

**Bend Cultural Tourism Fund  
Commission Work Sessions  
Approved Minutes  
9:00am-2:00pm and 3:30pm-5:00pm  
May 17, 2021  
Zoom Meeting**

In Attendance 9:00am-2:00pm: Jenny Malone; Valerie Warren (Nonvoting Member); Miguel Edwards; Michael Gesme; Mindy Aisling; Sandy Anderson; Jenny Green; Rika Ayotte; Leah Rutz; Laurel MacMillan, Administrator; Shari Crandall, Minutes.

Absent: Liora Sponko.

The Commission Work Session was called to order at 9:01am.

**I. Welcome/Introductions**

Introductions were made.

**II. Working Session Begins**

MacMillan highlighted the grant application review process. The application scoring process begins fairly precisely but then enters a gray area where it becomes more an art than a science. Every year, though, the funding has turned out well, reflecting the careful analysis of the reviewers.

Those Commissioners with Conflicts of Interest may not discuss the respective grant applications, nor will they participate at any time during the award discussion at the afternoon work session. The conflicts of interest are as follows:

Marketing/Program Grant Applications

1. Bend Health Guide - None
2. BendFilm, Inc - None
3. Cascade Relays - None
4. Cascades Theatrical Company - None
5. Central Oregon Film Office - None
6. Central Oregon Media Group - None
7. Eastern Cascades Model Railroad - None
8. High Desert Museum - None
9. Lay It Out Events - Anderson
10. Old Mill - None
11. OUT Central Oregon - None
12. Pek Projects LLC - None
13. Tower Theatre Foundation - Gesme
14. Wanderlust Tours - None
15. World Muse - None

Catalyst Grant Applications:

1. Bend Photo Tours LLC - None
2. Central Oregon Center for the Arts - Gesme
3. Dirty Freehub - None
4. Elaena Belinsky - None
5. High Desert Makers - None
6. High Desert Music Collective LLC - None
7. Paula Dreyer - None
8. ScaleHouse - Anderson, Green, Malone

The applicants were invited to attend the Commission meeting at 2:00. At this Commission Meeting, reviewers may compliment the applicants.

Those grant applications that receive a final average score of less than 80 will not be funded.

The new ZOOM grant scoring system has been a bit clunky. Do not put a zero in Catalyst Grants if working on the Marketing Grant; it cross populates and creates a false score.

During the grant application discussion at the morning work session, reviewers may identify specific questions that will aid their scoring process. These questions will be asked of the applicants at the Commission Meeting. Given the ZOOM format of the meeting, MacMillan, rather than individual reviewers, will ask questions of the specified applicants during the Commission Meeting scheduled at 2:00pm.

The reviewers will score the applications at the Commission Meeting after the questions have been asked and answered. The final funding decisions will be determined at the afternoon Work Session.

Minutes of the Commission Working Sessions, and the Commission Meeting will be posted to the public. Note: the minutes for the Commission Working Sessions will maintain the anonymity of the reviewers' statements. In addition, MacMillan will be available to provide feedback to the applicants, upon request.

The Commission Meeting will follow a brief lunch break. Those reviewers without conflicts of interest will return to the afternoon Commission Working Session following the Commission Meeting to discuss funding recommendations.

If a procedural issue arises during either of the work sessions, Crandall will capture these in the minutes to be discussed at the October meeting.

Finally, ZOOM Grants has some glitches upon which they are working during this meeting. MacMillan cannot see the recommended dollar amounts assigned by the reviewers. In addition, reviewers are having difficulty navigating the site during this morning meeting. MacMillan will email ZOOM to remedy problems as they arise.

### **III. Review/Discussion Grant Applications - Total Requested \$546,624**

#### **A. Marketing Grant Applications - Total Requested: \$464,424**

1. Bend Health Guide (\$5,850). Conflicts of Interest: None; Number of Reviewers: 8.  
Bend Health Guide Annual Health Fair happening on 10/23/2021 attracts thousands of visitors to promote Health of our local Community.

Reviewers question whether the health fair is related to the arts/culture mission delegated to BCTF by the City of Bend. While the event has potential to reach out to others, several reviewers are concerned the event is not tourism driven, rather it is directed toward local residents and will not bring visitors from outside the Bend area. Others are concerned the budget does not reflect actual costs of bringing in well known and highly paid speakers such as Marianne Williamson to Bend. Another noted the ROI is based on raffle ticket sales which is not enough for a Marketing Grant.

The reviewers do not have any further questions of the applicant.

2. BendFilm Inc. (\$45,000). Conflicts of Interest: None; Number of Reviewers: 8.  
The 18th Annual BendFilm Festival will be held October 7-17, 2021. Each year the Festival is Bend's premiere fall season event drawing thousands of visitors from across the regions, nation, and world to Bend.

