



Grant Guidelines and Application Questions
CULTURAL TOURISM: MARKETING/PROGRAM ENHANCEMENT
Deadline 5:00 pm, April 16, 2018
Grant period: July 1, 2018 – June 30, 2019

The application is completed and submitted online. The online system will be available February 1, 2018.

https://webportalapp.com/sp/visitbend_2018

[Word counts are noted in these guidelines]

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 this 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".

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 impact on the community of Bend. Grants may support projects 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; or
- 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 happen in Bend may apply for BCTF funding.
- Recipients of BCTF grants must demonstrate a track record of responsible management, or the resources and expertise to effectively execute the proposed program.
- All BCTF projects must have the ability to measure the project's economic impact.
- Completion of all required steps of the BCTF application process.
- Compliance with prior grant agreements with the BCTF Commission.

Matching Requirements

Matching grants and/or funding will strengthen an application, but are not required to receive a BCTF grant award.

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"*, or something similar.

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 April 16, 2018**.

If your organization applied last year, please use the same login. You may reset your password if you have forgotten it.

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 word counts vary from program to program, and it is the count in the online system that applies. You may format within the online system. The word count is simply a guide to not exceed – you do not need to use all of the space.

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 Shannon@PlanchonConsulting.com or 503-467-8599. 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. Grant award amounts are recommended by the Commission and approved by Visit Bend.

SEASONALITY OF PROPOSAL [20 points]

1. One goal of this fund is to generate incremental tourism during the shoulder seasons and winter months. Identify only one month, which will have the MOST activity. (Note that these grants are quite competitive):

- | | | | |
|--------------|-----------|--------------------|-----------|
| a. January | 20 points | g. June 16 -August | 0 points |
| b. February | 20 points | h. September | 10 points |
| c. March | 20 points | i. October | 20 points |
| d. April | 20 points | j. November | 20 points |
| e. May | 20 points | k. December | 20 points |
| f. June 1-15 | 10 points | | |

QUALITY OF CULTURAL PROGRAMMING [20 points]

2. Provide a summary, including the dates, of the proposed cultural tourism activity. [500 words]
3. Is this a new activity? [yes or no]
 - a. If no, please describe changes, if any, that are planned for this activity. [250 words]
 - b. Did you receive a grant from the Bend Cultural Tourism Fund for this activity last year?
4. If known, provide a brief description of the artists involved. [500 words]
5. If applicable, what is the seating/audience capacity of the facility where the event will be held?
6. What has been the participant count in the past? If the event is already at full capacity, how will you accommodate additional audience members? [300 words]

ORGANIZATIONAL CAPACITY [15 points]

7. What is the mission/purpose of your organization? [300 words]
8. How is the proposed activity related to the mission of your organization or business? [500 words]
9. 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. [750 words]
10. Provide a **brief** biographical summary of key staff, to include personnel, including staff and volunteers, who are responsible for organizing and completing the project. [750 words]

Budget

Complete the online budget form for the project described. No match is required for the project; however, demonstrated external resources will strengthen the application. There is a narrative field that you should use to fully describe the revenue and expenses more fully than the budget form allows.

11. How much money are you requesting?
12. What is your total project budget?
13. What percentage of your total operating budget is this request?
14. Identify the cash and in-kind resources secured for this project. [300 words]

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

15. Who is the target market for this activity? [250 words]
16. Explain why this activity is compelling to this target market? [500 words]
17. What geographic areas will you target for this activity? [100 words]
18. What is your proposed media plan? [750 words]
19. Identify all media tactics, frequency and costs (cash & in-kind) Identify which you will use and the amount of money you have budgeted for each tactic:
 - a. Digital \$
 - b. Social \$
 - c. Email \$
 - d. Blog \$
 - e. Print \$
 - f. Television \$
 - g. Radio \$

- h. Direct \$
- i. Video \$

Additional information: [500 words]

- 20. If social media is one of the tactics, please identify who will be responsible for implementation and the time dedicated to this effort.
- 21. Provide a timeline for all marketing activities. [500 words]
- 22. How will the marketing activities be measured? [500 words]
- 23. Does the marketing plan and budget include the development of creative materials, such as messaging, ads, etc.? Briefly describe. [100 words]
- 24. What will change with your marketing plan if your activity does not receive the full funding? [250 words]

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

- 25. Describe how the arts & culture-based activity has or will attract tourists and have measurable economic impact for Bend, e.g. visitors expected, rooms booked, off-season enhancement, etc. [300 words]
- 26. Number of visitors expected X \$120 per night
Additional comments:
- 27. Clearly identify how you will measure the tourist participation (visitors from outside a 50-mile radius). [250 words]

COLLABORATION, PARTNERSHIPS, AND RESOURCE DEVELOPMENT [5 points]

- 28. 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. [Upload no more than 2 letters of collaborative or partner support.] [500 words]

SUPPORT MATERIAL

Documents will be uploaded into the application in Grants Online. 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