

**Bend Cultural Tourism Fund
Commission Meeting
Draft Minutes
12:00pm - 2:00pm
Wednesday, November 2, 2022
East Bend Deschutes Library, 62080 Dean Swift Rd, Bend, OR 97201**

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

Absent: Rika Ayotte.

Guests: Kevney Dugan (ZOOM).

The meeting was called to order at 12:00 pm.

I. Welcome

MacMillan opened the meeting. Introductions were made of those present in the room, on ZOOM and cell phone. She provided a brief review of the agenda and noted this meeting is the beginning of next BCTF cycle. During today's meeting, Commissioners will review what went well in FY22 and address the changes they would like to see in FY23; at the next meeting, Commissioners will vote on the proposed changes.

II. Review Proposed 2022-2023 Grant Timeline

MacMillan's original proposed FY2023 BCTF Grant Timeline is:

Date	Activity	Outcome/action
November 2, 2022	BCTF Commission meets to discuss updates to 2023 Grant Applications and Review Process	List of recommended updates for Laurel/Ex. Committee members make to the 2023 application
Early December, 2022	BCTF Winter Commission Meeting	Votes to approve 2023 grant application Laurel updates online application on web portal
By January 7, 2023	Application goes live on website, open for submission	Laurel open for technical assistance questions; Commission promotes grant actively within community
Week of March 6, 2023	BCTF Commission Meeting and Panel Training	Prepare Commissioners and external reviewers to review 2022 grants through online portal and process for Grant Review meeting
April 7, 2023	Grant Deadline 5pm	
April 10 to Grant Review Meeting	Grant Review period	Around three weeks to review
One Week before the meeting	BCTF Commission Packets out	Laurel sends to Commissioners
Week of May 1	BCTF Grant Review Meeting	BCTF forwards recommended grants (and supporting info) after meeting to Visit Bend Board with 2 weeks to review
Week before May 16 th , 2023	BCTF Executive Committee meets with Visit Bend Board for Q&A on Grant Recommendations	VB Board has clear understanding of how grant scoring and funding recommendations were reached.
By May 16, 2023	Visit Bend Board Approval	VB Board approves grant awards
May 18-20, 2023	Award Letters/Declined Letters available to go out	Laurel sends letters out

Commissioners concur with MacMillan's proposed timeline.

III. BCTF Policy/Grant Application Changes Discussion.

Overall, the Commissioners appeared to be generally pleased with the FY22 fund cycle process and their ultimate decisions for funding FY22 grantees. Renalds voiced her appreciation of the ZOOM Grant platform. They then began to address the specific matters brought up at the April 2022 meeting.

1. Definition of "Culture"

The current definition of "Culture" approved at the Bend Cultural Tourism Fund Commission Meeting, November 15, 2021, states:

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.

During the April 21, 2022 meeting there was some discussion about possibly expanding the definition of "Culture" to include topics such as: the human environment, social sciences, aspects of social life, gender, different alignments, etc. Upon further discussion, Commissioners support the existing definition of "Culture;" they feel it provides a good guideline. While a few FY22 applications fit within a gray area of the existing definition, Commissioners felt their review of applications went

smoothly, the applications they proposed to be funded fit within the definition. The Commissioners agree: the existing definition of "Culture" shall be used for the FY23 funding cycle.

2. Pre-application Stage in ZOOM Grants Portal, to possibly include:

- i. Project dates (to assure they are within the BCTF funding year)
- ii. Where the Project is located (only Bend locations?)
- iii. Other?

MacMillan reported a few applicants applied for funds before the funding window. Another issue arising in FY22 included applicants' projects slated to occur outside the Bend area. Commissioners had asked MacMillan whether she could add a pre-application stage in ZOOM Grants to screen applications not meeting BCTF parameters. MacMillan checked ZOOM Grants, the process to create a pre-application stage is possible and a quick fix.

