

**Bend Cultural Tourism Fund
Commission Meeting
Draft Minutes
9:00am-2:30pm
Thursday, April 21, 2022
Bend Element, 1526 NW Wall St, Bend, OR 97703
-or- Zoom <https://us02web.zoom.us/j/86143644479>**

In Attendance: Sandy Anderson; Rika Ayotte; Liora Sponko; Leah Rutz; Michael Gesme; Miguel Edwards; Eli Ashley (ZOOM); Amy Renalds; Steven Arrasmith (new); Valerie Warren, nonvoting BCTF staff member; Laurel MacMillan, Administrator; Shari Crandall, Minutes.

Absent: None

Guests: None

The meeting was called to order at 9:00am.

I. Welcome/Introductions

MacMillan opened the meeting. Introductions were made by those present at the meeting, attending at Bend Element and Zoom, including the newest Commissioner Steven Arrasmith, who is the general manager for Holiday Inn Express & Suites Bend South and a musician.

MacMillan reminded the commissioners: they are to follow current policy and procedures; if an issue arises regarding policy or procedures, these will be tracked in the minutes and discussed at the fall meeting.

II. Budget Report

Warren presented the BCTF FY22 Financial Report through March 31, 2022; she conveyed the following:

Of the revenue Visit Bend receives from the City of Bend, 7.5% goes to the Bend Cultural Tourism Fund. During the pandemic Visit Bend began transferring monthly funds into a money market account created specifically for BCTF. Funding for FY22 ends June 30, 2022. By the end of March, Visit Bend has deposited \$330,000. In addition to these deposits, Visit Bend will be transferring additional funds to the BCTF account. The BCTF FY22 funding guideline is \$400,000. Commissioners need not award the full amount, whatever remains will be rolled into FY23.

MacMillan reported that due to Covid a few grantees from previous years had to postpone their events. BCTF FY20: Sunriver Music Festival finally presented its show; BCTF FY21: Eastern Cascades Railroad Club and Wanderlust Tours have had to reschedule their events. The outstanding budgeted funds will be paid upon receipt of grantees' final reports.

III. Approve February 28, 2022 Meeting Minutes

Action: Edwards moved, Renalds seconded, to approve the February 28, 2022 Minutes as written.

Vote: Commissioners unanimously approved the Minutes.

IV. Grant Review Process Overview

Warren noted Visit Bend and BCTF are not subject to public meeting laws. While this review meeting is closed to the public, minutes of the meeting will be posted to maintain transparency. The minutes will reflect commissioners' discussion but retain anonymity of the speakers. Since MacMillan often provides feedback and shares the Commission's comments to the applicants, she asked the commissioners to keep the comments constructive.

MacMillan outlined the grant application review process. The starting point for discussion will include the initial average score and recommended funding amount. Those applications that receive a final average score of less than 80 will not be funded. Commissioners will score an application following their discussion; final award decisions will occur at the end of the day.

There will be a 30-minute lunch break about noon. However, if anyone needs to take a break at any time, please do so.

Those commissioners who have a conflict of interest with a particular application may not discuss the respective grant application, nor will they participate at any time during the award discussion for funding allocation. Edwards reported he has received small payments from Bend Design in the past, but he does not yet have a contract with them for the FY22 event and he has no expectation of a benefit; he asked if this is a conflict of interest. While a gray area, Commissioners agreed he could participate in scoring/discussing the application.

With respect to "parking lot" issues, commissioners were encouraged to state them for the minutes but then move on with discussion of the application.

For initial discussion, commissioners will address the applicants in alphabetical order, beginning with marketing and then catalyst applications. For the award allocation discussion, however, commissioners without conflicts of interest will first address catalyst applicants, since catalyst grants may receive up to 25% of total funds; commissioners will then address marketing grant applicants.

V. Review/Discussion Grant Applications

A. Marketing Grant Applications, 19 applicants - total amount requested \$528,150

1. Entertainment LLC, 1988 Entertainment Presents Concerts (\$35,000). Conflicts of Interest: 0; Original Average Score: 90

1988 Entertainment has been producing concerts in Bend Oregon for 18 years, and we will produce 85% of our concerts an estimated 75 concerts from October 1st, 2022 - May 30th, 2023 the "shoulder season" is our busiest season in Bend, OR the dates of the proposed concerts are to be determined we typically book 3-6 months in advance.

Applicant contacted MacMillan the day before the application deadline, he had knowledge of the subject matter and he timely submitted the application, though the application does not include punctuation.

Commissioners liked the application overall: the applicant has 18 years' experience, a large number of concerts, out-of-town performers and attendees will be coming to Bend, applicant will advertise/promote Bend shoulder/winter events. However, commissioners would have liked inclusion of the proposed performers and partners; they also desired a specific budget breakdown of the requested amount for advertising Bend events at out-of-Bend events.

MacMillan advised: if funded, commissioners could stipulate grant funds be used only for the promotion of Bend concerts.

2. BEAT Children's Theatre, BEAT Children's Theatre Marketing (\$5,000). Conflicts of Interest: 0; Original Average Score: 66

BEAT Children's Theatre Marketing.

Commissioners concurred: BEAT is a good organization that some would have liked to fund. However, applicant did not provide enough basic information to rank the application. What was the project? Applicant's return on investment (ROI) was limited. Family and friends may come from outside Bend but applicant needed to address how it would market the event to draw others to Bend to see local children perform.

3. Bend Fashion Week (\$30,000)

Before this meeting, MacMillan noted applicant requested funds for June, 2022 - this year's funding is for events September 2022 through June 2023. She asked applicant whether it wanted to amend its request for funds for June 2023. Applicant did not and was not interested in going forward with the application process. The application was struck from the list.

