resource Development (5 points):

Application Questions 22-23 + PLUS uploaded support letters

Does the description and support materials clearly identify what the partners or collaborators will be doing to help the activity succeed?

4-5 points = Identifies committed partners and collaborators, identifies specific rolls, states knowledge of permits needed and where they are in the process of obtaining them (if applicable). Letters of support submitted from partners clearly stating backing of the project or activity.

0-3 points = Limited to no partnerships or proof of community buy in. No letters of support or irrelevant letters of support. Clear need for permits but no mention of them.