

**Bend Cultural Tourism Fund
Commission Meeting
Final Approved Meeting Minutes
June 11, 2018 – 9:00am to 4:00pm
The Oxford Hotel
10 NW Minnesota Avenue, Bend OR 97703**

In attendance: Noelle Fredland; Kevin Barclay; John Flannery; Zak Boone; Kiel Fletcher; Jenny Malone; Jenny Green; Aaron Switzer; Rika Ayotte; Michelle Mercer, nonvoting member; Elizabeth Quinn, external reviewer; Liora Sponko, external reviewer; Laurel MacMillan; Shannon Planchon; Shari Crandall, minutes.

Absent: Jason Graham; Mindy Aisling.

Guests: Kevney Dugan, Visit Bend; Valerie Warren, Visit Bend; Ann Cook, Crow's Feet Commons; David Marchi, Crow's Feet Commons; Dan Baumann, Crow's Feet Commons; Karin Roy, Lay It Out Events; Martha Murray, Scalehouse; Rene Mitchell, Scalehouse; Ray Solley, Tower Theatre Foundation; Dawn Boone, Bend Art Center; Alexis Chapman, Bend Art Center; Jamie Nesbitt, OUT Central Oregon; Richard Scharfenberg, OUT Central Oregon; Michelle Seiler-Godfrey, High Desert Museum; Scott Brees, Network 911; Amanda Stuermer, World Muse; Kelly Cannon-Miller, Deschutes Historical Museum; Todd Looby, BendFilm.

The meeting was called to order at 9:05am.

I. Welcome/Introductions

Fredland opened the meeting. Introductions were made.

Dugan thanked the Commission for its good work and remarked how far the Fund has come. He also thanked Planchon, who is retiring as administrator, for making the program better and Visit Bend's oversight easy. This is the biggest day of the year for BCTF and he is excited for the arts.

Warren also thanked Planchon and noted it had been great working with her.

Fredland stated since 2014, BCTF has granted over \$500,000. BCTF has made and continues to make a big difference to the Bend community. She thanked the commissioners and external reviewers for their time.

II. Approval of Minutes from May 18, 2018 Meeting

The Commission approved the minutes as written.

III. Budget Report – Confirmation of Amount Available for Grant Awards

Planchon reported BCTF may award up to \$205,000 for this FY2018 grant cycle.

IV. Date Set for Next Meeting

The next BCTF meeting will be on Wednesday, October 17, 2018, from 10:00am to 12:00pm (place to be determined).

V. Public Comment – 3 minutes per person

Amanda Stuermer, World Muse, thanked the Commission for the work they've done. BCTF has brought change to the community and people are excited about Bend's arts and culture.

Todd Looby, BendFilm, also thanked the Commission and echoes Stuermer. Marketing dollars for nonprofits and new businesses are the hardest to raise because earnings go back into programming. Marketing is so much more important these days, particularly with so many opportunities. It is important to retain visibility. BendFilm originally had a marketing budget of \$10,000, but with the BCTF grants they now spend more on marketing and reach more people.

VI. Grant Review Process

a. Introduction of External Panelists

The two external grant reviewers, neither of whom have conflicts of interest, for this FY18 grant cycle, are:

i. **Elizabeth Quinn**, Programs Director of Caldera, Central Oregon, found the projects defined in the applications exciting and is excited to see the evolution of the region's arts and culture.

ii. **Liora Sponko**, Director of the Lane Arts Council, Eugene OR, a nonprofit organization that supports the arts in Lane County, remarked on the thriving Bend arts and culture scene.

b. Conflicts of Interest Declared

Commissioners with Conflicts of Interest for the FY18 BCTF grant applicants include:

- Bend Art Center: None;
- BendFilm, Inc.: Green, Switzer (Green accidentally scored the application; Planchon deleted Green's score and projected award);
- Crow's Feet Commons: None;
- Deschutes County Historical Society: None;
- High Desert Museum: Graham;
- Lay It Out Events: Fredland, Switzer;
- ScaleHouse Contemporary Creative Center: Fletcher, Green;
- Sunriver Music Festival: None;
- Tower Theatre Foundation: Green;
- World Muse/Muse Conference 2019: Fletcher, Green, Switzer;
- High Desert Mural Festival: None;
- Network 911: Green;
- Oregon State University-Cascades MFA in Creative Writing: Fletcher;
- OUT Central Oregon: None;
- Up.St.ART Bend: None.

c. Review New Grant Award Recommendation Process

MacMillan addressed the grant award recommendation process:

- Reviewers may change their scores or add comments during the meeting; if they want to make a change they are to advise Planchon who will reopen the site to allow the change.
- Comments help the administrator in future conversations with the applicants and Visit Bend.
- Reviewers are to enter a suggested grant amount for each applicant which will create a starting point for the later award discussion, the total amount need not add to \$205,000.
- Reviewers are to press "submit" after each grant application has been discussed; the score and suggested grant amount can be changed after they have been submitted.
- An average score of less than 80 will not be funded.
- A reviewer who has a conflict of interest in a particular application may not score or participate in the discussion for that application.
- All reviewers who have conflicts of interest may not participate in the "awarding" conversation; however, those reviewers may remain in the room in the "audience" section during that conversation.
- Upon completion of the "review and score" but before the "awarding conversation," the panel will take a brief break to allow Planchon and MacMillan to run the numbers for average score and suggested award for each application.
- The review panel's recommendations will be forwarded to Visit Bend for final funding approval by end of day Monday or early Tuesday morning.