This is a strong application with a detailed budget, contents, and attachments to back up the event. Reviewers are pleased the event grows each year. It hits the sweet spot for local residents and tourists.

Reviewers agree they love the event; however, several reviewers note the tone of the application could be perceived as a warning that if BCTF doesn't grant funds, BendFilm will be hurt and the local businesses will be harmed financially. It was noted this tone began last year, and this year's comments are similar; applicant could have worded the grant application differently to get its message across of what might happen if applicant didn't receive BCTF funds.

The reviewers do not have any further questions of the applicant.

3. Scott Douglass/Big Butte Challenge/Cascade Relays (\$20,000). Conflict of Interest: None; Number of Reviewers: 8.  
The Big Butte Challenge is an enhanced virtual event hosted over three (3) months that safely brings people together to accomplish one common goal: to reach the summit of six (6) Buttes in Central Oregon.

Bend has long been a beer and sports mecca, historically drawing in thousands of paying visitors from outside Bend each season of the year. The original intent behind BCTF was to go beyond the beer/sports scene to create new experiences during the shoulder and winter seasons by expanding what Bend offers, bringing in a different set of visitors for arts and culture.

This year's sports/beer BCTF applications are new and unexpected. Reviewers voiced the feeling of being "caught off guard" and concerned that several of this year's applications were specific only to the beer/sports scene. They understand BCTF does not have a running definition for "culture" and feel uncomfortable applying the term to these applications without some guiding definition. They are also concerned with setting a precedent for funding future sporting/beer events without a significant artistic/cultural/historical component. Commissioners will address "culture" at the October meeting.

With this particular grant, the reviewers note a discrepancy in the budget of reported income to expenses. To some, it does not appear the applicant needs funds to put on this event.

They do like the historical aspect of the application, the podcast and the investment in the Deschutes Historical Museum; however, some also voiced their concern that this inclusion may be a poorly veiled attempt to qualify for the BCTF grant. Several reviewers allotted funds due to the historical component.

The reviewers do not have any further questions of the applicant.

4. Erin Roe/Cascades Theatrical Company (\$10,274). Conflict of Interest: None; Number of Reviewers: 8.  
Cascades Theatrical Company has plans to host a 2021 holiday promotion plan for tourists from November 16 to December 20th. We plan to promote both our Christmas family-favorite play "Miracle on 34th Street" and other cultural destinations in Bend.

The reviewers are confused about the request for funds - is the applicant asking for funds for the show or the passport? The budget seems "out of whack." The applicant appears to promote free tickets to local concierge for visitors already in Bend but who are not coming to Bend for the event. The application is missing the out-of-town promotion. The reviewers are also concerned with the dates: if the intent is to attract families from out of town, the applicant needs to look at school calendars and respective winter vacation periods. In addition, they note the Letter of Support is for the teen program not the BCTF fund.

Reviewers are open to funding the film component of the grant application but not the reciprocal discount programs.

The reviewers do not have any further questions of the applicant.

5. Central Oregon Film Office (\$16,050). Conflict of Interest: None; Number of Reviewers: 8.  
Our events consist of bringing in groups of key film and media personnel who, during and following film production, can drop significant off-season funds into our community, creating a project for potentially world-wide view, and then leave.

The goal of providing Catalyst Grant funds is for an entity to research and develop an art/cultural event; then, take the next step to actually create the event for which the entity can apply for a BCTF Marketing Grant which addresses return on investment (ROI) and is supported by an applicable marketing budget. In the past, BCTF has awarded Catalyst Grants for only one grant cycle. By their nature, Catalyst Grants are higher risk than Marketing Grants; applications do not require a ROI and a marketing budget. This applicant received a Catalyst Grant in 2019 for this venture and is now applying for the Marketing Grant.

All reviewers agree this application could have been much stronger. One challenge is the lack of a good marketing budget - the applicant's budget was limited to putting up people in expensive hotels. A reviewer notes the budget is too high, a lesser budget amount and a vetting of people may have gone further. Others are confused about the marketing element: is the plan to shoot

the video after the visit? The applicant does not provide information regarding the end goal. There are no projections other than the applicant would invite people to stay in the high-end hotels, and then see what happens.

Regarding the ROI: some reviewers feel the ROI is lacking or insufficient; another thinks there is some compelling information but the applicant didn't explain it well.

One reviewer is pleased with the environmental piece of the application.

Finally, as one reviewer noted "this [application] screams catalyst grant, the best catalyst grant of all" those that were submitted this year. He wanted to fund them badly, but the applicant wasn't asking for marketing funds.

The reviewers do not have any further questions of this applicant.

