



**Grant Guidelines and Application Questions**  
**CULTURAL TOURISM: CATALYST GRANTS - RESEARCH & DEVELOPMENT**  
**Deadline 5:00 pm, April 16, 2018**  
**Grant period: July 1, 2018 – June 30, 2019**

The application is completed and submitted online: Open February 1, 2018

[https://webportalapp.com/sp/visitbend\\_2018/](https://webportalapp.com/sp/visitbend_2018/)

The Bend Cultural Tourism Commission has developed the Catalyst Grant as a means for eligible applicants to develop an event or product that will address the grant objectives outlined below. No more than 25% of available grant funds will be allocated to this category in this grant period (approximately a total of \$25,000)

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.”

Applicants may only apply for one grant in this category. Funding resources are limited and not all eligible applications will receive funding. Grant award amounts are determined by the Commission. Review the Policies and Procedures for a full description of the Bend Cultural Tourism Commission.

**Grant Objectives**

Cultural tourism grants are intended to attract tourists to Bend-based arts and culture based projects, activities or events with a measurable and positive economic impact on the community. 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; 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 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.

**Limitations**

Catalyst grant funds will not cover any travel for research or exploration. Travel may be reflected in the budget, but the applicant must demonstrate other funds or means to fulfill the plan.

Applicants may apply for one application in this category. An applicant may apply in the Marketing/Program Enhancement grant category for a different project.

**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.

**Reporting Requirements**

Quarterly interim reports will be submitted by grantees. The reports will provide information on status of activities, and identified measures.

**Application Process**

The application, including a project budget, must be completed and submitted online, no later than 5:00 pm on April 16, 2018. 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. You may format within the online system. It is best to not delay the application process in case there are technical difficulties. Late applications will not be accepted. Assistance from the grant administrator is available prior to the application deadline: email [Shannon@PlanchonConsulting.com](mailto:Shannon@PlanchonConsulting.com) or 503-467-8599.

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## **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 with the following criteria. Applications can receive a maximum of 100 points.

## **CRITERIA**

**Quality and thoroughness of Business Plan (45 points):** 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.

**Organizational Capacity (30 points):** 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?

**ROI Measurement/Evaluation (15 points):** The degree to which applicant clearly states the desired ROI outcomes, and communicates the plan to measure the ROI of proposed activity

**Collaboration, Partnerships and Resource Development (10 points):** Amount and quality of resources and/or partnerships that have been developed to support and complete the proposed activity.

### **QUALITY OF BUSINESS PLAN [45 points]**

1. Provide a summary of the proposed concept, and what makes it well suited to Bend during the shoulder season. [500 words]
2. Provide a summary of the approach you or your organization will take to developing and testing the concept, including the time frame for doing so. [750 words]
3. Explain how you see the concept evolving to an actual program or event within the next 1-3 years. [750 words]
4. Tell us how your concept will widen tourist access to cultural activities in Bend. [750 words]
5. Describe why BCTF should consider funding further development of the concept. [300 words]

### **ORGANIZATIONAL CAPACITY [25 points]**

1. How does this concept relate to the mission of your organization or business? [500 words]
2. Describe your or your organization's success with similar concept development activities in Bend or elsewhere. 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 effort. [750 words]
3. Provide a brief biographical summary of key staff and/or volunteers for this project.  
[ 750 words]

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**RETURN ON INVESTMENT (ROI) MEASUREMENT/EVALUATION [15 points]**

1. Estimate the return on investment (ROI) that the BCTF should expect from its investment in the proposed concept when implemented - particularly regarding measurable economic impact for Bend, e.g. visitors expected, rooms booked, off-season enhancement, etc. [500 words]
2. Clearly identify how concept development outcome measures will be taken and reported. Make sure you identify how success will be defined. [750 words]

**COLLABORATION, PARTNERSHIPS, AND RESOURCE DEVELOPMENT [15 points]**

Describe the cash and in-kind resources, partnerships and collaborations that have been developed to support and complete the proposed activity. What is the level of confirmed or anticipated cash and/or in-kind contribution? Who are the creative partners? What is the level of collaboration? What are the likely ongoing benefits of partnerships? [750 words]

**BUDGET**

Complete the online budget form for the project described. No match is required for the project; however, they 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.

**SUPPORT MATERIAL**

Documents will be uploaded into the application in the online grants program. Applicants should not send in hard copies of their attachment materials.

Optional Supplementary material:

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