VII. Review/Discussion Grant Applications
a. Marketing Grants (total requests \$277,393)

1. Bend Art Center (\$27,543); Conflicts of Interest: None; Initial Average Score: 86.45%

Bend Art Center will host the 2nd Annual Weekend of Art in Bend on April 26-28, 2019. Weekend of Art offers a wide range of programs and activities for all ages to experience art. Bend Art Center will engage a variety of cultural partners to create a multi-faceted event that features exhibits, film screenings, art-making activities, talks, and public art. Weekend of Art will take place at multiple venues around town and will be anchored by two key Bend Art Center programs: our 2019 Invitational Print Fair and 2nd Annual Bend Art Conference.

The overall quality of this grant application was high for this young event that “is still coming into its own.” The marketing plan, including the statewide reach through OPB and Oregon Live, appeared solid; and, the attached marketing materials were impressive. Comment was made that this event had a large potential for growth. However, questions arose regarding the applicant’s projected numbers of people attending, the draw of out-of-area visitors, and, return on investment (ROI). A reviewer also wondered whether the event was too ambitious in these early stages.

Pursuant to reviewer query, Dawn Boone replied this year was the first year of this project and had occurred just prior to the deadline for grant application; however, she thought numbers had been included in the application to support Applicant’s request.

2. BendFilm, Inc. (\$45,450); Conflicts of Interest: Green, Switzer; Initial Average Score: 94.1%

The 15th Annual BendFilm Festival will be held October 11 - 14, 2018. The festival showcases approximately 100 independent narrative, documentary, short, women-made, LGBTQ themed, Native-made, northwest-produced and animated films made by established, emerging and underrepresented filmmakers. The program provides access to art that challenges the status quo and celebrates diverse life experiences. Throughout the festival, visiting filmmakers and jurors participate in public educational panels and post screening discussions. The festival also includes the First Features program wherein a high-profile independent film director attends the fest, presents the first feature film that launched his or her career and interacts with audience members and the emerging filmmakers presenting at the festival. The Future Filmmakers program, BendFilm’s premiere educational component, showcases the short films of 25 youth filmmakers throughout the Bend-La Pine School District. These young filmmakers also receive instruction from presenting festival filmmakers. The program is open to filmmakers of all ethnic and economic backgrounds.

Out of over 3,000 film festivals worldwide, BendFilm was recently named one of the “50 Festivals Worth the Entry Fee by “Moviemaker Magazine” for the sixth time.

This grant application was one of the highest scored; it was focused and strong. The event is held in several venues city wide over a several-day period. Applicant provided an excellent historical overview and justification for its ask. The application included programming improvements (allowed under BCTF policy) that reviewers saw as a draw for increased attendance from both in and outside the area. Reviewers also appreciated Applicant’s commitment to diversity, equity, and inclusion (DEI).

3. Crow’s Feet Commons (\$35,000); Conflicts of Interest: None; Initial Average Score: 82.73%

The Crow’s Feet Commons Apres Ski Bash is a series of FREE downtown concerts hosted from November through April. The series is located in the Mirror Pond Plaza, the living room of Downtown Bend. The series is in its 5th season. Its purpose is to create cultural music experiences in the heart of Bend that support the economic vitality of Bend.

To align with the Cultural Tourism Fund, this grant application is requesting that the fund cover the costs for the final April end of season show and related buildup marketing efforts promoting the full series intending to attract visitors to experience one of the earlier shows and come back for the final event.

Because Applicant defined an entire series from November through April but then requested funds to cover the costs for the final show in April, several reviewers found the application difficult to read and/or to track the math in support of the grant application request. The challenges: how does an applicant explain the whole series in order to apply for a subset within the whole, and how do reviewers then score the application. This application, along with a few others this cycle, raised an issue BCTF has not previously explored but will introduce at the October meeting (See "IX. Next Steps" below).

Though the above challenges were noted, these were felt to be, in part, an application process problem; the event itself is worthy of some funding. Free concerts attract local residents and out-of-town visitors – no matter whether there is snow in the mountains. The event creates a lively atmosphere and helps transform the former use of space into an area people want to visit. Reviewers also appreciated the sponsors and collaboration.

Reviewers, however, would have liked to see a better written application. In particular, they encourage Applicant to survey those attending to determine residence demographic for heads-in-beds calculation and better explain its marketing plan and how that is associated with the amount requested in the application.

4. Deschutes County Historical Society (\$12,900); Conflicts of Interest: None; Initial Average Score: 87.36%

The Deschutes County Historical Society (DCHS) seeks funding in support of Cruisin' 97, an exhibit and heritage program highlighting the history of Highway 97 as it relates to life and tourism in Central Oregon and Bend during the 1930-60s. The exhibit highlights the history of traditional downtowns as social centers, and what happens when the highway is redirected as happened to Bend in 1962. The project is more than just an exhibit; grant funds will enable DCHS to join OnCell, the nation's leading mobile app platform service, to expand the story beyond the museum's walls and along the highway itself. The OnCell platform allows DCHS to direct people, 24/7, to discover mid-century history still visible along the Highway 97 route, as well as other historical sites and information. With a variety of features, the OnCell program enables DCHS to engage visitors in the history of Bend as they experience our city.

Cruisin 97 is slated to open March 2019 during Spring Break, a time when families traditionally hit the road for spring vacations and will run for two years.

Applicant requested funds for the FY2018 grant cycle but it is, in actuality, a two-year event that also includes an OnCell mobile app platform. The quandary: how are reviewers to score the grant application. Commissioners concurred this is a topic to be introduced at the October meeting (See "IX. Next Steps" below).