4. Bend Roots Revival, Bend Roots Revival (\$25,000). Conflicts of Interest: 0; Average Original Score: 85 Marketing for Bend Roots Revival is scheduled for September 23-25.

The application is heartfelt, passionate; the Revival is a real showcase for Bend talent. It will be moving from the Deschutes Brewery area to the Box Factory; this new location is "fantastic for tourists" and is an opportunity to expand the audience from outside Bend. However, not all pieces were in place to understand how applicant would spend BCTF marketing funds. There were some questions regarding: capacity, the marketing budget and budget not aligning, failure to list a marketing person. The lack of applicant's specificity required a leap of faith. One reviewer wondered whether a catalyst grant would

have been better to develop a marketing plan. But since this is a marketing application, consensus was to fund the application for less than the requested amount.

5. Bend Yoga Festival, LLC, Bend Yoga Festival (\$37,500). Conflicts of Interest: 0; Original Average Score: 90
Bend Yoga Festival, a destination festival, comprising a multi-day cultural experience of yoga practices in a variety of forms: asana intensives, lectures, workshops, meditations, kirtan (call-and-response music performance), and more.

BCTF added a definition of “culture” beginning with the FY22 application cycle; the applicant answered the question regarding “culture” well. This event is scheduled for June 2023 and offers an alternative to Bend’s traditional alcohol/sports events. In addition to yoga, applicant identifies a long list of events that include music, ceremony, and history. Applicant is featuring well-known presenters from outside the area that may well increase tourist attendance. The budget is realistic, but high. It was noted the marketing expenses seem to be lower than reported. However, applicant addresses personnel and it pays staff for marketing. It was agreed, substantive funding of the marketing request could promote successful programming.

6. BendFilm, Inc, 19th Annual BendFilm Festival (\$44,750). Conflicts of Interest: 0; Original Average Score: 97
The 2022 19th Annual BendFilm Festival will be held October 6-9 in person and October 10 - 23 virtually for the Covid cautious who may live near and far. In typical years, the festival draws thousands of visitors from across the region, nation, and even world, to Bend.

BendFilm has received funding every year since BCTF’s inception. This application is one of the best submitted for the FY22 cycle. The tone of the application significantly changed from last year; instead of being put off, commissioners wanted to fund this event. The event is comprehensive in scope. The budget is clear. BendFilm has a handle on who attends: it has quoted the arts economic study addressing where attendees come from and where/how attendees spend money, etc.

7. Cascades Theatrical Company, Cascades Marketing (\$10,000). Conflicts of Interest: 0; Original Average Score: 81
Shakespeare in Hollywood in April. Cascades 10 in April and June. Bare: A Pop Opera in June. The additional programs will be scheduled for each month between July and December.

MacMillan reminded commissioners BCTF funded this applicant for FY21. It was one of those funded with less than 80 points. BCTF specifically funded the line item for the film component but applicant, instead promoted the event with TV and rack cards. Applicant’s final report noted BCTF funding helped but the event did not draw many from out of town - 20 from Portland, 5 from Eugene.

One commissioner likes the organization’s productions and sees applicant providing a cultural balance to Bend’s sport/outdoor scene, but noted this application is weak in several areas. Other commissioners noted applicant’s lack of focus and failure to provide enough information, the application is incomplete and the summary is not concise. All in all, commissioners weren’t clear what applicant was doing and suggested that future follow-up with this applicant might be helpful.

8. Central Oregon Media Group dba The Bulletin, Discover Bend: Play Like a Local (\$56,000). Conflicts of Interest: 0; Original Average Score: 90

The Bulletin is delighted to create and market Discover Bend: Play Like a Local, self-guided tours, highlighting 25-30 engaging arts & culture locations and events throughout Bend.

There appeared to be some ambivalence regarding this application. The application does not seem an exact fit for BCTF funds -the application is just about tourism rather than about the organization.

Applicant requested a lot of money for what is not necessarily the highest ROI - \$56,000 for 1,000 people. How did applicant come up with 1,000? Would the requested funds go toward funding The Bulletin’s operations? Would BCTF be funding the promotion of artists coming to town? Fund local artists who are not marketed as frequently? Commissioners would have liked an example of the marketing end product.

Applicant provided letters of support from Scalehouse, Brew Fest, and BendFilm. Questions arose regarding collaboration, and how much applicant plans on partnering. Is applicant piggy-backing on already existing art programs or funded

programs? Did the Bulletin ask for permission from organizations with whom it intends to partner? With whom else are they going to partner?

Last year BCTF queried applicant whether artists would be paid for its GeoCache activity; artists were paid. A similar question applies here as well: are artists going to be paid?

The new owners of the Bulletin seem to demonstrate a desire to be a good arts partner; an example is the setup of an artist relief fund during Covid. Commissioners agree to partially fund the application for FY22.

9. Dirty Freehub, Podcast Marketing Grant (\$13,800). Conflicts of Interest: Ayotte; Original Average Score: 82
To create and execute a comprehensive marketing plan for the podcasts that we produced in the 2021 - 2022 catalyst grant and that we will continue to produce in 2022 and beyond.

Ayotte reported Dirty Freehub solicits donations for Land Trust and she knows the applicant well: she chose to recuse herself from the discussion and left the room.

