

**Bend Cultural Tourism Fund
Commission Meeting
Approved Minutes
12:30-2:30pm
May 1, 2019
Oxford Hotel, Lower Level
10 W Minnesota Ave, Bend, OR 97703**

In Attendance: Aaron Switzer; Kevin Barclay; John Flannery; Erin Felder; Zak Boone; Cari Brown; Mindy Aisling; Rika Ayotte; Jenny Malone; Liora Sponko; Kiel Fletcher; Jenny Green; Valerie Warren, Nonvoting Member; Brian Wagner, External Reviewer; Laurel MacMillan, Administrator; Shari Crandall, Minutes.

Absent: None.

Guests: Scott Greenstone, Greenstone Financial Reporting; Kevney Dugan, Visit Bend; Kaari Vaughn, At Liberty; Heidi Hagemeyer, High Desert Museum; Tori Toreno, Bend Photo Tours; Todd Looby, BendFilm Inc.; Rene Mitchell, ScaleHouse; Aaron Leis, DIYcave; Nancy Phillips, Tower Theatre; Shanan Kelley, The Night Light Show; Sandy Henderson, Central Oregon Film Office; Ray Solley, Tower Theatre; Amanda Stuermer, World Muse, Pam Beezley, Sunriver Music; Cate O'Hagen, Oregon Winter Fest; Jason Bagby, Cascadia Adventure Film Festival.

The Commission Meeting was called to order at 12:35pm.

I. Welcome/Introductions

MacMillan opened the meeting. Introductions were made of those in the room.

II. Approval of Minutes from March 5, 2019 Meeting

Action: Malone moved, Green seconded, to approve the March 5, 2019 minutes as written.

Vote: The Commission unanimously approved the minutes.

III. Budget Report – Scott Greenstone

Greenstone did not bring the handouts for the budget but will give them to MacMillan and make them available electronically.

At the end of the third quarter, revenue was ahead about 4% of the FY19 budget. The transient room tax has outpaced the forecast and the Commission will probably see an additional \$10,000 to \$15,000 to allocate for funding. The operating expenses continue to remain under budget by about \$11,000 due to timing and the non-occurrence of certain expenses.

The original budget allowed for \$185,000 in funding; it would be reasonable to fund \$195,000 to \$200,000. He reiterated that BCTF can error on the side of granting more, rather than less, because cash surplus is built to be ahead of payout.

IV. Set Meeting for October, 2019

The next BCTF meeting will be on Tuesday, October 29, 2019, from 1:00 to 3:00pm.

V. Public Comments (4 min. max)

MacMillan thanked the applicants for attending the meeting. She praised the applications which represented much time spent by the applicants. The grant award process will be different this year. She will ask certain applicants clarifying questions that reviewers identified in the morning work session. Final scoring will occur during this Commission meeting but the recommended funding will be evaluated by the reviewers at the afternoon work session. For feedback on their applications, the minutes taken at the work session will be posted on Visit Bend's website; further, applicants may contact MacMillan directly for feedback and questions.

Kevney Dugan thanked the reviewers for their diligence and serious consideration of the applications. After this grant cycle, BCTF will have come close to awarding \$1,000,000. It has been an honor to be a part of this process.

Todd Looby, BendFilm, Inc., thanked MacMillan for the acclaim she gave the applicants but he's thankful he didn't have to read all the applications. The Commission does amazing work every year.

Rene Mitchell, ScaleHouse, noted that BEND DESIGN was just beginning when BCTF started funding for shoulder/winter season arts and culture programming. BEND DESIGN was initially held on two days, it is now four days. She thanked the reviewers for caring for Bend's arts and culture and for reading all the applications.

VI. Grant Clarification and Review in Alphabetical Order

As already noted, MacMillan may ask applicants clarifying questions regarding the application during this meeting. The reviewers will score and submit those scores after each application is outlined and clarifying questions have been answered.