With respect to this particular grant application: the current project is based upon its FY17 Catalyst Grant: it represents the continuity of funding a seed idea that has successfully evolved into a well-developed program – the very outcome the Commissioners had first envisioned when it created the catalyst grant category.

Applicant is creating a larger niche market that encompasses a diverse and new group of out-of-town visitors. The grant application is transparent and in line with projected expenses. At least one reviewer looked at the OnCell app and found it to be robust and could provide the "legs ('wheels') to carry the program forward for years."

5. High Desert Museum (\$43,000); Conflicts of Interest: Graham; Initial Average Score: 95.33%

Water is one of the West's most crucial and controversial resources. The availability or scarcity of water has played a dynamic role in the cultural and natural history of the region, shaping its landscapes, cultures, industries and recreational activities. The High Desert Museum's innovative, interdisciplinary exhibition, Water in the West, will use art, science and history to explore this past, waters' continued role in the West, and its future. By bringing together different perspectives on this vital resource, the exhibition will appeal to broad audiences, attract visitors to Central Oregon, and raise awareness of the Museum and Bend as a leading arts and cultural destination.

For the exhibition, the Museum is commissioning prominent artists from across the state, including visual artist Farrell-Smith, composer Dana Reason, spoken word artist MOSley Wotta (Jason Graham) and interdisciplinary arts collective Harmonic Laboratory. They will create artwork in response to past and present issues, such as how water has shaped Oregon's cultural and natural history, American Indian perspectives and treaty rights,

contemporary water use, and climate change. These mid-career artists have the reputation to bring tourists to the region. In addition, exhibit content will integrate both the cultural and natural history of water, offering components that will appeal to a wide variety of interests, ages and backgrounds.

This is the highest scored grant application. A reviewer stated: this is the “model grant.” The project is culturally strong, timely and necessary; it includes high-quality artists, a clearly articulated budget, and an excellent marketing package.

6. Lay It Out Events (\$25,000); Conflicts of Interest: Fredland, Switzer; Initial Average Score: 89.25%

Every year over a long wintry February weekend more than 20,000 people are drawn to the Old Mill in Bend to celebrate the season by attending Oregon Winterfest (OWF). Held over President's Day holiday weekend February 16 -18, 2019, the Oregon Winterfest entrance once again features artistic pyrotechnics in the form of the Fire Pit & Fire Sculpture event. For the sixth year in a row, the Fire Pit & Fire Sculpture event attracts over 20 local, regional and national stature sculptors and blacksmiths. An inclusive event suitable for all audiences, everyone is invited to gather around the fire to talk directly with the artists about their creations and craft.

Planned for 2019 is a large, heated showcase tent to house a metal arts gallery featuring works by members of the Central Oregon Metal Arts Guild. (COMAG). A collaborator on the event, COMAG'S exhibit serves to further deepen the artistic content of the fire-meets-art area.

The public participation activity invites festival attendees to work with volunteer blacksmiths from COMAG. As an example of this aspect, artist and festival goers together produced the wall sculpture now held in the Visit Bend Tin Pan Alley collection. The piece, titled “Love Lost and Found,” was designed by Bill Hoppe, Central Oregon Community College Professor of Art, and engineered for execution in metal by COMAG member Kellen Bateham.

Reviewers appreciate the growth and increased sophistication of the program; the heated tent adds to the quality of the experience and the metal arts display in the tent improves the cultural element. However, there appears to be a cost discrepancy. The budget requires more detail and clarity; Applicant needs to explain what it meant by “25% infrastructure.” As with the budget, reviewers would also like to see more detail and clarity regarding the marketing plan. The application would have been stronger if Applicant had tracked and gathered data from previous years' events to support the numbers of this current application.

7. ScaleHouse Contemporary Creative Center (\$28,500); Conflicts of Interest: Fletcher, Green; Initial Average Score: 90.8%
ScaleHouse presents: BEND DESIGN 2018, a two-day event for creators, designers, and thinkers.

BEND DESIGN will open its fourth year on Thursday, October 25 at the Tower Theatre with eight innovative speakers who are industry leaders speaking about design trends, design inspiration and how design thinking is being used to solve business, civic and social issues. The first day culminates with “Mash-Ups” for presenters and conference attendees to interact at local like-minded businesses, followed by “Hosted Conversations” engaging conversations over dinner led by creative leaders at downtown Bend restaurants. On Friday, October 26, BEND DESIGN continues with workshops where attendees can deepen their understanding of design through a variety of interactive workshops, films, and conversations facilitated by industry leaders. Workshops are located at downtown Bend businesses including the Oxford Hotel and Tin Pan Theater.

Reviewers saw this as a strong proposal, including: “cultural ecology”/variety; the many partnerships; broad regional networking; student outreach; stronger programming that can draw more people; and, excellent marketing materials.

For some reviewers, the challenge for Applicant is capacity and how it might use community resources to expand its audience and its program. However, this was countered by other reviewers with the thought that “not all programs should grow beyond last year,” Applicant still has to sell tickets to bring in people who comprise their base along with new attendees. Another comment: the better the program, the more Applicant can build its reputation, and that can then translate into expansion. Another concern for one reviewer was the projected marketing cost of \$28,000 to get 150 out of town attendees; another reviewer, however, felt the \$28,000 is in direct alignment with the request because Applicant requested funds for both marketing and building a stronger program.