BCTF granted a catalyst grant last year to develop short podcasts on Bend's history and culture to tie in with local gravel cycling routes; applicant is now applying for a grant to market the podcasts. After speaking with MacMillan a few weeks ago, applicant did a survey to determine how many came to Bend this last year due to the podcasts. While sample size was not included, applicant did show some people specifically came to Bend because of the podcasts.

Several commissioners liked applicant's idea, it creates a "unique blend of bicycling and culture." The podcasts could bring in a cultural tourism piece for a different group of people not traditionally culturally inclined, as compared to those who attend events like BendFilm. The blend of arts and sports is a new idea, current activities are just scratching the surface. This applicant has created podcasts regarding the history and art/culture of Bend - e.g. roundabouts, Old Mill, Drake Park, city murals; and, has collaborated with groups such as the Deschutes Historical Society. Several commissioners would like to fund the applicant to continue to stretch the project.

Others questioned whether gravel riders would travel to Bend during the shoulder/winter months due to the podcasts: some tourists will come to bike, others will come for the arts/culture, and question is whether these groups intersect.

The fund request is relatively small, commissioners agreed to partially fund the project. If applicant wants to apply for a marketing grant again next year, he will need to work on the ROI and better address the blend of history/culture and bicycling.

10. High Desert Museum, Living Stories Exhibition (\$50,000). Conflicts of Interest: 0; Original Average Score: 95
Opening in January 2023, Living Stories: Exploring Dynamic Artforms of the Indigenous Plateau (working title) will immerse High Desert Museum visitors in the Indigenous Plateau worldview, reflecting knowledge systems of Tribes along the Columbia River and its tributaries. Six Native artists commissioned specifically for this new, original exhibition will create artwork that will be used in Native communities before arriving at the Museum.

This is a stellar, and big dollar, application. It is another new idea from the Museum that speaks to art, diversity, equity, education, historical and contemporaneous stories, the culture of native tribes, and authentic partnerships. Also noted, this event leverages a national partnership with the Smithsonian.

One commissioner stated he is inclined to give more weight to applications such as this that integrate diversity and equity, others agreed.

11. High Desert Music Hall, High Desert Music Hall Marketing (\$10,000). Conflicts of Interest: 0; Original Average Score: 51

We plan to host our 2nd annual Redmond Art & Music Festival this August 12th-14th.

Transient Room Taxes (TRT) that fund BCTF come from the City of Bend. Events held outside Bend must have data to support rooming in Bend. The event is in Redmond and does not address ROI. In addition, the event is to be held in August. This application does not meet BCTF fund parameters.

12. Lay It Out Events, Bend Fall Festival Art in Action Avenue and Stage (\$39,750). Conflicts of Interest: 0; Original Average Score: 87

Bend Fall Festival is scheduled during the fall shoulder season Friday, September 30 through Sunday, October 2, 2022, in downtown Bend. The Bend Fall Festival has emerged as the largest art festival in Central Oregon. (This is in part due to the closing of Art in the High Desert.)

BCTF funded applicant \$25,000 last year after it had included additional arts events. Supported by the numbers, applicant's annual event brings in tourists often for more than one night. While applicant pays artists, the pay is low; applicant could do better in financially supporting local artists. Unlike some of the other applicants, this applicant addresses the questions regarding the budget for this event compared to its total budget.

Commissioners discussed applicants who apply for the same event every year who continue to grow attendance and tie the marketing budget to attracting tourists; this applicant does not do this as well -applicant addresses the cultural aspect required by BCTF but does not show how the arts and culture bring in more tourists.

13. Old Mill District, Old Mill District Late Summer/Fall Concert Marketing Campaign (\$40,000). Conflicts of Interest: 0; Original Average Score: 84

The Old Mill District is requesting BCTF funds to support a minimum of seven and as many as 10 post-Labor Day concerts at the Hayden Homes Amphitheater that would benefit from additional marketing efforts.

In the past, Old Mill District (OMD) has paid Edwards to photo shoot concerts; OMD has not contacted him this year. Commissioners agree: no conflict.

Last year, BCTF funded \$11,000 out of OMD's \$80,000 request and, with its application, BCTF lost a commissioner because she worked for the organization. MacMillan did review this year's application and provided feedback.

It was noted that OMD's events have significantly increased during the shoulder season and OMD made a better case for the requested funds than last year. Out of area visitors do come to OMD's events and the local economy is impacted.

While OMD presents an argument for funding, commissioners discussed OMD's "need." The applicant only submitted a budget for marketing, it did not provide an organizational budget showing a need for funds. Several were concerned with this lack of transparency and asked whether applicant is requesting funding when it may already have a robust budget and revenue. The issue: would it be more appropriate for BCTF to award funds to other applicants who may have a higher need? In other words: why does OMD need BCTF funds?

With OMD's "events" and hotels/motels already in place, it was asked - what are the demand generators driving customers into the marketplace? Is there local partnering? With the significant uptick in concerts, how is OMD handling the huge levels of trash being generated? How much is too much tourism? Would BCTF actually be funding corporations other than OMD?

14. OUT Central Oregon, Winter PrideFest 2023 (\$37,980). Conflicts of Interest: 0; Original Average Score: 92

Winter PrideFest 2023 is a multi-day and multi-event weekend celebrating diversity and inclusivity in the outdoors through various winter activities, film screenings, cultural discussions, social gatherings, and fun. Winter PrideFest 2023 will take place Thursday through Sunday, March 2-5, 2023.

This applicant began with a catalyst grant, then applied for a marketing grant last year and again this year. Commissioners noted applicant went big this year compared to last year. Like BendFilm, applicant continues to grow the event.

