



## ARTS AND CULTURAL PROGRAM TO PROMOTE TOURISM FY 2019-20

The City of Astoria established the Arts and Cultural Program to Promote Tourism as a way to promote tourism in the City by funding art and cultural events and projects. 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 \$ 65,700 for distribution in support of July 1, 2019 to June 30, 2020 programs and promotions.

### 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.

The attached application form is required as the cover sheet for the application packet. Please respond to each of the questions contained in the form.

### Event or Project Eligibility Criteria

- **Funding must be used** for promotion or production of an art or cultural event or project.
- 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.
- Event or Project **expenses must occur** between July 1, 2019 and June 30, 2020.
- Applicant must demonstrate how this event will benefit the residents of Astoria and **fulfill the purpose of tourism promotion**. 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.

## Event or Project Eligibility Criteria (Continued)

- 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.
- Event or project must be open to anyone who wishes to attend and cannot be discriminatory in any way (alcohol restrictions may apply).
- **The following are 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 (Example: calculating a portion of normal monthly rent for applicant and showing as an event/project cost. Holding the event should have no impact on on-going organization rent expense; however, if a separate space is rented specifically to hold the event – usually paid to an entity independent of normal rent or in an additional to normal rent – this expense is project/event related)
  - 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;
- Funds must be used for the purpose specified in the application and tied to promotion of specific and identifiable events.
- Honorarium payments are limited to transportation costs and meals
- Upon completion of the event, the **applicant must file financial information with the City demonstrating the use of the funds and the financial outcome of the event.** This information must be filed no later than 120 days after the close of the event.
- Applications must be completed and submitted **no later than February 28, 2019** for consideration.
- A subcommittee of the Budget Committee (appointed by the Mayor) will convene prior to the budget committee meetings in order to evaluate applications and provide recommendations for funding to the Budget Committee.
- Applications and reports are to be filed with City of Astoria Finance Department. Required information may be dropped off at City Hall, mailed to 1095 Duane St, Astoria, Oregon 97103 or sent in PDF format to [sbrooks@storia.or.us](mailto:sbrooks@storia.or.us). Questions may be directed to Susan Brooks via e-mail at [sbrooks@astoria.or.us](mailto:sbrooks@astoria.or.us). City is not responsible for misdirected e-mail, mail or for incomplete applications or receipt of corrupted files. It is the responsibility of the submitting agency to verify receipt and readability of electronically submitted materials. The City will make one attempt to contact the submitter of information should electronic media be missing or if file corruption prevents access to materials.

**APPLICATIONS ARE DUE BY END OF BUSINESS (5:00 PM PST) on February 28, 2019**

It is the responsibility of the submitting organization to confirm receipt, if submitted electronically.



## 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:

Please provide the following information:

1. How long has this organization been in existence?
2. How many people participate in this organization?
3. List board of directors.
4. Tax-exempt under Internal Revenue Code (IRC) 501(c), attach determination letter from the Internal Revenue Service.
5. Explain the event that is being proposed, including history, prior attendance, funding sources, location and purpose.
6. How will the event or project promote Astoria tourism with the requested funds?
7. Are the City provided funds being matched or leveraged? If so, how?
8. How will you promote this event?
9. Provide the current year budget for this event/organization?
10. Provide the two prior fiscal year financial statements, unless the organization is newly formed.
11. Have you received City funding in previous years? Please list all year and amounts previously provided.
12. Is this event open to the general public?
13. Will an admission fee be charged? If yes, how much?
14. Will you be paying any speakers an honorarium or fee to speak at this event? If yes who will be speaking and who are they affiliated with.
15. List other organizations or agencies that have been solicited for this event.
16. Is this a political or partisan event?
17. If this funding event is denied will the event still take place?
18. Acknowledgement of intent to comply with City of Astoria Policy on Non Discrimination

RESOLUTION NO. 14-25

A RESOLUTION ESTABLISHING THE CITY OF ASTORIA POLICY ON NON-DISCRIMINATION.

WHEREAS, the City of Astoria wishes to create a community environment which promotes understanding, and values the strength and innovation which comes from diversity; and

WHEREAS, the City of Astoria is an Equal Opportunity Employer; and

WHEREAS, the Astoria City Council wishes to embrace and celebrate diversity, and to extend itself to all residents of the City in ways which will serve to foster understanding, and promote goodwill between City employees and the community; and

WHEREAS, the Astoria City Council publicly recognizes community organizations, private individuals and City staff for their commitment and efforts in promoting diversity as positive value in the community, and enforcing non-discrimination in all City activities.

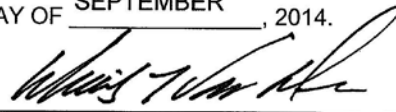
NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF ASTORIA:

Section 1. It is the policy of the City of Astoria that no person shall be denied the benefits of or be subjected to discrimination in any City program, service, or activity on the grounds of age, disability, race, religion, color, national origin, sex, sexual orientation, gender identity / expression. The City of Astoria also requires its contractors and grantees to comply with this policy.

Section 2. Effective Date. This Resolution is effective on the date of its passage.

ADOPTED BY THE CITY COUNCIL THIS 15<sup>TH</sup> DAY OF SEPTEMBER, 2014.

APPROVED BY THE MAYOR THIS 15<sup>TH</sup> DAY OF SEPTEMBER, 2014.



Willis L. Van Dusen, Mayor

ATTEST:

  
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Brett Estes, City Manager

ROLL CALL ON ADOPTION		YEA	NAY	ABSENT
Commissioner	LaMear	X		
	Herzig	X		
	Mellin	X		
	Warr	X		
Mayor Van Dusen			X	