8. Sunriver Music Festival (\$15,000); Conflicts of Interest: None; Initial Average Score: 85.09%

The Sunriver Music Festival is teaming up with the Tower Theatre to present the 3rd Annual Piano Showcase on April 12 & 13, 2019 at the Tower Theatre in downtown Bend. The showcase will feature acclaimed pianists Tanya Gabrielian, Randy Porter, and Arthur Migliazza performing on two Steinway grand pianos over two days of performances, masterclasses, workshops, recitals and panel discussions. Stylistically, Classical, Jazz and Boogie-Woogie genres will be performed with strong emphasis on the variety of virtuosity this instrument provides and collaboration between the three artists. This event will be produced by the Sunriver Music Festival.

Reviewers like the cultural aspect of the event, it is a proven program and has good capacity. Reviewers also noted the potential to grow the program through Applicant's outreach efforts. Further, they were pleased to see new attendees to the program, attendees who previously had never attended any festival like this, and they commented favorably on the listed outreach and partners.

However, there was confusion regarding the allocation of the \$15,000 request. Reviewers noted a fewer number of people attending, resulting in a lower heads/in/beds, than other grant applicants. Since Applicant had a 25% increase in attendees last year due to a venue change; will it be possible for Applicant to have similar 25% growth this year at this same venue? There was also a question regarding staff allotment since this was not listed.

9. Tower Theatre Foundation (\$25,000); Conflicts of Interest: Green; Initial Average Score: 89.5%

The Tower Theatre Foundation will hold the fourth annual "Bend A Cappella Festival" February 7-10, 2019. The purpose is to bring together performers, educators, and enthusiasts to enjoy, learn about and showcase vocal music. Events include: world renowned Naturally 7 concert, a Sing Off for school and community-based groups, Deke Sharon group coaching, Peter Hollens-led master class, and a creative evening showcase of regional talent. Deke, widely recognized as The Father of Contemporary A Cappella, was a significant draw for participation in the 2018 Festival and there have been many requests for his return. Peter, best known for his work on YouTube as an a cappella cover artist with 1.6 million subscribers, was also a very popular master class leader at the 2018 Festival.

Festival goers may purchase individual tickets to the Thursday, Friday or Saturday night shows or "all access passes" for Friday night through Sunday morning events. Groups may also opt to only register and compete in the "sing off." Based on feedback from 2018 participants, master classes and coaching sessions will be designed to offer participants to choose a schedule focused on improving their competitive a cappella skills or a more collaborative track. Both tracks will join together as the Festival wraps up Sunday for a master class, including participation of all the groups singing together.

In the past, this has been a successful and excellent event. Applicant addressed out of town visitors. Query: how does Applicant grow an audience given the popularity of the programming and limited space? A reviewer noted she would also like to see more diversity in Applicant's funding stream.

10. World Muse (\$20,000); Conflicts of Interest: Fletcher, Green, Switzer; Initial Average Score: 90.75%

Muse Conference is a four-day event hosted by World Muse, a non-profit that believes women and girls can be powerful catalysts for change in our community and in our world. Muse Conference connects attendees from near and far with locally and internationally recognized artists, activists, authors, athletes & social change leaders of all ages to celebrate International Women's Day and kick-off Women's History Month. Our 7th annual event is scheduled for February 28th - March 3rd, 2019 in Bend, Oregon. The event is open to all and includes panel discussions, art exhibits, live performances, interviews, keynote presentations, in-depth workshops, a reception, and a special dinner. In 2018, we featured over 50 local and visiting muses during our Salon Series, Film Night, Art Walk & Exhibit, Workshops, Dinner, Reception, and Main Conference.

Each year, we curate an experience that combines Arts & Culture with Social Change & Activism. We feature local presenters who have appeal within our community along with visiting presenters who have reach and appeal beyond Central Oregon. We believe this mix makes our event both locally and globally relevant. We aim to be a

destination event combining the best of Central Oregon with influential visiting presenters and innovative programming.

Once again, World Muse has submitted a strong application. One Commissioner wanted more specific demographics information on attendees other than women.

b. Catalyst Grants (total requests \$98,750)

Fredland reminded the reviewers that the applicants for catalyst grants cannot receive more than 25% of the total BCTF fund. The FY18 Catalyst Grant is capped at \$51,000. If the full amount is not awarded, the remainder will go to the Marketing Grants total funds available.

Planchon reiterated the intent of the Catalyst Grant is to provide funds to help an applicant develop, grow, and launch an idea, to create a good program the applicant may then use as an entry point possibly for a future Marketing Grant. ROI is not an aspect of the Catalyst Grant.

With respect to process, after the initial scoring stage is completed, the panel will first address the Catalyst Grants to determine the amount to be recommended for award, and then it will address Marketing Grants. Like the Marketing Grant, applicants must score at least 80 points to qualify for an award.

1. High Desert Mural Festival (\$9,000); Conflicts of Interest: None; Initial Average Score: 70.55%

The High Desert Mural Festival is requesting funding to bring a nationally known artist to Bend to paint a large scale public mural. Examples of the caliber of artist we are seeking are: Shepard Fairey, David Choe, Ricky Lee Gordon, Max Erhman, Faith 47, Christina Angelina, Alice Pasquini, Martin Whatson, & Conor Harrington. This funding will provide HDMF with the resources required to accomplish this goal. The mural, once completed, will be a landmark destination for tourists interested in Bend's cultural offerings. This mural will be an additional draw for visitors that already enjoy our public sculpture. Tour companies can incorporate its location into existing art tours. Art tours are a great activity for a broad demographic of tourists & can be enjoyed during the Spring & Fall seasons.

Reviewers struggled with this application. This is the third time Applicant has applied. Last year the applicant was overly ambitious after which Applicant was given direction and feedback. This year the application is more reasonable but there are still holes in the application: it is vague, the budget is incomplete, and it lacks too much information to give a higher score.