Commissioners were pleased to see last year's out-of-state/country attendees; the Wigs on Ice is "next level brilliant." One commissioner noted this event is "diverse within its diversity." They also liked the inclusion of collaborators.

A commissioner noted on the surface the event reads of skiing, mountain activities and asked how this event fits arts and culture. In reply: the event is performative; it is the expression of culture not just skiing. Another commissioner gave an example from last year - the event was creative, attendees borrowed mops, sprayed them with glitter to create wigs to participate in the event; these people were nontraditional artists expressing themselves, uniquely specific to themselves. The event had a cultural bent that was interesting, creative and fun to watch; it provided a platform that would not have been available otherwise.

One commissioner expressed a concern regarding applicant's answer to Question 15: What would applicant do if it didn't receive funding? Answer: applicant would decrease funding of its scholarships. His query then was: just what is BCTF funding?

15. Paula Dreyer, Bend Creative Music Project (\$21,350). Conflicts of Interest: 0; Original Average Score: 79
The Bend Creative Music Project (BCMP) offers high quality cultural experiences in Bend involving high achieving local musicians and visual artists. Events range from outdoor concert series to multimedia indoor performances and may involve any of the art forms.

Last year, BCTF funded applicant's catalyst grant request of \$4,500 for head phones. Applicant's request last year was one of those applications that triggered this year's permitting question. For this marketing grant request, applicant asked MacMillan several questions.

Commissioners noted the application was vague, written in passive voice, and "all over the place." For the amount of money requested, the application was not clear: with whom applicant is working, ROI, the actual plan compared to wishful thinking, what applicant was actually doing. Commissioners would have liked more information regarding this year's artists and programming but noted people attended last year and the Meissner event was successful. However one commissioner noted Meissner Nordic Group has strong marketing for events, including an email list; she asked whether applicant may not have needed BCTF funds to market the Meissner event.

One commissioner knows this applicant. He reported she is getting things done, lives as an artist with a confident skill set; he scored the application to fund, but at a much smaller amount. For future applications, another commissioner suggested applicant get a grant writer or have someone with grant writing skills to read through the application before submittal.

16. Scalehouse, Bend Design 2022 (\$28,000). Conflicts of Interest: 0; Original Average Score: 95
Scalehouse presents Bend Design 2022, October 14, 2022. A week for creators, designers and thinkers. Building upon the success and experience of seven years, BEND DESIGN 2022 continues to create programming that celebrates design as a promising cultural and economic resource.

MacMillan noted BCTF has funded applicant multiple times in the past.

Applicant's track record is great. Applicant is highly respected, the event's content is good and people do come from out of town. Commissioners appreciated applicant's inclusivity, ROI figures, and well-designed website. However, the application itself assumes commissioners know what applicant does, but some don't. Commissioners would like to see applicant zoom out and tell BCTF what it is doing and why.

17. Summit Workshops LLC, Summit Adventure Photography Workshop (\$20,000). Conflicts of Interest: 0; Original Average Score: 64
The Summit Adventure Photography Workshop, typically running the second week in September, brings together a team of top professionals to instruct aspiring and early-career adventure photographers and filmmakers in a collaborative and supportive environment.

This event is slated for September with instructors and students moving the event from Jackson Hole, WY to Bend. Commissioners identified several red flags: applicant's website still lists Jackson Hole; the event would not move to Bend unless it receives BCTF funds; since the event is to occur on federal land, there may be a permitting issue; finally, for the funds requested, ROI is not good.

18. TEDxBend, TEDxBend (\$15,000.00). Conflicts of Interest: 0; Original Average Score: 73
This BCTF Marketing Grant would provide the seed money needed to bring TEDxBend back following a three-year covid hiatus. We would like to offer an in-person and virtual all-day event March or April of 2023.
MacMillan restated applicant is requesting seed money to bring back people after Covid. A commissioner noted, though, that this statement isn't quite true - applicant took a year off before Covid. Some commissioners liked the concept but needed much more information from applicant, for example: applicant's answer to Question 8 regarding project budget is "TBD" - this is not sufficient; ROI and quality of speakers was unclear. Now that TED has been virtual for a few years, what is the draw for people to come to an event? TED International could have provided more data to show how this event would draw people from outside the region. Consensus appeared to be the application was weak and hastily written.

19. Tower Theatre Foundation, Stage the Change PNW 2023 Conference (\$40,000). Conflicts of Interest: Gesme; Original Average Score: 92

The Tower Theatre Foundation will present our second annual "Stage the Change" event for high school students from throughout the Pacific Northwest Friday, April 21 – 22, 2023. The goal of "Stage the Change" is to inspire, teach, and help attendees employ the performing arts to find their social voice to become responsible global citizens and catalysts for change.

MacMillan explained: in the past, BCTF had funded applicant's Bend A Cappella events which were well attended and brought in numerous students and families from throughout the Pacific Northwest. Applicant wanted to do more along this line. Last year, BCTF funded applicant's catalyst grant, applicant is now taking the event forward and has requested funding in a marketing grant.

Commissioners liked the event and the youth activist component. The event is clearly tied to the arts and culture. They appreciated the collaboration, diversity, and quality of programming. And, while they thought the ROI could have been better developed, they understood this is a new event with associated difficulty in providing ROI numbers. This event will increase tourism and lodging. The group/team events assure family travel, parents will spend, and hotels will "go after this." At least one commissioner would have liked applicant to better explain the \$40,000 request. Commissioners would like to see this event to continue to grow next year, as Bend A Cappella did in the past.