6. Central Oregon Media Group dba The Bulletin (\$40,000). Conflict of Interest: None; Number of Reviewers: 8.  
The Bulletin is delighted to create and market the Bend Arts, Culture and Adventure (BACA) GeoTour & AdventureLab, highlighting 12-15 engaging arts & culture places throughout Bend.

Several reviewers did additional research regarding geocaching, including pulling up the cited Southern Oregon Coast website. It appears geocaching is still an activity done by many.

Several reviewers voice concerns about the budget: this is a big ask; about one-half the budget is for the geocaching tour and tagging; a question arose whether the budget supports the art/culture aspect; the ask seems to fund the project over the course of a couple of years; the print budget is \$12,000 and The Bulletin is a print magazine/newspaper - query: are they paying themselves; \$600 for radio ads outside the Bend area is low; there is no line item for paying artists.

Other concerns include the reasoning for The Bulletin's choice to fund this event and the ROI. However, the Southern Oregon Coast website seems to support this applicant's ROI. The attachment shows movement of people.

While this is a new idea, it appears to some reviewers the art work was included to qualify for BCTF. Another concern is the environmental impact of numerous people accessing the geocache sites. Will the geocache items be placed in areas that require permits? For example, a few years ago the Forest Service denied a permit for an automobile ad. Depending on the geocache location, will they be required to apply for and receive a permit for public land access, use, filming on public land?

The application mentioned ScaleHouse; one reviewer reported ScaleHouse acts only as a resource not a partner.

Further, a stronger application would have also included the names of artists and art organizations, with respective Letters of Support.

**Question: Your application includes artists. The application budget does not include artists' payments, does The Bulletin plan on paying these artists?**

7. Eastern Cascades Model Railroad Club (\$15,000). Conflict of Interest: None; Number of Reviewers: 8.  
It is the 25th Anniversary of our Train Club's Open House, which has always been held in either September or October. It brings people from all over Central and greater Oregon, the Pacific Northwest, and even train enthusiasts from other states and countries.

The reviewers agree this application outlines a charming, joyful event which has the potential to attract visitors from out of the area. However, the marketing appears to primarily target the local area; though, the budget does show costs for social media video and radio ads.

With more money, the applicant could revamp its website and increase social media outreach. The question arose whether this applicant wants to grow its audience and bring more people from outside Bend.

While this appears to be a one-time event, reviewers feel with MacMillan's guidance this could be a more thoughtfully written application, an excellent event that could score higher and receive future funding. One reviewer felt this may have been better as a Catalyst Grant.

The reviewers do not have any further questions of this applicant.

8. High Desert Museum (\$50,000). Conflict of Interest: None; Number of Reviewers: 8.  
Utopias (working title), an upcoming High Desert Museum exhibition, will look at the ambitions, intentions and outcomes - sometimes disastrous - of utopian and intentional communities in the High Desert.

High Desert Museum has consistently created new annual exhibits that draw thousands of people to Bend, supported by applicant's strong data collection. Its BCTF grant applications are competitive and have received funding since the inception of BCTF. This year is no different.

MacMillan explained last year the event had been funded for March 2020. But, in March Covid-19 closed the museum. With authorization from MacMillan, applicant submitted the final report with attendance numbers from February: the applicant demonstrated large attendance numbers for that period.

At a query from a new reviewer regarding marketing the event versus the High Desert Museum itself, another reviewer explained that the months' long exhibit is the primary focus of marketing, with High Desert Museum as the back drop. The big shows draw people. And after the pandemic, this reviewer believes many people will flock to this event.

With respect to this year's application, reviewers do have some concerns. The requested funds appear to be one-half the project; the media budget is \$31,000, that seems a bit low, perhaps the applicant has in-kind support not reported. With such a large funding request, the application would have been stronger had the applicant provided preliminary names of the artists and related letters of support along with a more detailed budget.

Overall, the reviewers recognized the applicant's continued growth, particularly around arts and culture.

The reviewers do not have any further questions of this applicant.

9. Cate O'Hagan/Lay It Out Events (\$35,000). Conflict of Interest: Anderson; Number of Reviewers: 7.  
The Bend Fall Festival, now returning for its 15th performance, will reprise its live music stages, popular Harvest Market and The Souk, an international artisan marketplace, and the upgraded Fine Artist Promenade.

Anderson was named in the application by the grant writer; the Commissioners determined Anderson had a conflict of interest, she left the grant conversation.

MacMillan explained that traditionally Late It Out Events has submitted an application, which has been funded, for its WinterFest. The applicant asked MacMillan if it would qualify for a grant if WinterFest was held at Deschutes County Fairgrounds, located in Redmond. MacMillan advised that the applicant would need to identify people who would stay in Bend. Therefore, the applicant decided to apply for the Fall Festival held in downtown Bend.