Sponko observed screening applicants not meeting the timeline criteria is important for applicants and reviewers; she then asked Wilson for Visit Bend's guidance regarding locations of BCTF-supported events. Wilson reported Visit Bend's preference is for events that occur in Bend, but it also acknowledges gray areas exist. There is an argument for large events outside Bend that may flow to overnight stays in Bend. For instance: events held at High Desert Museum and Mt. Bachelor, while not within Bend city limits, can easily show ROI in Bend. Small events outside Bend would experience greater challenges to make such an argument.

Sponko asked: does the Commission want to include a question asking whether applicant's event meets BCTF arts/culture guidelines. Discussion commenced. When contacted by applicants during the application process, MacMillan provides guidance regarding BCTF policy and guidelines. One of her goals is for applicants to think about their events and whether they fit within BCTF parameters. ZOOM Grants provides considerable space to applicants to explain how their events meet BCTF requirements. Commissioners compared Bend Yoga Festival, whose event occurred within the existing timeframe and whose application provided an excellent description regarding ROI and arts/culture, to an application for a beer/sports event that does not present an arts/culture component.

Wilson suggested a third question: "Does your event/project fit within BCTF's arts/culture definition? If you need help, contact MacMillan." Commissioners concur. They would like the three pre-qualification questions to include: date of the event/project; location of the event/project; and, whether the event/project meets BCTF's definition of arts/culture. In addition, if applicant has any doubts or requires assistance, they are to contact MacMillan.

ACTION: At the next meeting, MacMillan will provide proposed wording for these three pre-qualification questions to the Commissioners.

3. Shorten word count (are current answer fields too long, at either 5,000, 2,500, or line items for short answers?)

To facilitate the discussion, MacMillan provided Commissioners with the 2022 BCTF Marketing and Catalyst Grants Applications (See pp8-10, below). She reported the attachment does not include the word count.

During FY22 discussion, Commissioners remarked the answer fields with a 5000-word count were too long; they desire more concise entries. In addition, longer fields seem to encourage applicants to pad their answers to fill the longer fields. Commissioners want to alleviate applicants' concerns when their answers are shorter than the answer field allows.

MacMillan asked Sponko what word count is used by Oregon Arts Commission (OAC) and Oregon Cultural Trust. Sponko replied funding organizations are attempting to simplify their applications; however, some do include a 5000-word count for broader general questions. Upon further discussion, Commissioners agree there is a need for more concise answers with correlated word count fields.

ACTION: MacMillan will look at former applicants to identify excessive word entries and will propose amended word counts for the longer fields at the next meeting.

4. How does BCTF apply ROI requirements equitably among newer and older events/applicants? For comparison of catalyst grant recipients transitioning to marketing grant application – see April 21, 2022 minutes discussion: Tower Theatre, p7, and Dirty Freehub, p12.

MacMillan noted applicants for the Catalyst Grant need not show ROI. BCTF expectation has been if a project is originally funded through a Catalyst Grant, the entity can then graduate to a BCTF Marketing Grant application for the new event. This applicant will not have data supporting ROI for the new event. BCTF does not have as great an expectation for the new event compared to a long-lived event, such as BendFilm, for which applicants have had an opportunity to gather ROI data over the years. MacMillan asked whether BCTF needs more ROI questions? The Commissioners appeared to agree the ROI issue is subjective and grant review will be based upon the individual marketing grant applications.

5. Does BCTF allow more than one catalyst grant cycle for a larger overall project?

MacMillan remarked BCTF policy has been to allow an applicant to apply for one catalyst grant for the same project. For FY22 funding cycle, an issue arose with Central Oregon Center for the Arts (COCA) since BCTF had previously funded COCA's FY21 request for catalyst funds to aid in a feasibility study. In FY22, COCA had advanced to a new stage which included the need for a survey and to build relationships. BCTF did partially grant catalyst funding for this second stage. Do the Commissioners want to amend the one-year policy and grant additional Catalyst funding to an applicant if the request for funds is for a different aspect of an overall project?