B. Catalyst Grants, 9 applicants - total amount requested \$112,500

1. Bend Health Guide, Wellness Summit at Hanai Center in Bend (\$8,500). Conflicts of Interest: 0; Original Average Score: 69

Bend Health Guide is hosting a 4-day WELLNESS Summit at the Hanai Center from October 7-10, 2022.

MacMillan explained applicant applied for a grant for a health guide last year. She provided feedback to applicant to which applicant on how to strengthen application.

This application was slightly better than last year. While wellness might fit BCTF's art/culture requirement, applicant must make the case. Unlike Bend Yoga Festival, this application, did not make that case. Commissioners were surprised with applicant's tone in the application. If applicant wants to apply next year and get better results, she will need to explain how her event contributes to Bend's art and culture rather than focusing negative attention on other local events and interests.

2. Central Oregon Center for the Arts, Central Oregon Center for the Arts Discovery Study (\$15,000). Conflicts of Interest: Gesme; Original Average Score: 81

COCA's vision is for a new facility that will provide a home for the presentation of music, theater, dance, exhibitions, installations, lectures, workshops, and other manifestations of creative expression. An additional BCTF grant will help us to fully answer questions around the discovery study. COCA's vision for a new facility will provide a home for the presentation of music, theater, dance, exhibitions.

BCTF funded applicant's catalyst request last year for the same project. BCTF policy has only allowed an applicant to apply for one funded catalyst grant for the same project; however, it would fund a second catalyst grant if the project was different.

Commissioners discussed the need for the facility and agreed this project is a long process that may require years. Furthermore, the project does not fit under Marketing. The query: how much does BCTF want to fund the ongoing project? Does BCTF want to step back to see what happens? Wait for the feasibility study results?

Last year was the feasibility study, this year applicant is taking the next step including doing a survey and building important relationships. More questions asked: does BCTF want to place stipulations on granting the second year based upon last year's feasibility results? BCTF does not know when the feasibility study will be completed; it likely will not be completed before the Visit Bend Board meets to affirm grant recommendations. There is an additional challenge: the feasibility results may not be conclusive and further study might be required before a capital campaign is initiated.

Warren stated when applicant is ready to go forward with a capital campaign, applicant might qualify for the Bend Sustainability Fund that requires the project be sustainable for at least 10 years and has a focus on tourism.

Commissioners agree: this is a very valuable project that would eventually bring in tourists when completed. The project is big enough, robust enough for BCTF to give a series of catalyst grants, as long as the applicant can show progress. Other organizations are backing applicant; commissioners would also like to demonstrate support, provide a local stamp of approval, but how could that be accomplished? After discussion, Commissioners felt comfortable funding less than the requested amount but provide applicant notice: BCTF, as BCTF policy currently stands, will not approve catalyst funding over the long term.

Note: the issue of funding more than one catalyst grant for the "same project" has been placed under section VII. Future Topics to be Discussed (see page 12).

3. High Desert Music Collective LLC, High Dessert Music Festival (\$9,000). Conflicts of Interest: 0; Original Average Score: 80

High Desert Music Festival (HDMF) is a music and cannabis culture festival designed to bring craft cannabis enthusiasts and music lovers to Bend. Live outdoor (and therefore covid protocol responsible) music, performed by diverse artists, at local lodging location, the historic Lucas House, has been something High Desert Music Collective has done successfully many times.

MacMillan explained the application writer applied last year; with respect to this year, she reviewed the application before applicant submitted; applicant made sure permitting is not an issue. Applicant's request is one-half its budget. Warren assured the commissioners that Visit Bend does not have a problem with a cannabis application.

Several commissioners were "underwhelmed" or "not thrilled" with the application itself. However, the plan does reach a different younger community not served by other BCTF funded activities. This event will draw people for the music and the cannabis. The attendees could lodge at Bunk+Brew Historical Lucas House but also go elsewhere in Bend.

4. Oregon State University-Cascades, madewithloveinBend.org (\$5,000). Conflicts of Interest: 0; Original Average Score: 70

We propose to design and build a virtual artist collective to represent artists in Bend and the Central Oregon community. Our vision is to provide a non-profit web service that connects local artists with interested shoppers. We will design and build a website named madeinBendwithlove.org. This virtual artist collective will showcase local artisans with the goal of connecting interested patrons with local artists.

Commissioners concurred, while this is a "neat" idea, there are many other apps and platforms available, e.g. Spotify for Artists. Applicant doesn't explain why its app would work nor does applicant demonstrate possible future ROI.

Commissioners asked: how would online traffic be directed to the website and how much effort would be required to sustain it? Warren reported BCTF funded another website a few years ago - the website was a great idea but it was hard to sustain and closed within three months.

5. PLAYA, PLAYA Art + Science Symposium (\$10,000). Conflicts of Interest: 0; Original Average Score: 84

PLAYA is seeking funding for the first iteration of what it intends to make a bi-annual Art and Science Symposium in Bend on a weekend in April 2023.

Commissioners liked the inter-relationship of art and science; the event is different than other applications. They also liked applicant's partnerships, such as Scalehouse and the Museum, and the development of a new relationship with Oregon State University - Cascades. Of note, MacMillan spoke with applicant and stressed the need to explain the level of its partnerships. Applicant listened, and elaborated accordingly.

6. StrangeDrumming.com, Strange Sound Laboratory (\$25,000). Conflicts of Interest: 0; Original Average Score: 64
The "Strange Sound Lab" will be a mobile "Music Education Station". It will be an 8.5x18 sound proof double-axle trailer.

Applicant exhibits great passion and has requested funds to help pay for the trailer. Commissioners would like to see something like this idea in Bend, but this is not something BCTF will fund; applicant might want to raise funds through an app like gofundme.

