

**Bend Cultural Tourism Fund
Commission Work Session
Approved Minutes
12:30pm: Continuation from May 17, 2021 Meeting
May 18, 2021
Zoom Meeting**

In Attendance: Miguel Edwards; Mindy Aisling; Rika Ayotte; Leah Rutz; Valerie Warren (Nonvoting Member); Laurel MacMillan, Administrator; Shari Crandall, Minutes.

Absent: Liora Sponko; Sandy Anderson; Michael Gesme; Jenny Green; Jenny Malone.

The meeting was called to order at 12:33pm.

Due to errors with the average score calculations of the Marketing Grants, the Commission chose to adjourn the Commission Work Session on May 17, 2021 at 4:00pm and reconvene today at 12:30pm. MacMillan recalculated the average scores and then spoke with Malone. Given the financial challenges so many experienced during the pandemic and with the excessive BCTF funds available in the amount of \$325,000, if reviewers agree, BCTF will recommend a one-time exception to fund applicants who receive a score of 75 or better. Kevney Dugan, CEO Visit Bend, has approved this change for the 2021 grant cycle.

Action: Edwards moved, Aisling seconded, to approve BCTF to fund grant applications that have received a score of 75 or better for the 2021 grant cycle only.

Vote: The Commission unanimously agreed.

Catalyst Grant Applications: One additional applicant, High Desert Makers, now qualifies for funding. After discussing and comparing this applicant to the other Catalyst Grant applicants, reviewers agree to fund applicant \$4,500 at 36% of original funding request. Otherwise, the recommended funds from Round 2 remain the same.

Reviewers' averaged scores, initial recommended funding amounts, Rounds 1 and 2

Column 1 Catalyst Grant Applicant	Column 2 Applicant Fund Request (\$)	Column 3 Reviewers' Average Score, Listed Highest to Lowest	Column 4 Reviewers' Average Recommended Funding Amt (\$)	Column 5 Percent of Original Funding Request (%)	Column 6 Column 6 Round 1 Funding (\$)	Column 7 Percent of Round 1 Fund Amt to Original Request (%)	Column 8 Round 2 Funding (\$)	Column 9 Percent of Round 2 Fund Amt to Original Request (%)
Scalehouse	\$12,000	92.67	\$11,083	92%	\$11,000	92%	\$12,000	100%
Bend Photo Tours	12,000	89.33	10,556	88	10,500	88	10,500	88
Central Oregon Center for the Arts	10,000	88.88	9,250	93	9,250	92	10,000	100
Dirty Freehub	12,000	82.44	4,944	41	5,000	42	6,500	54
PaulaGianiaris Piano Flow Live Concert Series/Paula Dreyer	8,700	79.67-Rolled up to 80	4,433	51	4,500	52	4,500	52
High Desert Makers/Timothy Burnett	12,500	77.44	4,583	37			4,500	36
High Desert Music Collective	9,000	71						
Elaena Belinsky	6,000	52.56						
TOTAL	\$82,200		\$44,849		\$40,250		\$48,000	

Note: High Desert Music Collective (Score 71) and Elaena Belinsky (Score 53) were not included in the discussion for Catalyst Grants.

Marketing Grant Applications: MacMillan presented the reviewers' corrected average scores and funding recommendations (see discussion below). Only one applicant, Bend Health Guide, does not meet the requisite score of 75.

Reviewer's averaged scores and initial recommended funding amounts

Column 1 Marketing Grant Application	Column 2 Applicant Fund Request (\$)	Column 6 Corrected Reviewers' Average Score, Listed Highest to Lowest	Column 4 Reviewers' Average Recommended Funding Amount (\$)	Column 5 Percent of Original Funding Request (%)	Column 6 Round 1 Funding (\$)	Column 7 Percent of Round 1 Fund Amount to Original Request (%)
BendFilm Inc	\$45,000	95.78	\$41,000	91%	\$45,000	100%
Tower Theatre Foundation	40,000	94.29	36,000	90	40,000	100
Jamie Nesbitt/OUT Central Oregon	28,000	94.29	24,825	89	28,000	100
World Muse	20,000	91.38	15,750	79	17,000	85
High Desert Museum	50,000	91.38	36,250	73	40,000	80
Cate O'Hagan/Lay It Out Events	35,000	90.86	19,375	55	25,000	71
Wanderlust Tours	24,250	86.5	18,255	75	18,500	76
Central Oregon Media Group dba The Bulletin	40,000	85.13	18,750	47	19,000	48
Scott Douglass/ Big Butte Challenge/ Cascade Relays	20,000	83	5,875	29	6,000	30
Beau Estes/Old Mill	80,000	82.93	10,625	13	11,000	14
Michael Nunez/Pek Projects LLC	35,000	81.38	7,750	22	7,500	21
Eastern Cascades Model Railroad Club	15,000	77.63	5,875	39	6,000	40
Erin Roe/Cascades Theatrical Company	10,274	77.13	3,581	35	3,500	34
Central Oregon Film Office	16,050	76.01	5,125	32	5,000	31
Bend Health Guide	5,850	69.67				
TOTAL	464,424		249,036		271,500	

Note: Bend Health Guide (Score 69.67) was not included in the discussion for funding.