Overall Conflicts of Interest for the FY19 BCTF grant applications include:

Marketing/Program Grants

- BendFilm Inc. - Green, Switzer
- Cascadia Adventure Film Festival (Jason Bagby Productions) - None
- High Desert Museum - None
- Oregon Winterfest - Felder, Switzer
- Out Central Oregon - None
- ScaleHouse (BEND DESIGN) - Green, Fletcher, Switzer
- Sunriver Music Festival - None
- The Night Light Show with Shanan Kelley & Magnificent Guests - Green
- Tower Theatre Foundation (Bend A Cappella Festival) - Green
- World Muse - Green, Switzer

Catalyst Grants

- At Liberty Arts Collaborative - Green
- Bend Photo Tours - Flannery
- Central Oregon Film Office - None
- DIYcave - None

Marketing Grant Applications

1. BendFilm Inc. (\$36,150). Conflicts of Interest: Green, Switzer; Number of Reviewers: 13; Average Score: 94
The 16th Annual BendFilm Festival will be held October 10 - 13, 2019. Each year the Festival is Bend's premiere fall shoulder season event drawing thousands of visitors from across the region, nation, and world to Bend.

Q: In your Marketing grant application you have identified out-of-state targets, what are you doing for in-state marketing?

BendFilm has several in-state marketing strategies. OPB sponsors BendFilm with \$10,000; in Bend, BendFilm markets through three sources; in Portland, the marketing is primarily digital, but if funding allows BendFilm will market with posters, rack cards, and buses; in the Valley (from California to Washington state lines), BendFilm is marketing digitally. BendFilm also uses social marketing such as Face Book and Instagram.

2. Cascadia Adventure Film Festival (Jason Bagby Productions) (\$ 40,000). Conflicts of Interest: None; Number of Reviewers: 15; Average Score: 74
The inaugural Cascadia Adventure Film Festival (CAFF) will run September 5-8, 2019. It will feature adventure films from around the world that promote the philosophy of adventure and community that draw so many of us to the region known as Cascadia.

Q1: Do you have any confirmed commitments that you weren't able to provide at the time of submission?

Cascadia Adventure Film Festival has received commitments from Arc'teryx in the amount of \$10,000, and Hydro Flask in the amount of \$15,000, etc. CAFF just hired the director of the Vancouver International Mountain Film Festival, Tom Wright. The headliners will be determined through the film submission process which is opening this Friday.

Q2: In your application, you have in-state marketing, do you have out-of-state marketing?

CAFF will have digital marketing in Salem, Eugene, Seattle, Vancouver BC, and other large metropolitan areas.

3. High Desert Museum (\$ 45,000). Conflicts of Interest: None; Number of Reviewers: 15; Average Score: 93
To support Vast, Loud and on Fire: Art at Burning Man exhibition and associated programs will recreate the art, community and environment of Burning Man at the High Desert Museum.

Q: How will the applicant determine an attendee has traveled specifically for this exhibit?

High Desert Museum will have random sampling surveys to determine what brought the visitor to the museum on that day. It was also reported that within the target month, the exhibit will be open for a longer period.

4. Oregon Winterfest (\$ 25,000). Conflicts of Interest: Felder, Switzer; Number of Reviewers: 13; Average Score: 89
The Light Ice & Fire Exposition serves as a major artistic statement at the entrance of Oregon Winterfest featuring pyrotechnics in the form of the Fire Pit & Fire Sculpture event, showy ice carving by skilled artists, mystical light art creations created by the Central Oregon Light Artists and the large Gallery and Gathering heated tent.

Q: What is the total marketing budget for the entire WinterFest?

The figures outlined the grant proposal are specific to Light Ice & Fire: \$22,400 for the event, another \$22,000 in-kind. These reflect 10% of total marketing budget in cash (not in-kind) for the full Oregon Winterfest festival.

5. Out Central Oregon (\$ 24,675). Conflicts of Interest: None; Number of Reviewers: 15; Average Score: 85
Winter PrideFest is a multi-day event celebrating diversity and inclusivity through various winter activities, social gatherings, and fun.

The reviewers did not have any questions for this applicant.

6. ScaleHouse (BEND DESIGN) (\$ 28,000). Conflicts of Interest: Green, Fletcher, Switzer; Number of Reviewers: 12; Average Score: 95
BEND DESIGN is a series of talks, conversations, workshops, films and exhibits by and for creative innovators everywhere. This is not a conference just for designers -- it is for entrepreneurs, educators, civic leaders, students, trade professionals, and everyone curious about how we can apply creative problem solving to better connect people to ideas and each other.