7. The Father's Group, Juneteenth (\$20,000). Conflicts of Interest: 0; Original Average Score: 83

The 1st Annual Juneteenth Celebration will be held at Drake Park on June 18th-19th, 2022. This fun, family-friendly event will be a two-day festival elevating Juneteenth throughout Central Oregon. It will feature unique entertainment, music, food, and dancing.

Unlike Bend Fashion Week, MacMillan did not notice The Father's Group event date is scheduled for June, 2022, until after she had already forwarded the application to the commissioners. The FY22 funding cycle is for events occurring in September, 2022 through June, 2023.

The Father's Group has been meeting at Open Space where they share cultural foods and arts. This event is a creative off-shoot from that group. While the application could have been stronger, commissioners really like this event. This is an "awesome" grass roots event, it is the largest Juneteenth event in Oregon. All vendors are bipoc, there are 8 hip-hop artists coming from outside the area. The organization and resulting event are shining highlights of what Bend can do if both continue to grow. Applicant obtained the necessary permits for Drake Park; the event is a great opportunity for tourism.

Commissioners were unanimous, they would like to partially fund the application if applicant plans an event in June 2023. Commissioners requested MacMillan to ask applicant, as she did with Bend Fashion Week, if the organization would be willing to amend the application request for a June 2023 event. If applicant says yes, the Commission will partially fund the June 2023 event. If not interested, the allocated funds will be rolled back into BCTF's FY23 budget.

8. The Greenhouse Cabaret, Little Shop of Horrors (\$10,000). Conflicts of Interest: 0; Original Average Score: 89

The proposed project focus for Bend's shoulder season of fall is to create an annually recurring musical experience around the cult classic musical: "Little Shop of Horrors."

OUT referred applicant to MacMillan, who encouraged him to submit a catalyst grant.

Many of the commissioners stated this event was one of their favorites. Many have attended other events presented by the Greenhouse Cabaret. Commissioners agree: this is a show for which people will come. The requested amount is reasonable. One commissioner stated: "If John (applicant) sold stock, I would buy stock; John has never not delivered."

9. The Tippy Librarian, The Tippy Librarian (\$10,000). Conflicts of Interest: 0; Original Average Score: 55

The Tippy Librarian will provide coffee and alcoholic kombucha in a centrally located tap room in Bend, OR. We will offer a small private library for short term book loans from the owner's private library and board game collection.

Commissioners agreed: the application was confusing: is the funding to set up a kombucha brewery or a library/game in an existing space. Either way, the numbers are way off and the requested budget does not apply to BCTF. In addition, this is local and would not bring people in from out of town. It would be better for applicant to use kickstarter.

VI. Funding Allocation

Commissioners Ayotte and Gesme, who have conflicts of interest, were excused from the remainder of the meeting. MacMillan crunched the numbers to obtain initial average scores and recommended funding.

Commissioners will first discuss the catalyst grants applications. The maximum allocation of funds for catalyst grants is 25% of the total available amount for FY22. This year, the BCTF total amount equals \$400,000. Therefore, the maximum total for catalyst grant allocation is \$100,000, but can be less. If less than \$100,000, the remainder will be applied to the marketing grants.

CATALYST GRANTS

Commissioners' Averaged Scores, Initial Average Recommended Funding Amounts, Final Calculations

Catalyst Grant Applicant	Applicant Fund Request (\$)	Average Score (rounded), Highest to Lowest	Initial Average Recommended Funding Amount (\$)	Average Recommended Funding Amount to Fund Request, Percentage (%)	FINAL BCTF FY22 Catalyst Grant Funding (\$)	Final Percentage of Funded Amount to Applicant Fund Request (%)
The Greenhouse Cabaret	10,000	89	9,428.57	94	10,000	100
Playa	10,000	84	6,857.14	69	10,000	100
The Fathers Group	20,000	83	13,250.00	66	14,000	70
Central Oregon Center for the Arts	15,000	81	8,928.57	60	10,000	67
High Desert Music Collection	9,000	80	4,914.29	55	6,000	67
Oregon State University-Cascades	5,000	70	0	0	0	0
Bend Health Guide	8,500	69	0	0	0	0
StrangeDrumming	25,000	64	0	0	0	0
The Tippy Librarian	10,000	55	0	0	0	0
Total	112,500		43,378.57		50,000	

Note: Average scores less than 80 were not funded.

To aid commissioners in determining BCTF FY22 Catalyst Grant fund recommendations, MacMillan first sorted the catalyst grant applicants in order of the commissioners' initial average score, from highest to lowest. The initial recommended funding amounts were then rounded up. Given the funds available and consistent with their review and discussion, and overall comparison of individual applicants' submittals, commissioners agreed with the FY22 Catalyst Grant recommendations reflected in the amounts listed in column 6 in the chart located immediately above, for a total of \$50,000.