Sponko observed COCA is attempting to create a much-desired center for the arts; the process is long and has multiple stages. She would consider funding the next evolution of COCA's process, so long as COCA's request for funds does not cover subjects already funded. Commissioners stated they do not want to fund an entity endlessly; and, they are interested in possibly funding a third COCA catalyst request. However, before BCTF funds a third catalyst grant for COCA's project, Commissioners want more information to make an informed decision; they request a COCA report addressing the results of its feasibility study (FY21) and survey (FY22).

ACTION: MacMillan will request a report from COCA and present the information at the BCTF spring 2023 meeting.

6. 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?

This topic was previously addressed in 2. Pre-application Stage in ZOOM Grants, p3, above.

7. How does BCTF overcome an applicant's lack of transparency?

In prior cycles, BCTF required an applicant 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?

Upon commissioner inquiry, MacMillan confirmed this issue pertains, in part, to the Old Mill District Hayden Homes Amphitheatre (OMD) FY22 application that covered 10 shows in the shoulder/winter season.

Commissioners voiced multiple concerns regarding OMD and Live Nation Entertainment: What income stays in the Bend community and what goes to Live Nation, a global entertainment company? Are the requested funds already accounted for in OMD's budget? If this amount is already itemized in the budget and BCTF then funds OMD, do the substituted funds go to company profit or are they spent in some other way? Does OMD really need this funding and would BCTF accept an OMD application if applicant already has sufficient funds to cover the marketing costs, particularly if OMD makes a substantial income on the shows and then asks for \$40,000-50,000 funding which might instead go to help fund another organization in need? Will OMD agree to submit an application addressing, with specificity, the requisite application questions?

More broadly: what financial information do reviewers need to make well-reasoned decisions regarding BCTF funding; what information/data do the reviewers need to have with respect to nonprofit and for-profit applicants?

After considerable discussion, Commissioners state: OMD may submit a future application but reviewers will need much more information/data than OMD submitted in the last two funding cycles. Commissioners would like to see more specific information/data such as OMD's project budget, which would also include the marketing budget, for the shoulder/winter shows; they would like OMD to answer, with specificity, what it would do if it does not receive BCTF funding; they also want to see OMD's closing FY22 report.

With respect to OMD: if they submit a future application, MacMillan will notify applicant of the Commissioners' concerns. With respect to the Marketing Grant application: Commissioners would like to have applicants' project budgets included with their applications. The current application just says "budget," so MacMillan will make it clearer that BCTF is requesting the project budget.

ACTION: MacMillan will amend the Marketing Grant application wording to include ~~an applicant's~~ "project" budget.

8. How much is too much tourism before it negatively impacts the community? And, discussions beyond.

Does BCTF want an applicant to address its community and environmental impact and define its corresponding plans?

MacMillan reported, after considerable wordsmithing, BCTF did include a question in FY22 which specifically asks applicant to address how its project "[c]ontributes to advancing the richness of Bend's arts and culture offerings; . . . and, "[to p]lease share any strategies for mitigation of environmental impact." (See 2022 BCTF Marketing Grant application, Quality of Cultural Programming, Question #1, p8, below). Some applicants answered the question well, others did not.

Wilson asked Sponko what OAC requires regarding community impact. Sponko reported OAC is big on community impact. OAC asks applicants to address how their projects provide access and how the projects impact specific communities. Since BCTF is a tourism-based grant, she asked Wilson for Visit Bend's values and how these can be incorporated into the BCTF process. She suggested BCTF may wish to slightly shift its focus to address the integration of tourism and community life, i.e. create a value statement that is given higher priority in BCTF's application evaluation.

MacMillan queried whether BCTF desires to shift its priority? Tourism is up, the community is benefitting with the arts and culture events funded by BCTF. Wilson reported that increasing tourism is a hot topic button in Bend; in reality, occupancy is down during the shoulder/winter months when compared to a few years ago. Therefore, focus on tourism during the requisite months is still important.