The reviewers like the idea of the full block event. However, reviewers feel the application needs more work. In part, there is confusion regarding what is going to be marketed: will the art be marketed to draw people; will marketing bring in more visitors? will the marketing be focused on the art, or on the overall event? Reviewers suggest applicant needs to demonstrate it is improving its art programming content following previous years' events.

Because the event appears to enrich art and culture, the reviewers are inclined to fund the arts component.

The reviewers do not have any further questions of this applicant.

10. Beau Estes/Old Mill (\$80,000). Conflict of Interest: None; Number of Reviewers: 8.

The Bend Brewfest, which historically has been held the third week of August, is moving to the second weekend of May in 2022, May 12-14. One of the premiere craft beer festivals in the Pacific Northwest, the Bend Brewfest celebrates the artistry and innovation of breweries and cider houses across the West Coast at the beautiful Les Schwab Amphitheater.

Applicant is moving the Bend Brewfest dates from summer to May and has applied for a one-time BCTF grant to aid in advertising the change in date.

The reviewers are shocked by the \$80,000 funding request. The maximum request in prior grant cycles has been \$40,000.

In addition to the large amount, the reviewers have numerous concerns with the request, including: whether, this like the sports events, qualifies as art or culture; and, if a "culture" in the broad sense of the meaning, whether BCTF wants to set precedent to possibly fund every beer fest in Bend; the income/expenses don't match; the spending seems double the amount of marketing; inability to see an increase in attendance to support the marketing cost; in terms of ROI, this event has been extremely successful without BCTF fund, this is the single largest revenue raiser in Bend and applicant meets heads/beds in spades without additional BCTF funding.

As previously reported in another application review, without a working definition of "culture" the application, the reviewers will score and designate a suggested amount of funding for this one-time request.

Two final notes voiced by many reviewers: 1. in juxtaposition to this application, the reviewers would like to keep the door open for culinary arts; and, 2. it was not worth losing the valuable contributions Erin Felder provided to the BCTF Commission due to this last-minute over-priced funding request.

The reviewers do not have any further questions of this applicant.

11. Jamie Nesbitt/OUT Central Oregon (\$28,000). Conflict of Interest: None; Number of Reviewers: 8.

Winter PrideFest 2022 is a multi-day and multi-event weekend celebrating diversity and inclusivity in the outdoors through various winter activities, social gatherings, and fun. Winter PrideFest 2022 will take place Thursday through Sunday, March 3-6, 2022.

BCTF funded applicant's Catalyst Grant in 2018. With the data compiled and discussions with MacMillan, the applicant submitted a Marketing Grant in 2019 which also received funding. The downtown shops saw increased traffic during the 2019 event.

Reviewers agree, this application is great: it shows growth in the organization and supports the request for funds. The events appear to be fun and will attract outside visitors, as well as local residents. The organization is strong and touches an area of culture that is in much need of development in Bend.

Importantly, in comparison to the other sporting event applications, this application perfectly demonstrates the distinction between a cultural event and a sports event: this event is a celebration of culture, using sports as back drop.

The reviewers do not have any further questions of the applicant.

12. Michael Nunez/Pek Projects LLC (\$35,000). Conflict of Interest: None; Number of Reviewers: 8.

Pek Projects LLC, in conjunction with community partners, will produce the Deschoops 3X3 basketball tournament in Downtown Bend on September 4 and 5th 2021.

Reviewers are aware that other cities have hosted this tournament, and it's an amazing event. This is an event Bend would love. This application falls within the beer/sports funding requests, already addressed. With exception of music, the reviewers found little to no art/culture component. The step/repeat component actually worsens the request for funds.

Reviewers' concerns also note: challenges with the budget; the reliance on BCTF funding to pull off the event; and, the short time frame to pull off the event. One reviewer asked whether a permit was needed; another reviewer reported the applicant has already spoken with the city.

Some reviewers believe this request may have been better as a Catalyst Grant that included a stronger use of art/culture, along with the sporting aspect.

The application does have a decent ROI and reviewers, without the definition for "culture," will score the application and include some funding.

The reviewers do not have any further questions of the applicant.

13. Tower Theatre Foundation (\$40,000). Conflict of Interest: Gesme; Number of Reviewers: 7.

The Tower Theatre Foundation will present the first ever "Stage the Change" event on the West Coast. The two-day conference will be Friday, May 20 - Saturday, May 21, 2022 focusing on high school students throughout the Pacific Northwest.

In the past cycles, Tower Theatre Foundation submitted and received funding for the Bend A Cappella Festival. Applicant reached out to MacMillan asking for guidance: would it be better to apply for the A Cappella Festival again or a new event? MacMillan suggested application for a new event.