MARKETING GRANTS

Commissioners' Averaged Scores, Initial Average Recommended Funding Amounts, Final Calculations

Marketing Grant Applicant	Applicant Fund Request (\$)	Average Score (rounded), Highest to Lowest	Initial Average Recommended Funding Amount (\$)	Average Recommended Funding Amount to Fund Request, Percentage (%)	FINAL BCTF FY22 Marketing Grant Funding (\$)	Final Percentage of Funded Amount to Applicant Fund Request (%)
BendFilm, Inc	44,750	97	41,286	92	44,750	100
Scalehouse	28,000	95	26,429	94	28,000	100
High Desert Museum	50,000	95	42,857	86	45,000	90
OUT Central Oregon	37,000	92	30,714	82	30,000	80
Tower Theatre Foundation	40,000	92	29,429	74	30,000	75

Bend Yoga Festival	37,500	90	29,571	79	30,000	80
Central Oregon Media Group dba The Bulletin	56,000	90	31,857	57	30,000	54
1988 Entertainment	35,000	90	29,286	84	30,000	86
Lay It Out Events	39,750	87	25,714	65	26,000	65
Bend Roots Revival	25,000	85	14,000	56	14,000	56
Old Mill District	40,000	84	18,333	46	19,000	48
Dirty Freehub	13,800	82	10,325	75	10,000	72
Cascades Theatrical Co	10,000	81	7,400	74	7,500	75
Paula Dreyer	21,350	79		47	5,750	27
TEDxBend	15,000	73	0	0	0	0
BEAT Children's Theatre	5,000	66	0	0	0	0
Summit Workshops	20,000	64	0	0	0	0
High Desert Music Hall	10,000	51	0	0	0	0
Bend Fashion Week	NA					
Total	528,150		337,201		350,000	

Typically, scores less than 80 are not funded. However, Paula Dreyer scored 79 and consistent with their discussion, Commissioners agreed to partially fund Paula Dreyer.

Like Catalyst Grants above, MacMillan first sorted the marketing grant applicants in order of the commissioners' initial average score, from highest to lowest. The initial recommended funding amounts were then rounded up. Given the funds available and consistent with their review and discussion, and overall comparison of the applicants' submittals, commissioners agreed with the FY22 Marketing Grant recommendations reflected in the amounts listed in column 6 in the chart located immediately above, for a total of \$350,000.

BCTF Commissioners recommend to Visit Bend: Catalyst Grants at \$50,000 and Marketing Grants at \$350,000, for a total amount equal to \$400,000, as referenced in the Catalyst Grant and Marketing Grants charts, above.

Action: Edwards moved, Anderson seconded, to approve and recommend to the Visit Bend Board the Final BCTF FY22 funding amounts listed in Columns 6 in the above-referenced charts (pp 10-11).

Vote: Commissioners unanimously approved the motion.

MacMillan reported the Commission's recommendations will go to the Visit Bend Board for review and approval.

VII. Topics for Future Discussion

During the meeting, commissioners identified potential topics or procedural issues they would like to discuss at the Fall meeting. To facilitate context in the minutes: applicants' names, listed alphabetical order, are cited, the potential topics/issues are then noted.

BendFilm.

- Does BCTF want to reconsider its word count for the different application questions? Where does the word count come from? Would a shorter word count provide for more concise entries? When providing a large word count and applicant's word count is significantly less, does this create concern that BCTF wants applicant to elaborate more? Does BCTF want to break down questions into smaller pieces? Does BCTF allow for flexibility if applicant's word count is longer than indicated in the question?

Central Oregon Center for the Arts.

Historical Note: Catalyst Grants were intended to be smaller grants. BCTF created the category "to support bold ideas that aren't yet fully developed but can demonstrate extraordinary potential to increase Bend's off-season "cultural tourists;" to provide successful applicants with funding to propel development of an event or activity that will support local economy and cultural organizations; and, eventually get the applicant to the level of applying for a marketing grant program." (BCTF Minutes March 4, 2019)

BCTF policy has been to allow an applicant to apply for only one funded catalyst grant for a project.

- When an applicant, such as COC, receives funding for a catalyst grant one year and continues to develop the project for more than one grant cycle and does not meet the subsequent marketing grant requirements, does BCTF wish to revisit its policy of funding one catalyst grant mandate? If yes, under what circumstances?
- If the project is large, such as COC, and has multiple tasks within that larger project, would applicant qualify for more than one catalyst grant, in succeeding grant cycles, to complete the different tasks?

Dirty Freehub.

In addition to the history provided in COC above, catalyst grant applications were ideas that didn't initially require ROI data, since the goal was for an applicant to develop a product/event/activity that might eventually qualify for a marketing grant that then does requires ROI. Under a catalyst grant, Freehub created a podcast and now wants to obtain marketing funds to market the podcast to bring bicyclists to Bend. An issue was raised regarding ROI. Three weeks before grant review and at the suggestion of MacMillan, applicant created a survey for bicyclists falling within the catalyst grant cycle to determine how many people came to Bend due to its history/culture podcasts.

- Does BCTF want to include a question in the catalyst grant application on how applicant's idea may bring future tourists?
- How does BCTF apply ROI requirements equitably among newer and older events/applicants? For comparison of catalyst grant application transitioning to marketing grant application see also the Tower Theatre discussion, p7.

High Desert Music Hall.

Historical Note: In compliance with tax law ORS 320, et al, Bend voters passed a ballot measure in 2013 to target marketing of arts and culture events that occur in Bend during the shoulder and winter months and are designed to attract visitors from outside a 50-mile radius of Bend; funded with a percentage of Bend's transient room tax (TRT), Visit Bend has oversight and final say regarding the allocation of funds; the City of Bend transfers a percentage of the TRT specifically earmarked for this purpose. To aid in the allocation of these funds, Visit Bend established the BCTF Commission to develop policies and procedures to solicit and review applications for funds, and to make funding recommendations to the Visit Bend Board.

To comply with ORS and the intent of the Bend voters, the marketing grant application asks applicants to explain the return on investment of its event/program, in particular by applying a Bend heads-in-beds formula. The last two grant cycles included applicants that applied for BCTF funds for events occurring outside Bend.

