



## CITY OF ASTORIA

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**TO:** Astoria Arts & Culture Grant Applicants  
**FROM:** Hilary Norton, Finance Director  
**DATE:** January 2, 2024  
**SUBJECT:** Arts & Cultural Program to Promote Tourism Grant Application  
**Fiscal Year Beginning July 1, 2024**

The City of Astoria established the Arts and Cultural Program to Promote Tourism to provide funding to art and cultural events that will increase tourism in the City. Grant funding is provided through the Promote Astoria Fund which receives its funding from Transient Lodging taxes. The City will make available an amount not to exceed \$100,000 for distribution in the fiscal year beginning on July 1, 2024. The actual amount of funding will depend on resources available, and will be finalized during the annual budget process. Awards will not be final until the 2024-2025 Fiscal Year Budget is adopted by the City Council in June 2024.

### ***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. If an applicant is not registered as one of the 501(c) designations above they may partner with another 501(c) registered organization which can serve as a sponsor, as long as the non-profit intent is maintained.

### ***Event or Project Eligibility***

- Funding must be used for promotion or production of an art or cultural event or project.
- Art or cultural event or project may include music; drama; dance; creative writing and poetry; architecture and landscape design; painting; sculpture; photography; graphics; craft and folk art; film video; historical, heritage, educational festivals or similar events or projects.
- Event or project expenses must occur between **July 1, 2024 and June 30, 2025**.
- Applicant must demonstrate how this event will promote or increase tourism in Astoria.
- Oregon Revised Statute 320.300 describes (in part) **acceptable uses** of the Promote Astoria Fund as follows:

(7) "Tourism promotion" means any of the following activities:

- (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.

### ***Funding Priorities***

- Priority will be given to events and projects that have the greatest impact within the city limits of Astoria and the immediate surrounding areas.
- Special consideration will be given to funding matched by other grantors.
- Consideration will be given for new or expanded projects or events.
- Funding is granted for no more than a one year period of time, per application.

**NOTE:** Event or project must be open to anyone who wishes to attend and must be inclusive. Alcohol restrictions may apply.

### **The following events or projects will be ineligible for funding:**

- Events or projects that are **primarily** partisan or religious in nature
- Facility development or items that are capital in nature;
- Elimination of prior debts or debt servicing
- Fixed overhead costs or regular operating expenses
- Events/programs which do not promote Astoria tourism
- Generally, expenditures not tied to promotion, marketing or production of the event or implementation of the project
- Honorarium payments are limited to transportation costs and meals

### ***Applications***

Applications may be dropped off or mailed to 1095 Duane St, Astoria, Oregon 97103 or sent in PDF format to [rquigley@astoria.or.us](mailto:rquigley@astoria.or.us). Questions may be directed to Ryan Quigley via e-mail. Notification of allocation will be made upon budget adoption by the City Council in late June. If a grant is awarded to your organization, you will need to sign a grant agreement with the City. You will need to submit an **Arts & Culture Grant Report** on the form provided by January 31, 2025 for the mid-year disbursement, and by June 30, 2025 for the completed project to be eligible to receive funding for the following fiscal year.

**APPLICATIONS ARE DUE BY END OF BUSINESS (5:00 PM PST) ON FEBRUARY 28, 2024**

Hilary Norton

Finance Director