

**Bend Cultural Tourism Fund
Commission Meeting
Approved Minutes
2:00-3:30pm
May 17, 2021
ZOOM Meeting**

In Attendance: 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.

Guests: Amanda Stuermer, World Muse; Timothy Burnett, High Desert Makers; Beau Estes, Old Mill; Laura Thompson, Central Oregon Center for the Arts; Cate O'Hagan, Lay It Out Events and Wanderlust Tours; Heidi Wright, The Bulletin; Jamie Nesbitt, OUT Central Oregon; Jeff Caulfield, Geo Tour; Michael Nunes, Pek Projects; Ray Solley, Tower Theatre Foundation; Sharon Maier-Kennelly, Tower Theatre Foundation; Tori Toreno, Bend Photo Tours LLC; Heidi Hagemeyer, High Desert Museum; David Lee, Eastern Cascades Model Railroad Club; Erin Roe, Cascades Theatrical Company; Sandy Henderson, Central Oregon Film Office; Kevin English, Dirty Freehub; Jo Sylvester, Cascade Relays.

The meeting was called to order at 2:02pm.

I. Welcome/Introductions

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

II. Approval of Minutes from April 28, 2021 Meeting

Action: Edwards moved, Malone seconded, to approve the April 28, 2021 minutes as written.

Vote: The Commission unanimously approved the minutes.

III. Budget Report

Valerie Warren reported Visit Bend is funded with a percentage of the City of Bend's available transient lodging tax from which 7.5% per month is designated for BCTF. Due to Covid-19, BCTF did not award grants for the 2020 cycle. Visit Bend continued to accrue the 7.5% funds. Due to the pandemic, operating expenses are under budget. The fund is looking solid with a current balance of \$325,000.

IV. Public Comments (4 minutes max)

There were no public comments.

V. Grant Clarification and Review in Alphabetical Order

MacMillan expressed the Commission's appreciation to the applicants for the applications and their hard work. She reported BCTF received twenty-three (23) grant applications this 2021 cycle; in past cycles, BCTF received thirteen (13) to fifteen (15) application. The total demand for funds exceeds the fund's balance.

Commissioners have reviewed the applications; they have identified specific clarifying questions for a few of the applicants (see highlighted A. Marketing Grant Applications, and B. Catalyst Grant Applications below). MacMillan will ask the questions of those applicant representatives present. Commissioners will submit their scores after the clarifying questions are answered.

VI. Comments for Applicants

Malone, on behalf of all commissioners, thanked the applicants for their hard work and effort; she then thanked the commissioners, who did their homework and followed up with good discussion regarding each of the applications.

Ayote echoed the thank you. In addition to more applications, they were much broader in swath from previous cycles which will help the Commission in defining award investment. She then thanked MacMillan for all her hard work.

MacMillan notified the attendees: she will be available to the applicants to provide feedback; her number is listed on the Visit Bend website; and, the minutes of the Commission Working Sessions and this meeting will be posted.

The applicants remained at the meeting while MacMillan calculated the reviewer's averaged scores. The conflicts of interest, the number of reviewers, and the average scores for each application are listed below:

A. Marketing Grant Applications - Total Funds Requested \$464,424

1. Bend Health Guide (\$5,850). Conflicts of Interest: None; Number of Reviewers: 8; Average Score: 69.67.
Bend Health Guide Annual Health Fair happening on 10/23/2021 attracts thousands of visitors to promote.

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

2. BendFilm Inc. (\$45,000). Conflicts of Interest: None; Number of Reviewers: 8; Average Score: 95.78.
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.

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

3. Scott Douglass/Big Butte Challenge/Cascade Relays (\$20,000). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 83.
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.

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

4. Erin Roe/Cascades Theatrical Company (\$10,274). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 91.38.
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 do not have any further questions of this applicant.

5. Central Oregon Film Office (\$16,050). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 85.13.
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 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; Average Score: 77.63.
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.

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

Heidi Wright: Yes, The Bulletin will pay artists for their art work.

7. Eastern Cascades Model Railroad Club (\$15,000). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 77.13.

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 do not have any further questions of this applicant.

8. High Desert Museum (\$50,000). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 90.86.
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.

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; Average Score: 76.01.

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.

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; Average Score: 82.93.
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.

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; Average Score: 92.63.

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.

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

12. Michael Nunez/Pek Projects LLC (\$35,000). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 81.38.

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

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

13. Tower Theatre Foundation (\$40,000). Conflict of Interest: Gesme; Number of Reviewers: 7; Average Score: 94.29.
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.

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

14. Wanderlust Tours (\$24,250). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 86.5.
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.

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

15. World Muse (\$20,000). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 91.38.
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.

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.

Amanda Stuermer: In past years, the people who traveled from outside the area, overall, was always more than 20% but in more recent years the percentage has been 35-45%. Following the pandemic, they chose to report 20%, but are shooting for 35-45%.

Question #2: Please clarify the admission fee structure.

Stuermer: World Muse originally offered scholarships for the event with admission costs \$100 per day, and an all-access pass of \$350. To open the event to people of all economic levels World Muse chose to implement an equity sliding scale fee structure which begins at \$1.00 and goes up to \$300, the amount averages to the median range of about \$25. It has been highly successful; they now encourage other event planners to also implement a sliding fee scale.

B. Catalyst Grant Applications - Total Funds Requested \$82,200

1. Bend Photo Tours, LLC - PNW Photo Summit (\$12,000). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 89.33.
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.

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

2. Central Oregon Center for the Arts (\$10,000). Conflict of Interest: Gesme; Number of Reviewers: 7; Average Score: 88.88.
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.

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

Laura Thompson: COCA plans to raise the funds this year from September 2021 to September 2022; it currently has commitments from the City of Bend and the Deschutes County Commissioners.

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

Thompson: the COCA feasibility study is phased. Phase 1 - \$25,000: COCA can hire the feasibility firm. It will pay each phase as it raises the necessary funds.

3. Dirty Freehub (\$12,000). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 82.44.
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.

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

4. Elaena Belinsky (\$6,000). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 52.56.
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.

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

5. Timothy Burnett/High Desert Makers (\$12,500). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 77.44.
A maker festival is planned for this November, organized through the High Desert Makers and affiliated sponsors.

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

6. High Desert Music Collective LLC (\$9,000). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 71.
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.

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

7. Paula Dreyer/PaulaGaniaris Piano Flow Live Concert Series (\$8,700). Conflict of Interest: None; Number of Reviewers: 8; Average Score: 79.67.
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.

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

8. Scalehouse (\$12,000). Conflict of Interest: Anderson, Green, Malone; Number of Reviewers: 5; Average Score: 92.67.
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.

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

VIII. Adjourn

MacMillan noted the reviewers will meet in a working session to address their funding recommendations.

The Commission Meeting adjourned at 2:53pm.