Seasoned reviewers note the A Cappella Festival had sold out and no longer needed the BCTF marketing grant.

This application is well-written. This grant's concept is exciting: it is new and timely. Reviewers like the emphasis on the students, which will also bring families, and the aspect of inclusivity and activism. They agree: they want to fund this new program.

The reviewers do not have any further questions of the applicant.

14. Wanderlust Tours (\$24,250). Conflict of Interest: None; Number of Reviewers: 8.

Wanderlust Tours will expand its successful Art in Nature tours to the High Desert Museum Thursday, September 9, 2021 in the evening from 5pm to 10pm. Art in Nature at the High Desert Museum is a model pandemic response cultural event as it is limited attendance and held outdoors.

Wanderlust Tours primarily offers naturalist tours but has been branching into music events like this that also financially support the artists. This event is slated to occur at High Desert Museum's Raptors and Miller Cabin sites. Many of the reviewers like that this event provides art and partnership with the potential to draw people from outside the area.

The application provides a good idea but is not clearly written. For example: which organization will be charging for the event - Wanderlust Tours or High Desert Museum; which organization will be doing the marketing, particularly since High Desert Museum has also submitted an application for another event (an applicant may not submit more than one application in a grant cycle). This issue is further confounded since Wanderlust will be paying certain High Desert Museum event staff. Reviewers have mixed thoughts about the costs for programming and the ROI. Many feel the application would have also been stronger had applicant included a letter of support from the High Desert Museum.

The reviewers do not have any further questions of the applicant.

15. World Muse (\$20,000). Conflict of Interest: None; Number of Reviewers: 8.

Muse UnConference is a four-day event hosted by World Muse, a non-profit organization inspired by the enormous potential of individuals to create positive change in their lives, in their community, and in our world.

BCTF has funded World Muse since 2015. Applicant has consistently put on a unique world class event drawing diverse internationally renowned speakers. Applicant has evolved with the times. Initially, the event was expensive to attend. Applicant

listened to feedback and chose to address the equity/diversity issue: the event now has different price points for attendees. Where once the event was run by volunteers, applicant now has paid staff.

Reviewers voice a concern applicant cannot continue to grow the event since it chooses to not move to a larger venue. Another concern is whether this applicant and other long-term fund recipients are now doing well enough, they no longer need BCTF funding. This issue will be addressed at a later meeting. Reviewers are in agreement: this year following the pandemic is not a time "to pull the hammer if [an applicant] has been funded in the past."

Two questions arose that reviewers desire clarification regarding the inconsistent percentage of people reported traveling to Bend for the event and the admission fee structure:

**Question #1: Under Question 24 in the application, World Muse reports 35-45% travel from outside and under Question 17 reports "more than 20%", please clarify the percentage of people who travel from outside the area.**

**Question #2: Please clarify the admission fee structure.**

**B. Catalyst Grant Applications - Total Requested \$94,200**

1. Bend Photo Tours, LLC - PNW Photo Summit (\$12,000). Conflict of Interest: None; Number of Reviewers: 8.  
To fund the creation of the PNW Photo Summit in October 2022. In addition to a 2-Day Live Speaker Series, we will also offer a Digital Summit showcasing our speakers through a live stream experience.

MacMillan reports this application is a "do-over" - applicant received a 2019 Catalyst Grant and had expended the funds but the pandemic hit and the applicant could not go forward. Reviewers understand the situation and largely feel this event has potential and a good opportunity, worthy of some funding.

The reviewers do not have any further questions of the applicant.

2. Central Oregon Center for the Arts (\$10,000). Conflict of Interest: Gesme; Number of Reviewers: 7.  
Central Oregon Center for the Arts will conduct a feasibility study to determine the suitability of building a comprehensive performing and visual arts facility in Central Oregon.

Central Oregon has had a need for a performing and visual arts facility. Many different groups have wanted to get the process going but haven't been able to do so. This group seems to have been together and working diligently for some time.

Many reviewers feel applicant's timeline and fund request appears reasonable. However, considerable discussion centered on the \$100,000 cost cited for the feasibility study and whether applicant will be able to close the gap between what has been raised and the \$100,000 within this grant cycle.

After some discussion, reviewers seem to agree the cost of the feasibility study is reasonable.

The discussion then focused on the concerns whether applicant can successfully raise the \$100,000 within the year and what the applicant will do if it doesn't reach that goal. One reviewer asked how long a Catalyst Grant recipient may hold awarded funds, can the funds be held beyond the grant cycle? Another asks whether a grantee may return for a second Catalyst Grant. Another reviewer noted that funding this request will add legitimacy to applicant's fund-raising efforts. The reviewers agree specific questions directed to the applicant to address their concerns are appropriate (see questions highlighted below).