2. Network 911 (\$39,750); Conflicts of Interest: Green; Initial Average Score: 67.7%

PROJECT PRISM: BCTF Catalyst. Through a unique and dynamic partnership with Network 911 and BendTel, an opportunity exists to rapidly implement technology improvements to cultural and tourism-relevant areas of Bend which will both attract visitors and significantly enhance the 'quality-of-visit' experience and connection for future visits.

- * High-speed wireless network access in Downtown Bend (connectbend.net)
- * Dynamically-updated online directory and portal (connectbend.net or partner site)
- * Live network cameras (viewbend.net)

Example: A visitor who uses the community network access will have opted-in with valuable marketing data, and their usage will further provide targeting and demographic data. A visitor in December with a zip code from a non-Bend region can be profiled as a tourist and future marketing efforts to them targeted accordingly.

Reviewers had many questions and concerns regarding this application. The application was not clear in how this for-profit organization would share the data it obtained. Would this venture provide free wi-fi to the community? Would BCTF be funding a for-profit company to capture data for which Applicant would sell and a cultural organization would then have to purchase? Or, would cultural entities have free or discounted access to the obtained data? Applicant needs to provide, with some specificity, what its plan is and whether it would be selling the collected data.

One reviewer noted that “every single cultural organization would love this” because data collection is so crucial. However, the same reviewer also stated Applicant needs to ask local cultural organizations whether this is something they want. Other questions arose: What does the community think about this project? Where would the cameras be placed? What is the benefit to the community? It was suggested: one or more letters of support would have strengthened the application.

How is this “cultural”? People would not be coming to Bend for this program, it is not growing an event or creating heads in bed. This project is not specific to the shoulder/winter season parameters (see IX. Next Steps); further, while the project appears to include cultural organizations, it is not limited to cultural organizations. How or where does this project fit within the art/culture parameters of BCTF policies and procedures?

Strong concern was also voiced: who would own the data (the cultural organization, the Applicant, or some other entity)? And, who else or what other entities would have access to the data?

Is BCTF the appropriate vehicle? A reviewer suggested: perhaps Applicant should go to an “economic organization” rather than apply for public funds through BCTF.

A final note: one reviewer did log in to the portal and determined Applicant’s numbers may be over-estimated.

[Lunch break 11:56a– to 12:35p]

3. Oregon State University – Cascades MFA in Creative Writing (\$25,000); Conflicts of Interest: Fletcher; Initial Average Score: 82.7%

Words In Action is a two-day literary festival sponsored by OSU-Cascades Masters of Fine Arts (MFA) in Creative Writing. The festival is designed to celebrate the literary arts while also teaching participants how to tune up their humanity via storytelling, flexible thinking and communal creativity. It is intended to attract participants who define themselves as writers as well as participants who just love literature or are interested in art and social change. Our ambition is that this festival will become a platform for creative people to come together and create change via art-making.

The festival will be held on the Cascades campus and start June 8 with a reception and keynote speaker. Programming on June 9 includes two concurrent writing workshops in the morning; two concurrent professionalization seminars in the afternoon and a keynote reading; MFA student collaborative capstone project; and closing reception in the evening. Workshops are limited to 15 participants and seminars are limited to 20 participants. The keynote speech, reading and reception are open to 100 participants. Participants do not have to attend the entire festival and will RSVP for specific events, including which workshop and/or seminar they would prefer.

With the loss of Nature of Words, there is an open niche for this type of programming. It is marketed as an elite literary event that is free to everyone. There was a question whether Applicant is attempting to do too many things and a suggestion Applicant may need to better define what it is they desire to do.

There was a concern the event is in early June and will, accordingly, receive a decreased number of points. Planchon spoke with the Applicant: they want to initiate the program in June and then possibly move when it becomes more popular. Other concerns: it seems the speaker fee is too low and the costs to market 33 people too high. A reviewer did note, however, schools (true for COCC, at least) are required to add 35% in grant applications for indirect costs. Planchon again reminded the reviewers that the Catalyst Grant does not include ROI, this grant is to help launch an idea.

Overall, it appears reviewers thought this a good idea, that it has merit.

4. OUT Central Oregon (\$10,000); Conflicts of Interest: None; Initial Average Score: 91.18%

OUT Central Oregon proposes to further develop and establish an LGBTQ winter festival in Bend: Winter Pride Festival. Winter Pride Festival provides multiple winter events and activities including: a weekend of skiing at Mt. Bachelor, nordic skiing, snowshoeing, tubing, an Apres-ski tailgating happy hour and BBQ, an ice skating event,

and a social dance party in downtown Bend. As a multi-day event celebrating diversity and inclusivity through various winter activities, social gatherings, and fun, Winter Pride Festival is an excellent opportunity to promote Bend as a visible and attractive LGBTQ vacation destination during the winter season.

As the only LGBTQ ski weekend in the Pacific Northwest, OUT Central Oregon anticipates that Winter Pride Festival, highlighted by multi-day skiing at Mt. Bachelor, can become a significant event, attracting hundreds if not thousands to Bend in the winter each year.

The consensus of the review panel is this application was the strongest of the Catalyst Grants. It has many partners and listed key personnel, it is filling a cultural need, it addresses diversity, it is a reasonable request of funds, the marketing plan was well developed. Reviewers felt confident that Applicant would be able to pull this off and thought the proposed plan could expand going forward. While there isn't a defined "cultural event," winter pride is celebrating the strength of a cultural community – it is culture itself.

