



## **ARTS AND CULTURAL FUND TO PROMOTE TOURISM**

The City of Astoria has allocated \$30,000 to establish a grant program for the purpose of promoting tourism in the City by funding art and cultural events and projects. Funding for this program comes from the Promote Astoria Fund, and is available for use in fiscal year July 1, 2014 to June 30, 2015.

### **Who May Apply?**

Applicant must be a nonprofit organization tax exempt under IRC 501(c)(3), organized for charitable, educational, scientific, or literary purposes or; under IRC 501(c)(4) as a civic league, or social welfare organization or; under IRC 501(c)(6) as a Chamber of Commerce, business league, etc.; or a social club, or fraternal organization under 501(c)(7), 501 (c) (8), or 501(c)(10). In addition, an organization may be a Federal, state, or local governmental unit. If tax-exempt under IRC 501 (c), the determination letter from the Internal Revenue Service is required to apply. **Note that individuals or groups not exempt under one of the 501(c) designations listed above may be sponsored by a 501(c) organization.**

### **Event or Project Eligibility Criteria and Guidelines**

- (1) The funding must be used for promoting or producing an art or cultural event or project.
- (2) “Art or cultural event or project” is **defined broadly** to include music; drama; dance; creative writing and poetry; architecture and landscape design; painting; sculpture; photography; graphics; craft and folk art; film video; historical, heritage, and educational festivals and events or projects.
- (3) The applicant must demonstrate how the proposed event or project will benefit the residents of Astoria and fulfill the purpose of promoting tourism. Oregon Revised Statutes Section 320.300 regulates the use of Transient Room Taxes collected in the State and defines “Tourism Promotion” as follows:
  - (a) Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
  - (b) Conducting strategic planning and research necessary to stimulate future tourism development;
  - (c) Operating tourism promotion agencies; and
  - (d) Marketing special events and festivals designed to attract tourists.

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- (4) Funding is granted for no more than a one year period of time per application.
- (5) The event must be open to anyone who wishes to attend and cannot be discriminatory in any way (alcohol restrictions may apply).
- (6) The following are ineligible for funding:
  - (a) Events or projects that are **primarily** partisan or religious in nature;
  - (b) Facility development or items that are capital in nature;
  - (c) Elimination of prior debts or debt servicing;
  - (d) Generally, expenditures that are not tied to promotion, marketing or producing the event or implementation of the project;
- (7) Upon completion of the event, the applicant must file financial information with the City demonstrating that all grant funds were used for the stated purpose and in compliance with program guidelines. In addition the applicant must submit a summary narrative detailing the outcome of the event. This information must be filed with the Finance Director no later than 60 days after the close of the event.
- (8) Applications must be completed and submitted to the City of Astoria Finance Department no later than February 28, 2014 and project funds must be fully expended by June 30, 2015.
- (9) A sub-committee of the Budget Committee (appointed by the Mayor) will convene to evaluate the applications and provide recommendations for funding to the City Council.

**CITY OF ASTORIA  
ARTS AND CULTURAL FUND TO PROMOTE TOURISM  
APPLICATION**

Date Submitted:	Date Received:
Applicant Organization:	Event Title or Project Name:
Event Dates:	Address:
Contact Number:	Contact Person & Title:
Amount Requested:	Type of Organization:
Federal ID#:	Email:

If tax-exempt under Internal Revenue Code (IRC) 501(c), attach determination letter from the Internal Revenue Service.

Please provide the following:

1. How long has this organization been in existence?
2. How many members / volunteers participate in this organization?
3. List board of directors.
4. Explain the event that is being proposed, including history, prior attendance, funding sources, location and purpose.
5. What will the City funds accomplish for the event or project?
6. Are these funds being matched or leveraged? If so, how?
7. How will you promote this event?
8. Provide the current year budget for both this project /event and for the organization.
9. Provide the appropriate\* two prior fiscal year financial statements, unless the organization is newly formed.
10. Have you received any City funding in previous years?
11. Is this event open to the general public?
12. Will an admission fee be charged? If yes, how much?
13. Will you be paying any speakers an honorarium or fee to speak at this event? If yes, who will be speaking and with whom are they affiliated?
14. List other organizations or agencies that have been solicited for this event.
15. If this funding is denied will the event still take place?

**\*If you have any questions please call Mark Carlson, Finance Director at 503-298-2433.**