Reviewers' desired funding goal is to reflect their analysis and discussion of the Marketing Grants signified by their average score, original recommended funding amount, and, particularly, the arts/cultural aspect based on the line item budget provided within each application (see reviewers' analysis recorded in minutes for Commission Work Sessions, May 17, 2021). The higher the score, the closer amount to the applicant's fund request. Therefore, upon further evaluation and the excessive BCTF funds available, reviewers recommend the top three applicants receive 100% of applicants' funding requests.

BendFilm Inc (95.78): Applicant's fund request is \$45,000; reviewers recommend total funding at \$45,000 (100%).

Tower Theatre Foundation (94.29): Applicant's fund request is \$40,000; reviewers recommend total funding at \$40,000 (100%).

OUT Central Oregon (94.29): Applicant's fund request is \$28,000; reviewers recommend total funding at \$28,000 (100%).

World Muse (91.38): Applicant's fund request is \$20,000; reviewers' recommend funding at \$17,000 (85%).

High Desert Museum (91.38): Applicant's fund request is \$50,000; reviewers' recommend funding at \$40,000 (80%).

Lay It Out Events (90.86): While applicant received a higher original score, applicant's budget included the whole festival. Therefore, Reviewers' Original Average Recommended Funding Amount was significantly lower than the total funding request at \$19,375, or 55% of original applicant fund request. Reviewers would like to fund the marketing for the downtown block; reviewers recommend funding at \$25,000 (71%).

Next, based upon reviewers' analysis and ensuing discussion (see Commission Work Session Minutes, May 17, 2021, and additional notes below), Marketing Grant applicants with an average score below 90 receive recommended funded amounts plus or minus up to \$375 of the Reviewers' Average Recommended Funding Amount.

Wanderlust Tours (86.5): Reviewers like this event which provides art and partnership but they identified some issues in the application. Reviewers rounded up their Average Recommended Funding Amount of \$18,255 by \$245; reviewers recommend funding at \$18,500.

Central Oregon Media Group dba The Bulletin (85.13): Reviewers had questions about the marketing, the budget, and who was paying for the marketing, and scored accordingly. However the South Oregon Coast website did seem to support ROI. Reviewers rounded up the Average Recommended Funding Amount of \$18,750 by \$250; reviewers recommend funding at \$19,000.

Big Butte Challenge/Cascade Relays (83): Reviewers like applicant's link with the Deschutes Historical community and the mobile app. They rounded up the Reviewers' Average Recommended Funding Amount of \$5,875 by \$125; reviewers recommend funding at \$6,000.

Old Mill (82.93): The original average score of 82.93 and Reviewers' Average Recommended Funding Amount of \$10,625 reflect the numerous concerns reviewers had with applicant's request for funds. However, to remain consistent in comparison with funding to other applicants, reviewers agree to roll-up the Average Recommended Funding Amount of \$10,625 by \$375; reviewers recommend funding at \$11,000.

Pek Projects LLC (81.38): This is a sporting event with little culture and the submitted budget has challenges. Reviewers note the "professional athlete cultural experience" listed at \$15,000. They agree to fund one-half of this; reviewers recommend funding at \$7,500.

Eastern Cascades Model Railroad Club (77.63): Reviewers note the \$6000 budgeted cost for the Website. They want to fund the website, this is an increase of \$125 from their original Average Recommended Funding Amount of \$5,875; reviewers recommend funding at \$6,000.

Cascades Theatrical Company (77.13): Reviewers are confused with applicant's request for funds. At reviewers' request, MacMillan pulled up the applicant's budget for further review. On analysis, reviewers like the video production; reviewers recommend funding at \$3,500.

Central Oregon Film Office (76.01): Applicant's budget is not clear. Reviewers agree to round down with their original Average Recommended Funding Amount of \$5,125 by \$125 due to the low Average Score; reviewers recommend funding at \$5,000.

ACTION: Reviewers agree to the following:

- The total BCTF 2021 Budget and 2020 carry-over is equal to \$325,000;
- Their total recommended Catalyst Grant funding is equal to \$48,000;
- Their total recommended Marketing Grant funding is equal to \$271,500;
- The total reviewer's recommended funding for FY2021 BCTF is equal to \$319,500 with \$5,500 remaining for future BCTF expenses.

Ayotte thanked MacMillan for recalculating the numbers and for demonstrating a great job at regrouping.

Edwards feels comfortable with the numbers; he is pleased the numbers are based on the group's reasoning.

MacMillan will contact the applicants affected by the calculation errors and also notify applicants the reviewers are opening the funding to those who received scores of 75 and above; however, she will not provide them with the recommended amounts until the VB Board approves the Commission's recommendations. She will send an email to the Commissioners outlining the final results and will forward the reviewers' recommendation to the Visit Bend Board. The Board Q&A meeting is not yet scheduled. Some or all the members of the Executive Committee will join her at the Q&A meeting. Upon receiving affirmation by the Board, MacMillan will send applicants the letters of funding/nonfunding and will also provide notice to the public.

The meeting was adjourned.