5. Up.St.ART Bend (\$15,000); Conflicts of Interest: None; Initial Average Score: 72.4%

Up.St.ART Bend is a brand new quarterly arts and culture magazine that can help strengthen tourism and community by presenting the experiences and narratives of local creatives. It presents timeless and timely stories about local people places and events that have relevancy, spark curiosity and encourage readers to explore around Bend.

Up.St.ART Bend magazine is also designed as a vehicle that drives community efforts. We will host quarterly launch parties, welcome events, and collaborations with local art collectives and businesses. Because the magazine presents stories about innovators, artists, and community programs that are making a positive impact in the community, we hope to inspire people to become more involved.

Reviewers raised several concerns with this application: Does this publication address a need in the community, or is it a duplication of what Bend already has? How can 15,000 copies that are free in local newsstands reach 150,000 out-of-town potential visitors? Applicant needs to address how it would distribute the magazine to areas outside Central Oregon – how would they target people in the valley and other Northwest cities? Who are the artists and how are they going to be paid?

[Break from 1:00-1:20 for MacMillan and Planchon to calculate averages and create a spreadsheet for the grant award recommendation discussion]

VIII. Grant Award Recommendations

If a commissioner has a conflict of interest that commissioner did not score or participate in discussion regarding the respective grant applicant nor did s/he participate in the final awarding conversation. At this point, those reviewers with conflicts of interest moved to the audience area or left the building. Those with conflicts of interest include: Fletcher, Fredland, Green, and Switzer.

Upon completion of this grant award recommendation process, MacMillan will draft a memo with the panel's recommendations to Visit Bend for their evaluation and approval. Mercer, as liaison, will relay the reviewers' process to the Visit Bend board.

a. Catalyst Grant Discussion and Panel Recommendation

Those remaining on the panel ("the Panel") discussed the two Catalyst Grant applications that met the 80 average point threshold.

OUT Central Oregon's application was well written and the requested amount was very reasonable. The Panel chose to recommend an award of \$10,000, 100% of the requested amount.

OSU-Cascades application was not as comprehensive nor as well-written. OSU-Cascades requested \$25,000; the Panel agreed to recommend \$12,500, 50% of the requested award, with the caveat: if OSU-Cascades applies for a future Marketing Grant, it will need to provide more data and information to support the request.

The total Catalyst Grant award recommendation equals \$22,500. See Catalyst Grant Table, immediately below.

<u>Catalyst Grant Table</u>					
Catalyst Grant Applicant Name	Amount Requested	Average Catalyst Scores	Initial Catalyst Grant Amount Average	Round 1	% of Ask
OUT Central Oregon	\$10,000.00	91.18	\$9,200	\$10,000	100%
Oregon State University - Cascades MFA in Creative Writing	\$25,000.00	82.7	\$12,777	\$12,500	50%
High Desert Mural Festival	\$9,000.00	70.55	\$5,000		
Network 911	\$39,750.00	67.7	\$13,333		
Up.St.ART Bend	\$15,000.00	72.4	\$2,250		
Total	\$98,750.00		\$42,560	\$22,500	

b. Marketing Grant Discussion and Recommendation

This is the first year all Marketing Grant applications received 80 points or higher. The Panel commented on and appreciated the improvement and strength of the applications.

After subtracting the Catalyst Grant recommendation of \$22,500 from \$205,000, the Panel may award up to a maximum total sum amount of \$182,500 for Marketing Grants. The initial sum for Marketing Grant averages equaled \$175,619.29. Reviewers initial award recommendations for Marketing Grants ranged from 36% to 74% of applicants' funding requests.

A point of clarification arose: what if the applicant only gets a small percentage of its request? Answer: the applicant is asked to address this question in its application. Also, the grantee may refuse the award; though, that has not yet occurred.

In Round 1, the Panel first suggested rounding the averaged numbers to the nearest \$[xx]-250, -500 or -750. By applying this method, the total marketing grant sum shifted from \$175,619.29 to \$176,500.

Discussion then ensued how to best award applicants. Query: is the allocation of funding directly related to the ranking score or are there other factors to consider? Answer: After meeting the 80-point threshold, allocation of funding is then reflected by the applicant's request and how that is supported within the application. Quality, clarity, reasonableness, and validity of applicant's request all contribute to the award amount recommended for funding (See IX. Next Steps below).

Should the panel award the full \$182,500, or a lesser amount? Do the top 4 applicants each get ¼ of the remaining \$6,000 (i.e. \$1,500 each) or is the remaining amount spread among all applicants, randomly or in some order?

High Desert Museum received the highest ranking, yet it received less funds in Round 1 than the next-highest ranked applicant, BendFilm, Inc. The Panel agrees it is appropriate to award High Desert Museum the same amount as BendFilm, Inc.

Lay It Out Events initially scored only 50% of its request, significantly less than other equivalently ranked applicants; the Panel noted the organization's application was not clear regarding the "25% of infrastructure" costs but agree to raise the recommended award to 60% of Applicant's request to bring it more in line with other applicants, raising the recommended award amount from \$12,500 to \$15,000.

Crow's Feet Commons initial averaged award amount of \$12,750 out of \$35,000 requested (36% of total ask) does not correlate with its score; the Panel agrees to award an additional \$1,500, raising the recommended amount from \$12,750 to \$14,250 (41%).

The total sum for Marketing Grant award recommendation equals \$182,500. See the Marketing Grant Table, immediately below.