- To qualify for funding, what should BCTF require of applicants whose events are located outside Bend? Is an applicant automatically disqualified if its event occurs outside of Bend? If no, are applicants with events located outside of Bend disqualified if they are unable to provide reasonable ROI metrics?

Old Mill District.

- How does BCTF overcome an applicant's lack of transparency? In prior cycles, BCTF required an applicant to provide more than a marketing budget to obtain a better understanding of the funding request and applicant need. Does BCTF want to incorporate a question that requires more than the marketing budget data? Require other documentation?

- Does BCTF want applicant to explain why it needs BCTF funds - particularly if an organization already apparently has business capital enough to cover marketing expenses?
- If an event/program is already bringing in tourists, does BCTF want applicant to address how BCTF funds increase ROI?
- Does BCTF want to have applicant address how its activity/event/project brings out-of-town visitors to the marketplace?
- How much is too much tourism before it negatively impacts the community? Does BCTF want applicants to address its environmental impact and what it plans to do about it (e.g. in case of OMD - trash generated/picked up)?

OUT Central Oregon, Winter Pride Fest.

In November 2021, BCTF defined “culture” as “activities, projects or programs that are primarily organized for the purpose of producing, promoting, or presenting the arts, heritage or humanities to the public.” To further define arts, heritage and humanities, BCTF incorporated pre-existing definitions from the National Endowment for the Arts, Oregon Arts Commission, Oregon Administrative Rules, and National Endowment for the Humanities. [See p14: BCTF Minutes November 15, 2021, page 2] At the time, commissioners agreed the definitions were “clunky” but provided a good starting point for the FY22 grant cycle. Commissioners also agreed to observe and readdress the definitions, if necessary, after this grant cycle.

- Now that BCTF has gone through the grant cycle, does BCTF desire to readdress its definitions? Does it desire to broaden the definition of “culture” to include, for example: human environment, social sciences, aspects of social life, gender, different alignments, etc?

The Father's Group/Bend Fashion Week.

The Father's Group and Bend Fashion Week applied for FY22 grants but their events are occurring during the current FY21 grant cycle. MacMillan caught the disparity in Bend Fashion Week's application before submittal to the Commissioners; she gave applicant an opportunity to apply instead for the FY22 grant cycle. It chose not to go forward. The Father's Group application period was not caught before submittal. Commissioners chose to give The Father's Group an option to roll the funding to FY22, for an event occurring in June 2023; otherwise, the funds would not be issued.

- How does BCTF assure this does not occur in the future? Can the application process include preliminary qualifying question(s) that must be answered in the affirmative before an applicant can access the full application? If the site does not allow for preliminary qualifying questions, what can BCTF do to alleviate this problem in the future? With the understanding that applicants submit on the available last day and the administrator is busy preparing for commissioners to read/score, can MacMillan, or assign someone else, vet the applications solely to affirm applicant eligibility before commissioners' review?

IX. Final Comments

MacMillan thanked the commissioners for all their work.

The next meeting, possibly again in hybrid format, is tentatively scheduled for Wednesday, November 2, 2022 from 12:00pm-2:00pm. MacMillan will send notice to all for confirmation.

X. Adjourn

The meeting was adjourned at 2:25pm.

A. GRANT GUIDELINES

Definitions

Culture is defined as “activities, projects or programs that are primarily organized for the purpose of producing, promoting or presenting the arts, heritage or humanities to the public.”

The BCTF uses the following public agencies’ definitions of Arts, Heritage and Humanities:

National Endowment for the Arts Definition of “Arts”:

The term "the arts" includes, but is not limited to, music (instrumental and vocal), dance, drama, folk art, creative writing, architecture and allied fields, painting, sculpture, photography, graphic and craft arts, industrial design, costume and fashion design, motion pictures, television, radio, film, video, tape and sound recording, the arts related to the presentation, performance, execution, and exhibition of such major art forms, all those traditional arts practiced by the diverse peoples of this country[,] and the study and application of the arts to the human environment.

--National Foundation on the Arts and the Humanities Act, 1965, as amended

The Oregon Arts Commission (OAC) identifies the following categories for “Art”:

- Visual Arts (crafts, drawing, painting, photography, printmaking, sculpture, mixed media, new media)
- Literature (creative non-fiction, fiction, play writing, poetry)
- Dance (including choreography)
- Music (composition, performance)
- Theatre and Performance Art
- Design Arts
- Media Arts
- Folk and Traditional Arts

Oregon Administrative Rule definition for “Oregon Heritage”:

Heritage is the array of significant things, thoughts, and activities associated with the human experience in Oregon.

Oregon's heritage resources include artifacts and other manifestations of material culture, documents, publications, photographs and films, prehistoric and historic sites, historic buildings and other structures, cultural landscapes, heritage celebrations, festivals and fairs, and songs, stories, and recordings associated with the human experience in Oregon.

National Endowment for the Humanities Definition of “Humanities”:

"The term 'humanities' includes, but is not limited to, the study and interpretation of the following: language, both modern and classical; linguistics; literature; history; jurisprudence; philosophy; archaeology; comparative religion; ethics; the history, criticism and theory of the arts; those aspects of the social sciences which have humanistic content and employ humanistic methods; and the study and application of the humanities to the human environment with particular attention to reflecting our diverse heritage, traditions, and history and to the relevance of the humanities to the current conditions of national life."

--National Foundation on the Arts and the Humanities Act, 1965, as amended.

Excerpt from Bend Cultural Tourism Fund Commission Meeting, November 15, 2021, 12:00pm-2:00pm, page 14 of 14