Rutz liked the phrase "integration of tourism and community life" but felt the current question, as written, is relatively open-ended and acceptable; it "caught on." Others agree, each reviewer's score will reflect his/her evaluation of applicant's reply. Sponko noted the events funded by BCTF have had community impact. Rutz concurred, BCTF has cultivated Bend's arts/culture scene. With respect to OMD, Rutz stated the organization is bringing in big names and increasing the music vitality of Bend. It appears from the discussion reviewers want applicants to better address how their projects impact the community.

With respect to neighborhood impact, Anderson asked a relevant question: how would BCTF regulate a recipient's impact? An example she provided was OMD's FY22 application in which reviewers identified neighborhood residents' complaints about trash generated by concert attendees and associated neighborhood clean-up (or lack thereof) by OMD.

Going beyond the above-discussion, Commissioners conveyed they would like BCTF to better market what it has funded. MacMillan reported Visit Bend is upgrading the BCTF website which will highlight stories of BCTF recipients and images of their funded projects.

MacMillan asked: now that BCTF has been in effect for several funding cycles, are the Commissioners interested in hiring a facilitator to help create a vision statement and strategic plan for the next 5 to 10 years? Commissioners expressed some interest.

Ashley stated it appears over the years the Commission has given much thought to BCTF policy and procedural changes. He would like the Commission to spend more time discussing how BCTF can further fertilize new activities. He floated an

idea that in addition to marketing and catalyst grants, perhaps BCTF create a third category that might be easier than catalyst grant applications and provide some seed money up front. MacMillan asked: perhaps a new small impact grant?

IV. Grant Writing Assistance

In past cycles, MacMillan has provided valuable assistance to those who ask for clarification or assistance during the grant application phase; she provides feedback and recommendations, but does not write the applications. She has noticed applications not well written are often submitted by applicants who have not sought guidance. Commissioners recognize most funding organizations do not provide this level of assistance; Renalds thanked MacMillan for the amazing work she does.

Commissioners concur and also strongly affirm: they would like to see more applications for BCTF funds, but acknowledge several people/organizations do not have the requisite skills to write a grant. While the Commissioners have shown understanding and consideration for less well written applications, they would like to see better written applications and more parity among the applicants.

Several methods were discussed to potentially aid applicants in improving those skills, such as:

BCTF hires a grant writer to aid applicants. MacMillan voiced her concerns: if the hired grant writer does not understand BCTF, the writer may not communicate BCTF's requirements well to potential applicants. Others voiced discomfort having organizations hand over the grant writing to just one grant writer, the applications could all read the same. And, more importantly, organizations would not learn the self-discipline and necessary skills to write other grant applications.

BCTF 101. Wilson and Dugan have been discussing possible pre-BCTF application assistance, their ideas included: providing QA sessions; grant writer resources; scholarships for a grant writing course. Commissioners ran with these ideas, suggesting BCTF might provide: technical writing assistance; 2-hour QA session that includes salient information regarding BCTF expectations, what to look for when replying to application questions, pointers on well-written applications; and/or BCTF provides resources/subsidies to potential applicants to attend a grant writing class.

Wilson reminded the Commissioners the cost of providing grant writing assistance will be an expense in the BCTF budget. Financially, BCTF would need to cap the amount allocated for grant writing assistance. What would BCTF want to spend on these different ideas? If BCTF subsidizes a class: how would that be managed: would BCTF cover a percentage of class cost and/or apply first come, first served? At least one commissioner expressed a concern of the inequity helping one applicant, but not another who has need.

ACTION: MacMillan and Wilson will discuss applicant technical support and submit a proposal at the next meeting.

V. Outstanding Grant Updates

1. Eastern Cascades Railroad Club (FY21). MacMillan reported due to Covid concerns the funded September 2021 open house was postponed. The marketing outlined in the grant contract occurred; however, it is unclear whether grantee had the event at some time in 2021, 2022, or wants to go forward with the event this coming year. Following first payment of the award, the volunteer staff changed. The previous person with whom MacMillan worked post-grant award is no longer on the board. BCTF has not paid the final 25%; MacMillan will attempt to achieve closure on this matter.