Marketing Grant Table

Marketing Grant Applicant Name	Amount Requested	Average Marketing Scores	Initial Marketing Grant Amount Average	Round 1	Round 1 - % of Ask	Round 2	Round 2 - % of Ask
High Desert Museum	\$43,000	95.33	\$31,750.00	\$31,750.00	74%	\$33,750.00	78%
BendFilm, Inc.	\$45,450	94.1	\$33,666.67	\$33,750.00	74%	\$33,750.00	74%
ScaleHouse Contemporary Creative Center	\$28,500	90.8	\$20,333.33	\$20,500.00	71%	\$20,500.00	72%
World Muse	\$20,000	90.75	\$14,714.29	\$14,750.00	74%	\$14,750.00	74%
Tower Theatre Foundation	\$25,000	89.5	\$17,625.00	\$17,750.00	71%	\$17,750.00	71%
Lay It Out Events	\$25,000	89.25	\$12,500.00	\$12,500.00	50%	\$15,000.00	60%
Deschutes County Historical Society	\$12,900	87.36	\$9,280.00	\$9,500.00	72%	\$9,500.00	74%
Bend Art Center	\$27,543	86.45	\$14,850.00	\$15,000.00	54%	\$15,000.00	54%
Sunriver Music Festival	\$15,000	85.09	\$8,150.00	\$8,250.00	54%	\$8,250.00	55%
Crow's Feet Commons	\$35,000	82.73	\$12,750.00	\$12,750.00	36%	\$14,250.00	41%
Total	\$277,393		\$175,619.29	\$176,500.00		\$182,500.00	

Action: Boone moved, Malone seconded, to approve the BCTF FY18 Award recommendations listed under Round 1 in the Catalyst Grant and Round 2 in the Marketing Grant.

Vote: The Panel unanimously agreed.

IX. Next Steps

MacMillan will provide the BCTF FY18 Catalyst and Marketing grant recommendations to Visit Bend for evaluation and approval. The FY18 award letters will then be sent.

During the meeting, the reviewers raised several topics/issues it wished to discuss in the October meeting. Not in order raised but placed under general categories with a goal to help facilitate discussion, the topics/issues include:

Reviewer Process for Scoring and Determining Award Amount

Due to process challenges and significant discussion during the FY17 funding meeting, Commissioners addressed reviewer process and had agreed, in part:

- An applicant must reach the 80-point scoring threshold to receive BCTF funding;
- Applying the policy on Conflicts of Interest, each reviewer would complete the two-step process in the software program – scoring, using the scoring matrix, and allocating a dollar amount for each application;
- The Administrator would then provide the reviewers the average score and dollar allocation for each applicant;
- These averages would then be used as a starting point by the reviewers to discuss specific grant allocations.

Process issues this year included:

- A reviewer commented on the differences in reviewer knowledge and possible biases reflected in the scoring comments. The Commission is aware each reviewer brings his/her own knowledge and biases to the scoring process. It thus created a process that averages the scores and fund allocations of each reviewer which, in turn, averages out the inherent biases.
- While each reviewer was able to score the applications for which s/he did not have a conflict of interest, the question arose: is the allocation of funds directly related to the score or is it calculated on a different set of criteria. (See "Compare/Track Grant Data" below) Currently, the reviewer, using his/her knowledge and expertise, is to look at the cultural strength and quality of the application and then ask, at least in part: does the project fall within the shoulder/winter season; does the project grow and attract tourists; is the request clear and straightforward; does the request for funds correlate with the numbers, data, and documents provided, i.e. is the application supported by the four-corners of the application; is the request for funds reasonable?
- Query: at the October meeting, does the Commission want to review, discuss, reaffirm, and/or revise the review process standard it has already created and how can the process be shared with reviewers/panelists in the future.

Compare/Track Grant Data

- BCTF has now gone through several years of the award process. To determine whether the amount awarded is equivalent to the average score and, if the following compilation of data is helpful in review of grant applications and subsequent allocation of funds, the Commission will address whether to compile data from FY14 through FY18 to compare separate applicant's average marketing scores, requests for funds, and the amounts and percentages of funds awarded.

Shoulder/Winter Season

- Given the increased number of activities in Bend now populating October and June, it was suggested the Commission review and readdress the "shoulder" season and related allocated points.

Applicant's Charge for Attendees' Entry into the Event

- Reviewers remarked on the need to balance programs that have free entry, low cost entry, and more expensive entry fees, which then enhances the mix of programming funds awarded by BCTF. To better inform the reviewers, it was suggested the Commission look at this and possibly include program entry fee as a question in the application.

Annual Reapplication by an Organization

- Commissioners previously agreed to treat every fiscal year as a new year wherein the Commission would look at each submitted application with fresh eyes no matter whether an applicant has received prior BCTF awards. Query: does the Commission wish to continue this policy? Modify it?
- For particularly successful events, "capacity" is a potential issue. The Commission has attempted to address "capacity" through the BCTF application process, yet "capacity" was again an issue this year, particularly for successful events that have limited seating or attendance levels. Questions to be addressed:
 - If an event has near-to-full capacity and the applicant requests funding, does the applicant need further address how it will expand capacity to accommodate intown and out-of-town visitors?
 - Does the Commission want to review and possibly revise the application questions regarding "capacity"?
 - What is over-capacity?
 - Should over-capacity be penalized through a reduction in points?
 - Should a recurring applicant be asked to compare capacity in its current application to its previous year's event and/or explain its efforts to increase capacity and increase the number of new people to the area.
- Having developed a funding history through BCTF, Query: should the Commission ask a recurring funded applicant provide a comparison of its previous event to its current event addressing what is different, how it has addressed issues raised in the previous year, who was/is the target audience? etc.
- Certain applicants have successfully reapplied for the same annual program and have demonstrated an excellent multi-year program and have submitted recurring great proposals, that include good data tracking and budget plans. Query: does the Commission want to consider funding a multi-year grant for such annual programming?