During this discussion, reviewers were reminded that unlike Marketing Grants which have specific requisite markers, Catalyst Grants do not. Catalyst Grants were created to support exploratory research for the development of arts/culture ideas; they have an inherent risk component. Not all past Catalyst grantees have carried their ideas beyond the exploratory research phase. Historically, BCTF has awarded \$9,000 average for Catalyst Grants. To follow an applicant's progress, each grantee receives 75% funding upfront and only receives the remaining 25% when a final report has been submitted.

Warren stated Visit Bend expects the City of Bend to adopt the proposal to apply a percentage of the transient lodging tax revenue to fund tourism-related facilities (TRF). Oregon law requires a life span of 10 years for TRF; this facility would qualify under the law.

**Question #1: What is COCA's timeline to raise the \$100,000 for the feasibility study?**

**Question #2: What will COCA do if it doesn't raise the 100,000?**

3. Dirty Freehub (\$12,000). Conflict of Interest: None; Number of Reviewers: 8.

The goal of the Bend Podcast Project is to develop a set of short, micro podcasts that are single topic-specific relating to Bend's history and/or culture that can be embedded into online route guides for hiking, biking, paddling, etc.

Gravel riding is an up and coming area for tourism. Visit Bend is currently working with this group to create a scenic route.

Reviewers appreciate the inclusion of the podcast, the historical aspect, and the variety of activities. One reviewer wonders how the podcast will bring visitors to Bend, another reviewer believes people will come for a unique riding experience. It was further noted podcasts are not self-sustainable in the long run and applicant will need to grow beyond that and utilize other advertising sources. As a Catalyst Grant, this could spark new marketing ideas.

The reviewers do not have any further questions of the applicant.

4. Elaena Belinsky (\$6,000). Conflict of Interest: None; Number of Reviewers: 8.

The Connection Center is a multi-use event space well suited for retreats, art shows, small group events and open-air low capacity music events. The Connection Center is run by Bend residents and is available year-round for out of town guests to use as a retreat and workshop space.

Reviewers consistently ranked this application low for several reasons: the budget appears to be for construction of the space; 100-500 visitors a month is not realistic; payment of artists is below artists' worth; the events appear to be less art/culture driven and more spiritual. Reviewers recommend should applicant desire to submit a future BCTF application, she seek guidance from MacMillan.

The reviewers do not have any further questions of the applicant.

5. Timothy Burnett/High Desert Makers (\$12,500). Conflict of Interest: None; Number of Reviewers: 8.

A maker festival is planned for this November, organized through the High Desert Makers and affiliated sponsors.

While this event fits the arts/culture requisite and is a good idea, it appears the major fund request is for the venue cost at the Deschutes County Fairground and heavily focuses on local residents. The applicant will need to show visitors at the event will be staying in Bend.

The reviewers do not have any further questions of the applicant.

6. High Desert Music Collective LLC (\$9,000). Conflict of Interest: None; Number of Reviewers: 8.

High Desert Music Collective produces live music events that present a diverse group of artists to the music loving public. During these times we have been almost entirely putting on outdoor events that we also livestream for people at home and to those in care facilities.

Reviewers were uncertain what the project is and what applicant wants to fund. One reviewer did further research: it appears this organization is connected to the Silver Moon. A reviewer notes the budget appears to be for contracting services; is the amount requested for contracting bands? Reviewers would like to give this applicant money, but it is unclear what applicant is asking. MacMillan will reach out to the applicant and offer help for future grant writing.

The reviewers do not have any further questions of the applicant.

7. Paula Dreyer/PaulaGaniaris Piano Flow Live Concert Series (\$8,700). Conflict of Interest: None; Number of Reviewers: 8.  
Piano Flow Live is a fully immersive, mesmerizing sound journey that takes place in inspiring, outdoor settings throughout Bend through wireless headphones, led by local composer and pianist Paula Dreyer.

MacMillan reports she had quite a bit of contact with applicant, through many different written iterations up to the deadline.

Some reviewers appreciate applicant's idea of an audience using headphones while wondering outdoors; others feel the model doesn't make sense as written. Some are concerned whether applicant has checked the permitting process at Meissner. Another reviewer is concerned the proposal is oversized for what she thinks is reasonable.

Noting Hunter Noack is currently doing similar performances, a reviewer wonders whether applicant understands the high costs associated with doing this type of event.

Since this is a Catalyst Grant which has a different bar than a Marketing Grant, some reviewers would like to see her try this, and learn what she can during this coming year.

The reviewers do not have any further questions of the applicant.

8. Scalehouse (\$12,000). Conflict of Interest: Anderson, Green, Malone; Number of Reviewers: 5.  
The proposed Scalehouse Contemporary Arts Festival (Words, Art, Performance) is a two-day multi-disciplinary event with performances, talks, workshops, spoken-word performances, poetry slams and interactive art projects.

