

**Bend Cultural Tourism Fund
Commission Meeting
Draft Minutes (for approval at next meeting)
January 22, 2015 - 2:00 p.m. to 4:00 p.m.
Des Chutes Historical Museum
129 NW Idaho, Bend, OR 97701**

In attendance: John Flannery, Kevin Barclay, Noelle Fredland, Marsha Stout, Brian Wagner, Amy Mentuck, Jaime Aguirre, Matt Schiffman, Julie Gregory, Cassandra Schindler, Rene Mitchell, Chuck Arnold, Shannon Planchon, Aaron Switzer

Absent: None

Guests: Scott Greenstone with Greenstone Financial Services, Valerie Warren with Visit Bend, Kelly Brooks with Downtown Bend Business Association, Linda Orcelletto with Des Chutes Historical Society/Museum, Ray Solley with Tower Theatre.

The meeting was called to order 2:02p.m.

Approval of the minutes: Brian Wagner called for approval of the minutes from the October 27, 2014. No changes were made.

Budget Report:

Scott Greenstone provided an update on the financial status of the fund. Scott highlighted a few items from the financial packet handed out during the meeting. The fiscal year for the fund is June 30. For the six months ended December 31, 2014, the tourism fund received \$90,000 in revenue, which was over the \$78,000 that was budgeted.

On the expense side, expenses are about \$4,000 under budget but should be tracking close to budget by year end.

The combination of the revenue and expenses shows that the organization should have approximately \$100,000 to grant – which is ahead of the initially budgeted amount.

Shannon Planchon noted that no funding decisions would be made until May.

Brian Wagner asked about the timing of the distribution of funds. Scott explained that the cash is not kept in a separate fund but is earmarked specifically for the use of the Bend Cultural Tourism Fund.

Review/Discussion of Letters of Intent:

Shannon stated that so far the response and number of applicants is impressive. Shannon distributed a list of organizations that were contacted about the fund.

Shannon noted that the current list of applicants have provided only basic information so far. She asked the Commission if they felt any information was missing and/or if any of the application guidelines need to be changed.

Kevin Barclay asked if the applicants needed to comply with the statement “diversify Bend’s cultural offerings” or if the event could be one that is existing. Shannon stated that this is not one of the criteria listed and it was not weighted during the assigning of points (which came out of the earlier public process).

Chuck Arnold asked if points would be deducted in the case that applicants who apply separately are collaborating on the same event. Brian commented that it would be a concern. Shannon pointed out that information about partners is included in the application and the budget presented should be just for that particular organization. Brian stated that the application should also include the overall budget for collaborative projects. Some discussion arose over possible duplication of marketing efforts.

Shannon will distribute the grant agreement for the Commission to finalize prior to the next meeting.

Marsha Stout asked if there is a possibility that a funded event would not actually happen. Shannon responded that, yes, this is a risk, although unlikely.

Julie Gregory asked if information about other funding sources is required. Yes, Shannon stated that it is required.

Noelle noted that it seems to be a red flag if the entire funding required would be coming from the grant. Shannon stated that a match was not required as part of the criteria but perhaps a question should be asked on the application about what would happen to the event if the grant is not awarded – or if the full amount is not given. For example, is the event scalable if a partial amount is awarded?

The timing of the distribution was discussed – 50% up front, 50% at time of final report, 100% up front, etc.? Visit Bend will need to make the final decision on this. Shannon will recommend going with a 75% up front, 25% at time of final report option to assist with marketing as well as make it more realistic for smaller organizations to apply.

Letters of Intent:

The Commission provided feedback on the letters of intent that Shannon will pass on to the applicants.

1. Atelier 6000 – Shannon will ask for more clarification on the collaboration with the Deschutes Public Library.
2. Backyard Farm Tour – economic impact may be difficult to track based on the fact that it is self-guided. It appears to be more of a local draw rather than focused on bringing in visitors from outside of the area.
3. Bend WebCAM – it appears to be a strong application. Shannon will ask why the budget seems low. It is important for the applicant to point out how this event is a cultural activity.
4. BendFilm, Inc. – It is a strong application.
5. Crow’s Feet Commons – The budget seems small. It may be difficult to get artists to agree not to perform within a 300 mile radius. The City of Bend may not approve the event permits. The

number of people anticipated may not fit in the specified venue location. It appears that the economic impact would be difficult to measure.

6. Des Chutes County Historical Society – Is the intention to drive new tourism or to capture people already here for Nordic sports? Strengthen the information about partnerships.
7. Deschutes Public Library Foundation – See number 1.
8. Event Theory – Will additional investment help additional return happen? What are they planning to do differently? Were they able to track how many tourists they have had in the past? How is this differentiated from other events in the state?
9. High Desert Museum – Many of the visitors will stay in Sunriver instead of Bend.
10. ScaleHouse – Shannon will ask them to talk to the Sisters Quilt Show organization. They need to provide more information on how they will bring people in from outside of the area.
11. Stage Right Productions – It appears to be an application for a new event rather than a continuation of what they are doing now.
12. TEDx Bend – It sells out too quickly to attract people from outside the area. Other cities in Oregon have their own TEDx events.
13. Tower Theatre Foundation – It seems like a strong application.
14. Smith – It does not seem like a strong application.
15. The Workhouse – Shannon has met with the applicant about refining her application and perhaps finding other funding sources for the non-tourism activities.
16. Waterston – Will it pull from outside of the area? It doesn't seem appropriate for Bend – more for a larger urban area. The founder has existing credibility.
17. Wilson – It seems like a duplication of what Visit Bend does. It does not appear to be a strong application.
18. World Muse – It seems like a solid event that has potential for growth. How would the event draw people from outside the area?

Discussion on Next Steps/Action Items:

Two-hour webinars need to be scheduled for training on the online grant program.

An all-day panel meeting is scheduled for Monday, May 4, 2015 - 9:00a.m. to 4:00p.m.

Public Comment:

No public comments were given.

The meeting was adjourned at 3:58p.m.

Notes by Valerie Warren

January 22, 2015