The reviewers did not have any questions for this applicant.

7. Sunriver Music Festival (\$ 15,000). Conflicts of Interest: None; Number of Reviewers: 15; Average Score: 88
The Sunriver Music Festival is teaming up with the Tower Theatre to present the 4th Annual Piano Showcase on March 27 & 28, 2020 at the Tower Theatre in downtown Bend. The showcase will feature three acclaimed pianists performing on two Steinway grand pianos over two days of performances, master classes, workshops, recitals and panel discussions.

The reviewers did not have any questions for this applicant.

8. The Night Light Show (\$ 23,700). Conflicts of Interest: Green; Number of Reviewers: 14; Average Score: 72
The Night Light Show is a monthly variety style comedy show highlighting exceptional artists, musicians, business owners, not for profit organizations and other community stars. Our show provides the perfect platform to celebrate and build what is great about our local community and appeals to both a local and visiting audience. The Night Light Show celebrates all things Bend, and also offers a welcoming community environment for those new to or visiting the area.

The reviewers did not have any questions for this applicant.

9. Tower Theatre Foundation (Bend A Cappella Festival) (\$ 23,000). Conflicts of Interest: Green; Number of Reviewers: 14; Average Score: 90
The Tower Theatre Foundation will hold the fifth annual "Bend A Cappella Festival" February 21-23, 2020. The Festival is designed to provide a cappella groups with personal access to the highest level of performers, group coaching from industry icon, Deke Sharon, and opportunities to perform.

The reviewers did not have any questions for this applicant.

10. World Muse (\$ 20,000). Conflicts of Interest: Green, Switzer; Number of Reviewers: 13; Average Score: 92
Muse Conference is a four-day event hosted by World Muse, a non-profit that believes women and youth 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.

The reviewers did not have any questions for this applicant.

Catalyst Grant Applications

1. At Liberty Arts Collaborative (\$ 11,700). Conflicts of Interest: Green; Number of Reviewers: 14; Average Score: 78
At Liberty is proposing an integrated-marketing campaign promoting arts and cultural events in Bend throughout the year, with printed materials and a social media campaign.

The reviewers did not have any questions for this applicant.

2. Bend Photo Tours (\$ 12,000). Conflicts of Interest: Flannery; Number of Reviewers: 14; Average Score: 86
Bend Photo Tours is looking to launch a Pacific Northwest (PNW) Photo Summit in October 2020 at The Riverhouse on the Deschutes in Bend, Oregon. The 3-day conference would be comprised of a 2-day speaker series, tradeshow floor, photo portfolio reviews, product launches and photo contests.

The reviewers did not have any questions for this applicant.

3. Central Oregon Film Office (\$ 11,850). Conflicts of Interest: None; Number of Reviewers: 15; Average Score: 80
Central Oregon Film Office is researching and developing a new program to bring in approximately six to eight leading location scouts who focus on the West coast. In turn, their awareness of Bend as an alternate destination to the East Coast, Colorado, Northern California or Washington may be the impetus for a production crew to choose to film in Bend.

The reviewers did not have any questions for this applicant.

4. DIYcave (\$ 5,000). Conflicts of Interest: None; Number of Reviewers: 15; Average Score: 67
To host Mini Maker Faire at the 9th Street Village/DIYcave venue in Bend on October 26, 2019. To fund support for marketing, event licenses/insurance, rental equipment, and branded event materials. Commitment of these grant funds will allow us to run the event as a licensed Mini Maker Faire and be the catalyst to other grants and supporters.

The reviewers did not have any questions for this applicant.

The applicants remained at the meeting while MacMillan ran the numbers for the reviewer's averaged scores. [These scores are included in the heading for each applicant listed above.]

VII. Commissioner Comments

MacMillan thanked the applicants and reminded them they may read the minutes addressing reviewer comments which will be posted online and they may contact MacMillan for additional details and comments.

MacMillan asked those reviewers with no conflicts of interest to stay, and released those with conflicts from the afternoon work session.

VIII. Adjourn

The Commission Meeting was adjourned at 1:35pm.