All agree this is a great application for a cool new event, and the company has a great track record. When asked why this is a Catalyst Grant, MacMillan replied applicant is still developing the idea, it needs more data, more numbers in place before it can apply for a Marketing Grant.

The reviewers do not have any further questions of the applicant.

#### **IV. Next Steps**

MacMillan went through the agenda for the 2:00-3:30pm Commission Meeting. All applicants have been invited to attend the meeting. After introductions, approval of the minutes from April 28, 2021 and the budget report, the public will be given a brief period for comments. MacMillan will ask the specific clarifying questions identified in this session of the applicants present. The reviewers will then score the applications. Those applications with less than 80 will not receive funding.

Reviewers request guidance from Visit Bend regarding the total funding amount; Warren replied Visit Bend is leaving that decision of the Commission. The funds allotted will be based upon the applications. If the applications don't make the cut, that will affect the total amount available. If the applications are competitive and deserve funding, then the Commission can spend the total current balance, or a portion of it.

MacMillan reported that of the scores from this morning's meeting, 8 applications are under 80 and 2 are on the cusp.

#### **V. Adjourn for Lunch**

#### **VI. Commission Meeting**

The Minutes for the Commission Meeting is a separate document. See "Bend Cultural Tourism Fund, Commission Meeting, Draft Minutes, 2:00 - 3:30pm, May 17, 2021."

#### **VII. Afternoon Work Session 3:30pm-5:00pm - Funding Discussion**

In attendance: Edwards; Aisling; Ayotte; Rutz; Warren; MacMillan; Crandall.

Absent: Spanko; Anderson; Green; Gesme; Malone.

MacMillan reiterated:

- Commissioners with a conflict of interest for any application are excused from this segment of the work session. Those with Conflicts of Interest include: Anderson, Gesme, Green, Malone.
- Final funding decisions will be made from the average recommended scores and recommended funding amounts entered by the Commissioners, and the total funding available.
- Any applicant with the score of 79 points or below is unfunded due to the competitive nature of the grants. One Catalyst Grant scored 79.67, it will be rolled up to 80.

**Catalyst Grant Applications: Reviewers' averaged scores, initial recommended funding amounts, funding Rounds 1&2:**

Column 1: Catalyst Grant Applicant	Column 2: Applicant Fund Request (\$)	Column 3: Reviewers' Average Score: Listed Highest to Lowest	Column 4: Reviewers' Average Recommended Funding Amount (\$)	Column 5: Percent of Original Funding Request (%)	Column 6: Round 1 Funding (\$)	Column 7: Percent of Round 1 fund amount to original request (%)	Column 8: Round 2 Funding (\$)	Column 9: Percent of Round 2 Fund to Original Funding Request (%)
Scalehouse	\$12,000	92.67	\$11,083	92%	\$11,000	92%	\$12,000	100%
Bend Photo Tours	12,000	89.33	10,556	88	10,500	88	10,500	88
Central Oregon Center for the Arts	10,000	88.88	9,250	93	9,250	92	10,000	100
Dirty Freehub	12,000	82.44	4,944	41	5,000	42	6,500	54
PaulaGianiaris Piano Flow Live Concert Series/Paula Dreyer	8,700	79.67- Rolled up to 80	4,433	51	4,500	52	4,500	53
High Desert Makers/Timothy Burnett	12,500	77.44						
High Desert Music Collective	9,000	71						
Elaena Belinsky	6,000	52.56						
<b>TOTAL</b>	<b>\$82,200</b>		<b>\$40,266</b>		<b>\$40,250</b>		<b>\$43,500</b>	

Note: High Desert Makers, High Desert Music Collection and Elaena Belinsky received an average score of less than 80.

Round 1 of the Catalyst Grants discussion: reviewers rounded the Reviewers' Average Recommended Funding Amount (Column 4) to the closest \$250; \$500; \$1000.

Round 2 of the Catalyst Grants discussion: 1. Reviewers noted Dirty Freehub application was better than PaulaGianiaris Piano Flow Concert and deserved more funding at a higher percent. They increased Dirty Freehub to \$6,500 (54%) which would cover the podcast; 2. Reviewers looked closely at Central Oregon Center for the Arts (COCA), the answers provided by applicant at the Commission Meeting provided clarity to increase funding. They increased COCA to \$10,000 (100%); 3. In light of the increase to COCA, reviewers looked at ScaleHouse and determined that \$12,000 (100%) would be appropriate.