2. Wanderlust Tour (FY21). The funded outdoor art in nature concert at the High Desert Museum did not happen. Grantee offered to return the funds; they have not cashed the issued check. In an attempt to remain flexible given these challenging times, MacMillan suggested grantee possibly do the event on another date. The new owner of Wanderlust is currently on maternity leave. The question arose how long will BCTF allow funds to float on the books. MacMillan will follow up with the new owner. Note: the original check is probably void and would need to be reissued if the event does go forward.

3. Cascade Relays Big Butte Challenge (FY21). BCTF awarded grantee \$6,000 for its Big Butte Challenge – a running/hiking challenge with an historical mobile app linked with the Deschutes Historical Society. The project was to occur last spring; however, grantee changed the date to summer and did not include the funded cultural component. As part of the agreement, BCTF was to be listed on grantee's website – it was not. Grantee did not pay the Deschutes Historical Society. MacMillan requested information; grantee did not deliver. Since BCTF had not defined "culture" at time of awarding this

grant, BCTF will not seek restitution of the paid \$4,500 but it will not pay the final 25%. BCTF probably will not fund this organization again. MacMillan will provide final notice to grantee.

To Ashley's query whether Commissioners review grantees' final reports, MacMillan replied - not usually. She was attempting to reduce the amount of work for the commissioners but would be happy to provide the reports, if requested. She also noted: if commissioners are interested in seeing updated information, they should be able to log in and read the notes in ZOOM Grants.

MacMillan reported since there are few fall projects, she will soon be seeing grantees' final reports and, hopefully, images of their events that can be uploaded on the BCTF website.

VI. Budget Report

Wilson presented the BCTF Reporting Package through August 2022 prepared by Greenstone Financial Reporting. The BCTF budget is a bit different from the City of Bend's transient room tax (TRT) financials. Visit Bend board is choosing to again dedicate more funding, as it did in FY22, with an increase of 10% for FY23. Currently, BCTF's FY23 budget is \$622,565. This budget is significantly higher than previous years. With this increase, Visit Bend hopes to see new arts and culture projects. She also mentioned each year Commissioners address the issue of funding applicants over several conjoining cycles. To this, Visit Bend has noted several new exciting projects by new applicants and also from returning applicants; they want to continue to contribute to that trend. Visit Bend Board has discussed the possibility of digitally marketing BCTF to organizations outside the Bend market, such as Portland or Eugene. An example put forth could be BCTF fund a marketing or catalyst grant for a Portland Opera performance in Bend.

FY22 expenses included approximately \$10,000 to market BCTF through print ads, digital campaigns with A&E, etc. Wilson reminded Commissioners: all future expenses incurred by BCTF will also be captured in its budget. (Note: subsequent to the meeting Wilson amended the amount to market BCTF to approximately \$6,000).

VII. Approval of April 21, 2022 Meeting Minutes

Action: Ashley moved, Anderson seconded: the April 21, 2022 Meeting Minutes are approved as written.

Vote: The Commission unanimously approved the Minutes.

Renalds commended Crandall on the quality of the minutes.

VIII. Set Next Meeting Date

First week in December, November 28, 2022, or November 29, 2022: The first week in December was ruled out. Most could attend November 28 or November 29; of the two, Sponko prefers November 28.

Week of March 6, 2023: Sponko can do Wednesday or Friday.

Week of May 1, 2023: Sponko is available May 3, 4, or 5.

MacMillan will follow up with a calendar app for confirmation of best dates.

Because BCTF does not have the necessary technology to support a blend of virtual/physical/phone attendance, and unless the conference room has the requisite technology that would include better audio and a projector/screen, the next meeting will either be all virtual or all in person.

IX. Final Comments

Commissioners reported attending the following exciting culture/arts events:

Wilson attended several BendFilm selections. She found the QA format and sessions excellent; she was struck by the South Korea component. MacMillan attended several Live Nation concerts: she noted they were more sparsely attended in September. Ashley participated in the Bend Roots Revival: he reported there were more in attendance than ever before - it is a demonstration of what can happen with more marketing funds. He suggested this would be an excellent example for the updated BCTF website. Rutz attended Scalehouse Bend Design: while the event was pared down and attendance is still lower than pre-pandemic numbers, the event did well.

