



TRAVEL PENDLETON GRANT PROGRAM

DUE December 31st for the following grant year

"The mission of the Travel Pendleton Committee is to promote, market and sell Pendleton as a destination to increase overnight stays."

Project Purpose :-

Funding special events in Pendleton, Oregon, is one-way Travel Pendleton promotes our rich tradition, fine craftsmanship, and legendary reputation. Travel Pendleton supports organizations and individuals that share in our passion to showcase Pendleton's unique restaurants, world-class museums, and, of course, our picturesque outdoors and diverse attractions.

The goals of Travel Pendleton's Marketing Grant Program include:

- Increase overnight stays in Pendleton by contributing to the growth and sustainability of local events.
- Promote, market, and sell Pendleton as a primary destination by enriching the experiences of visitors through local events and festivals.
- Boost Pendleton's local economy by entertaining visitors and encouraging them to extend their stay in Pendleton.

Eligible Events and Activities :-

Travel Pendleton marketing grants are available to profit and nonprofit organizations who are planning a new event or growing an existing event in Pendleton. The event organizers must agree to stay at lodging properties or RV sites within Pendleton city limits during the event.

Tourism Marketing

Travel Pendleton requires applicants to create a marketing plan that reaches state and out-of-state residents located at least 100 miles outside of Pendleton. Travel Pendleton will fund a variety of marketing activities and event enhancements that have a wide range of appeal, show noteworthy attendance, and occur within city limits. Fundable marketing activities include but are not limited to:

- Radio and/or television ads
- Direct mail campaigns
- Print ads
- Social media ads

Grant Parameters :-

Maximum Grant Amount :- \$3,000

Within the grant application, grantees are expected to:

- Provide a detailed description of the event. Including date of event, number of participants attending, where you are marketing to and length of event, etc.
- Describe a detailed marketing plan.
- Complete Travel Pendleton's included budget form.

Proposals will be scored on the following criteria:

- Matching Marketing Funds
- Applicant has contracted rooms or working in partnership with a lodging property or an RV park within the city limits of Pendleton.
- Shoulder and Off-Season events: April through mid-June, August and mid-September through March.
- How many overnight stays your event will bring to Pendleton
- Attendance of event
- Marketing Plan
- Is this a new or expanded event

If awarded, all grantees must include Travel Pendleton's information on all promotional material, including the event website and social media sites and print material. Promotional material must include an approved Travel Pendleton logo which will be provided.

Any incomplete grant applications will be denied

Deadline Information:

The Travel Pendleton Committee reviews grants once a year. Applications must be received by December 31 in order to be considered. Grants will be reviewed by February 15. Applicants will be notified by February 28.

Please note: Funding must be spent within a year from the date that you receive the award announcement.

How grant funds are received:

Grants monies will be reimbursed from approved invoices and/or receipts that fall within the guidelines of the Tourism Marketing section listed within the Eligible and Activities section of this application.

Submission Information:

- Applications and all attachments can be submitted by email to: kristen@travelpendleton.com
- Hard copy application and attachments can be mailed or dropped off to:
 - Travel Pendleton
 - Attn: Kristen Dollarhide
 - 501 South Main Street Pendleton, OR 97801

Please note:

Travel Pendleton has the right to grant less than requested, reject any grant request, or discontinue the program without prior notice.

All grantees are expected to carry out the event plans as documented in their grant application and budget form. Changes to the event after the award notification must receive written approval and be discussed with Travel Pendleton. Failure to accept these terms will result in ineligibility for other grants and grant funds be returned.

Grant Report:

Following the event, all grantees are expected to complete a post event wrap-up report within 45 days. Grantees will be expected to provide metrics around the success of your event, including:

- How many room nights and RV sites within Pendleton city limits were booked because of your event?
- Number of ticket sales
- Marketing Metrics
- Any additional major accomplishments (**i.e. growth in attendance, positive remarks from event attendees, satisfaction survey results, event pictures, etc.**)

Questions :-

If you have questions about the grant application or would like to discuss your event idea, please contact Kristen Dollarhide at kristen@travelpendleton.com or call our offices at 541-276-7411.

TRAVEL PENDLETON GRANT APPLICATION

APPLICANT INFORMATION :-

Date of Application:

(Legal Name of Organization Producing the Event):

Tax Payer ID Number:

Mailing Address:

City:

Phone:

State:

Website:

Contact Person Name and Title:

Email:

Phone:

Has your group previously received a grant from Travel Pendleton? Yes No

If yes, when was the grant received, how much was it for, and what were the funds used for?

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Event Information :-

Amount of grant requested:

Date Funds Needed:

Event Name:

Event Start Date:

Event End Date:

Event Location:

Expected number of volunteers:

Organizational Information:

- Please give a brief history of your organization and its work. In your description, please include the date your organization started, its mission, and a brief description about what you do, how you do it, and who you serve.

Event Description

- Describe the event for which you are seeking funding. Please include the event's overarching theme and event details.
- Please describe your plans to market the event to visitors outside of a 100-mile radius from Pendleton. Please include information as to the marketing mediums you plan to use (i.e. radio, newspaper, social media, direct mail, community presentations, etc.), the number of people you expect to reach with each medium, and the number of impressions you intend to have with each medium.

Please remember where REACH is defined as the number of users who see your content, IMPRESSIONS are defined as the number of times your content was displayed on a platform. For example, if you have 500 twitter followers your reach is 500; however, if you display an ad for the event two times on Twitter your impressions are now 1,000. You will be asked to report on these metrics at the end of the grant period.

****The marketing plan can also be submitted as a separate attachment with the application****

- Are you currently working with any lodging or RV properties within the city limits of Pendleton?
- Please list and describe any partnerships, including matching funds and/or collaborators, you will be working with to plan and execute this event.

Attendance

- How many total attendees are expected at the event?
- Of the number of people who are expected to attend the event, what number do you think will book overnight stays in Pendleton?

Budget Information

- What are your plans to sustain and grow funding for this event?
- Please fill out the attached budget form.

Application Check List

- Tax Payer Identification Number on IRS from W-9
- Proof of Insurance
- Marketing plan – if not written out in question 3
- Completed application
- Budget Form

Incomplete applications will not be considered!