**ACTION:** Reviewers agree to recommend the funding numbers in Round 2 for the Catalyst Grants.

**Marketing Grant Applications: Reviewer’s averaged scores and original recommended funding amounts**

<b>Column 1: Marketing Grant Application</b>	<b>Column 2: Applicant Fund Request (\$)</b>	<b>Column 3: Reviewers’ Average Score, Listed Highest to Lowest</b>	<b>Column 4: Reviewers’ Average Recom- mended Funding Amount (\$)</b>	<b>Column 5: Percent of Original Funding Request (%)</b>
BendFilm Inc	\$45,000	95.78	\$41,000	91%
Tower Theatre Foundation	40,000	94.29	36,000	90
Jamie Nesbitt/OUT Central Oregon	28,000	92.63	24,825	89
Erin Roe/Cascades Theatrical Company	10,274	91.38	3581	35
World Muse	20,000	91.38	15,750	79
High Desert Museum	50,000	90.86	36,250	73
Wanderlust Tours	24,250	86.5	18,255	75
Central Oregon Film Office	16,050	85.13	5,125	32
Scott Douglass/ Big Butte Challenge/ Cascade Relays	20,000	83	5,875	29
Beau Estes/Old Mill	80,000	82.93	10,625	13
Michael Nunez/Pek Projects LLC	35,000	81.38	7750	22
Central Oregon Media Group dba The Bulletin	40,000	77.63	18,750	47
Eastern Cascades Model Railroad Club	15,000	77.13	5875	39
Cate O’Hagan/Lay It Out Events	35,000	76.01	10,375	30
Bend Health Guide	5,850	69.67		
<b>TOTAL</b>	<b>\$464,424</b>			

As the reviewers began to review the numbers for the Marketing Grants, it became apparent there were errors in the calculations for scoring and original average recommended funds. The reviewers agree MacMillan will recalculate the numbers for the Marketing Grants and the group will reconvene to discuss funding at 12:30pm on Tuesday, May 18, 2021.

**VIII. Issues to Discuss at a Future Date.**

During the meeting, the reviewers highlighted potential topics or procedural issues to discuss at a later date. These include:

- ZOOM grant site - MacMillan asked Ayote to develop a list of complaints.
- In the past, Commissioners discussed and scored 12-13 grant applications. This year they reviewed 23 (and even without the computing error) made for a very long day. Do Commissioners want to split the current day-long grant review process into two separate days?
- Many applicants have applied for and received BCTF funding for years. Is it time for BCTF to implement a policy that requires a grantee to take a year off from applying after “x” number of awarded grant cycles? (examples: BendFilm, High Desert Museum, Tower Theatre Foundation)

- Several of 2021 grant applications fell under events solely related to sports and beer. Bend has long been a beer and sports mecca, drawing in thousands of visitors outside Bend. The original idea behind BCTF was to go beyond the beer/sports scene to bring in new tourists for arts and culture, to create new experience during the shoulder and winter seasons. This year also saw grant applications for other events that traditionally have not been related to arts/culture.
  - What is the long-term vision of BCTF funding?
  - Is it time to define “culture” as it would apply for future BCTF cycles? (examples: Bend Health Guide, Cascade Relays, Old Mill, Pek Projects);
  - Does BCTF desire to include culinary arts events under “culture”?
- Does BCTF want to have the ability to limit/ear mark grant funds for specific components within the application. (examples: Big Butte Challenge; Erin Roe Cascades Theatrical Co)
- Similarly, does BCTF want the ability to stipulate terms on how awarded funds are to be spent?
- For more clarity to applicants and reviewers, does BCTF want to clarify/better define Catalyst Grant?
- Can a Catalyst Grant be funded for more than one grant cycle? (examples: Central Oregon Film Office)
- How long can a Catalyst Grant recipient hold the funds awarded? Can the funds be held beyond the awarded grant cycle?
- Does BCTF want to add question(s) re environmental impact?
  - For events held in potentially environmentally sensitive areas, does BCTF want to ask environmentally-pertinent question(s)?
  - For events in areas that require environmental impact permits, does BCTF want to require proof of permit before awarding funds?
- What is the boundary area covered within the constraints of funding Bend events? If outside this area, what data to does the applicant need to provide to support Bend heads-in-beds? (example High Desert Makers)
- In past cycles, BCTF has encouraged applications with partnerships, including partnerships among two entities who have each submitted BCTF applications that were funded. Examples: Sunriver Music Festival was held at the Tower Theatre (2019); World Muse at the Tower Theatre (several years). This year reviewers questioned whether High Desert Museum was double dipping when Wanderlust Tours submitted an application for an event held at the High Desert Museum. Is this form of partnership an issue? Does BCTF want to require additional attachments, such as letter of support from the “other” partner?

## **XI. Adjourn**

The Afternoon Commission Work Session adjourned at 4:05pm.