Application for an Event within a Shoulder/Winter Season Series

- This issue has not yet been addressed by the Commission. One of the FY18 applicants applied for one event within its shoulder/winter season series. Reviewers found the application, particularly the math, difficult to follow. The proposal breakdown was unclear and this may have impacted reviewers' scores.
 - Does the Commission define and provide another category for application – a subevent within a larger event?
 - Does the Commission keep this within the Marketing Grant but provide an opportunity to explain the whole event and provide related budget and/or marketing plan; then explain, within that context, the smaller event, provide the subevent budget and marketing plans? or,
 - Does the Commission allow application of the entire shoulder/winter season series?

Multiyear Program and/or Spill-Over into Non-Shoulder/Winter

- This issue has not yet been addressed by the Commission but appeared in at least one application in FY18. This raised several questions on how the applicant applied for the funds, and how the reviewers were to score and fund the application.
 - How does the Commission want to handle this issue going forward?
 - Does the Commission create a new category for a multiyear program? What markers would it use? How would it track the funds?
 - How does the Commission want to define “spill-over”; “multi-year”?
 - Does the Commission keep this type of application within the current Marketing Grant application guidelines but change or add clarifying language and questions within the application?
 - Does the application ask for information regarding the costs incurred for marketing the program solely within the specified shoulder/winter season(s)? Does the application ask when in the funding cycle the applicant incurs costs and ask for supporting documentation, particularly if the expenses are within the shoulder/winter season?
 - Does the application ask for a direct ratio between the shoulder/winter period to the entire program period and apply that ratio for the amount requested?
 - Does the Commission treat a multi-year application as one application and bar the subsequent next year request?

BCTF Reinforce/Clarify/Educate Applicants

- While the reviewers were impressed with the overall quality of this year's applications, they noted repeated weaknesses in the submitted applications that if addressed would have made the application stronger, and possibly resulting in larger grant awards. Further, as the competition for the Fund increases, recurring weaknesses will more deeply impact the applicants' abilities to get funding.

The weaknesses are frequently related to: budget, marketing plans, collaboration/partnerships, documentation/data in support of application and tracking attendees, intown and out of town visitors. For example:

Budget:

- Elements of applicant's budget weren't clear: applicant did not account for certain expenses/income, lacked clarity and/or had inconsistency/discrepancy in which numbers didn't add up, didn't define larger expenses (e.g. “25% infrastructure”);
- In-Kind agreements and costs didn't mesh;
- Applicant didn't provide support for its marketing budget (e.g. cost \$X to attract a relatively small number of out of town people);
- Failure of applicant to provide percent of project budget to total operating budget;
- Failure of budget to separate and balance expenses and income.

Tracking attendees (reviewers noted several applicants did not have this information which would have made the application stronger):

- Lack of surveys, other data tracking, include tracking the number of attendees; where attendees came from; how many nights the surveyed people plan on staying.

Marketing plans:

- Where and with whom, outside of Central Oregon, is applicant marketing;
 - Failure to list marketing partners out of the area;
 - Lack of information supporting marketing budget.
- Action(s) to aid applicants - how can BCTF get in-front of the applicants before the next application cycle?
Options may include:
 - 2-hour workshop on how to write a budget;
 - Written materials that provide guidance on what makes a grant application competitive;
 - Free webinar addressing successful grant application tips;
 - Direct applicants to OAC (Planchon reported OAC provides annual grant writing session); and/or
 - BCTF administrator provides direction to individual applicants, at the request of applicant.

For Profit Entity can apply but how is it related to arts/culture?

- What parameters, if any, are to be placed on a for-profit entity's ("For Profit") application?
- Currently, For-Profit is to provide the same information/data/answer the same questions in support of its application as required for individuals, non-profit and public entities applying for BCTF Catalyst and Marketing grants. Query: does the Commission revise or add questions to provide clarity of For Profit applications? e.g. Does For Profit explain how its project supports arts/culture in Bend? (See other questions raised under "Network 911", page 7-8)
- Query: does the Commission wish to address and possibly define and/or place limits on funding For Profit if it receives public funds for a program but then directly charges arts/cultural organizations for the service funded?

X. Commissioner Comments (15 minutes)

Fredland first thanked Planchon for all she has done; from the Commission, Fredland gave Planchon a thank you card and large Visit Bend basket filled with many items Planchon can take on her future travels. Green also thanked Planchon.

Fredland advised: upon notification of the FY18 BCTF awards, applicants may ask for feedback; grantees approved for funding will receive 75% in July and the remaining 25% upon BCTF's receipt of grantee's final report; the BCTF meeting scheduled for October will address the issues/topics on procedures and policies raised in today's meeting.

Boone remarked upon the time and energy applicants expended just being here today. Overall, the proposals were strong; they reflect the depth and breadth of our community.

Sponko remarked Eugene doesn't have this form of funding for the arts and culture; in fact, the community has found it difficult to come together. Planchon, with a smile, mentioned she used Eugene as an example of how difficult it can be.

Fredland appreciated the work done by the reviewers and thanked them. She observed it is hard for applicants to receive partial or no funding for its projects. She suggested if an applicant would like help with future grants, MacMillan will be available to assist them. Fredland recognizes the applications have become more competitive but believes this, ultimately, is better for Bend.

XI. Adjourn

The meeting adjourned at 2:00pm.