X. Adjourn

The meeting was adjourned at 1:40pm.

2022 BCTF Marketing and Catalyst Grants Applications

2022 BCTF Marketing Grant application

\$ 0.00 Requested
Additional Contacts
none entered

QUALITY OF CULTURAL PROGRAMMING

35 points

1. Provide a summary, including the dates, of the proposed cultural tourism activity (include detail on how the activity will provide a COVID-19 appropriate visitor experience). a. Include how your project fits in to the definitions of arts and culture, above; b. Contributes to advancing the richness of Bend's arts and culture offerings; c. Please share any strategies for your project and/or organization related to diversity, equity, and inclusion; and d. Please share any strategies for mitigation of environmental impact.

Please provide a concise summary of the project. Also include COVID safe plans, as well as how your project fits the definition of arts and culture, listed in the above tab, and BCTF's diversity and environmental values.

-no answer-

2. Is this a new activity? [yes or no] a. If no, please describe changes, if any, that are planned for this activity. b. Did you receive a grant from the Bend Cultural Tourism Fund for this activity in 2019-20?

-no answer-

3. If known, provide a brief description of the artists involved.

If you do not know the artist, describe the type of artist you intend to recruit for the project.

-no answer-

ORGANIZATIONAL CAPACITY

15 points

4. What is the mission/purpose of your organization?

What is the mission of your organization or business

-no answer-

5. How is the proposed activity related to the mission of your organization or business?

-no answer-

6. Describe your or your organizations' success with similar activities. If you or your organization does not have a track record of similar activities, explain why you are confident that you will succeed at this activity.

-no answer-

7. How much money are you requesting?

Please provide a dollar amount, no other information here.

-no answer-

8. What is your total project budget?

Please provide a dollar amount, no other information here.

-no answer-

9. What percentage of your total operating budget is this request?

Determine what PERCENTAGE this request is of the total operating budget of your organization.

-no answer-

10. Identify the cash and in-kind resources secured for this project.

Additional information can be included in the budget narrative, under the Budget Tab.

-no answer-

QUALITY AND THOROUGHNESS OF BUSINESS AND MARKETING PLAN

20 points

11. Who is the target market for this activity?

Who do you expect to attend?

-no answer-

12. Explain why this activity is compelling to this target market.

-no answer-

13. What geographic areas will you target for this activity?

-no answer-

14. What is your proposed media plan?

Provide a broad outline of strategy.

-no answer-

15. What will change with your marketing plan if your activity does not receive the full funding?

-no answer-

RETURN ON INVESTMENT (ROI) MEASUREMENT/EVALUATION

25 points

16. Explain why the BCTF should invest in your activity, including expected economic impact. How will your project generate overnight stays, increase tourism activity, or entice visitors to linger longer in Bend?

-no answer-

17. Number of visitors expected.

Enter the number of visitors (from outside a 50-mile radius and spending the night in a Bend location. Only include a number. ROI is estimated X \$120 per night. Staff will do the calculation for you, based on the number of visitors you indicate.

-no answer-

18. Number of nights visitors are expected to stay.

List the average number of nights you expect your attendee to spend in Bend for your project/program. For example, if it is a Friday-Sunday event, it would be expected most people would stay Friday-Sunday, 2 nights.

-no answer-

19. Enter any additional comments regarding ROI here.

-no answer-

20. Clearly identify how outcome measures will be taken and reported. Include how you will measure the tourist participation (visitors from outside a 50- mile radius).

If awarded, you will be asked to report on metrics.

-no answer-

COLLABORATION, PARTNERSHIPS, AND RESOURCE DEVELOPMENT

5 points

21. Describe the resources, partnerships and collaborations that have been developed to support and complete the proposed activity. Clearly describe what the partners or collaborators will be doing to help the activity succeed.

You may upload no more than 3 letters of collaborative or partner support under the DOCUMENTS Tab.

