



PENDLETON

Grant Guidelines and Application



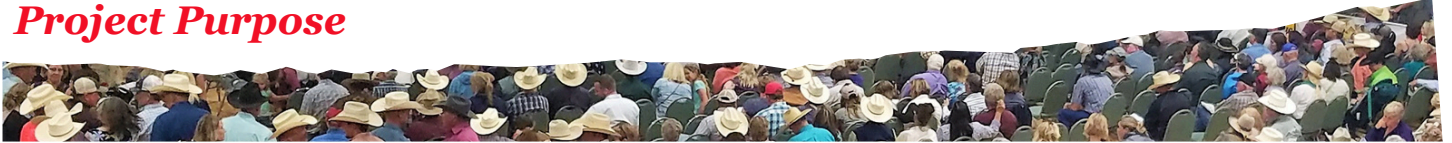
“The mission of the Travel Pendleton Committee is to promote, market and sell Pendleton as a destination to increase overnight stays.”



Rich tradition. Fine craftsmanship.
Legendary reputation.

Grant Applications are due the final day of each quarter on the calendar year.

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 Ads
- Television Ads
- Direct Mail campaign
- Print Ads
- Social Media

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 each quarter on the calendar year. Applications must be received by the final day of each quarter to be considered. Grants applications are reviewed monthly within said quarters and awarded as appropriate based on date of event, and number of applications received each quarter.

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 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 attachments can be submitted online, see instructions below
- Hard copy application and attachments can be mailed or dropped off to:
 - ★ Travel Pendleton
 - ★ Attn: Kara Woolsey
 - ★ 501 S Main St, 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. Grantees who do not utilize funds agreed upon without written notice to Travel Pendleton 30 days before the event are not eligible to apply for a 12 month period from when event was scheduled.

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 Kara Woolsey at director@travelpendleton.com or call our offices at 541-276-7411.

Online Application

www.travelpendleton.com

Apply Here