-no answer-

22. If your project requires permits, identify and state where are you in the process of obtaining them.

-no answer-

Budget

INCOME/REVENUE

Amount

-none-

\$0.00

EXPENSES

Amount

-none-

\$0.00

Tables

1. KEY STAFF SUMMARY (required for both Marketing and Catalyst Grant Categories)

Name Title Biographical Summary

2. MARKETING TIMELINE (for Marketing Grant Applications Only)

Date (mm/yyyy) Description

3. MARKETING MEASUREMENT (for Marketing Grant Applications Only)

Marketing Activity Description of measurement

Documents

Documents Requested

Attached Documents

Copies of relevant, recent (within two years) press clippings or art reviews.

If available, a copy of the business plan and/or marketing plan. Samples of marketing material

Letters of Support

Other Support Material

Other Support Material

2022 BCTF Catalyst Grant application

\$ 0.00 Requested

Additional Contacts

none entered

QUALITY OF BUSINESS PLAN

45 points

1. Provide a brief summary of the proposed concept, and what makes it well suited to Bend during the shoulder season (include detail on how the activity will provide a COVID-19 appropriate visitor experience). Include how your project fits in to the definitions of arts and culture, above, and contributes to advancing the richness of Bend's arts and culture offerings. Please share any strategies for your project and/or organization related to diversity, equity and inclusion and mitigation of environmental impact. Please provide a concise summary of the project. Also include COVID safe plans, as well as how your project fits the definition of arts and culture, listed in the above tab, and BCTF's diversity and environmental values.

-no answer-

2. Provide a brief summary of the approach you or your organization will take to developing and testing the concept, including the time frame for doing so. Clearly describe the timeline and approach to developing your concept.
-no answer-

3. Explain how you see the concept evolving to an actual program or event within the next 1-3 years. You don't need to repeat the timeline, but briefly describe the change from concept to actual program.
-no answer-

4. Tell us how your concept will widen tourist access to cultural activities in Bend. One of the priorities is increased tourism in the shoulder and off seasons. Highlight the activities that will do this.
-no answer-

5. Describe why BCTF should consider funding further development of the concept. Leading from all of the answers above - why should the BCTF fund this project in particular.
-no answer-

ORGANIZATIONAL CAPACITY

25 points

6. How does this concept relate to the mission of your organization or business?
-no answer-

7. Describe your or your organization's success with similar concept development activities in Bend or elsewhere. If you or your organization does not have a track record of similar activities, explain why you are confident that you will succeed at this effort.
-no answer-

RETURN OF INVESTMENT (ROI) MEASUREMENT/EVALUATION

15 points

8. Estimate the return on investment (ROI) that the BCTF should expect from its investment in the proposed concept when implemented - particularly regarding measurable economic impact for Bend, e.g. visitors expected, rooms booked, off-season enhancement, etc.
-no answer-

9. Clearly identify how concept development outcome measures will be taken and reported. Make sure you identify how success will be defined. If awarded, you will be asked to report on your metrics.
-no answer-

COLLABORATION, PARTNERSHIPS, AND RESOURCE DEVELOPMENT

15 points

10. Describe the cash and in-kind resources, partnerships and collaborations that have been developed to support and complete the proposed activity. What is the level of confirmed or anticipated cash and/or in-kind contribution? Who are the creative partners? What is the level of collaboration? What are the likely ongoing benefits of partnerships?

Please explain your partnerships, collaborations and resource development.
-no answer-

11. If your project requires permits, identify and state where are you in the process of obtaining them.
-no answer-

Budget

INCOME/REVENUE

-none-

EXPENSES

-none-

Amount

\$0.00

Amount

\$0.00

Tables

1. KEY STAFF SUMMARY (required for both Marketing and Catalyst Grant Categories)

Name	Title	Biographical Summary
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Documents

Documents Requested

Copies of relevant, recent (within two years) press clippings or art reviews.

If available, a copy of the business plan and/or marketing plan. Samples of marketing material

Letters of Support

Other Support Material

Other Support Material

Attached Documents