



CITY OF ASTORIA  
Founded 1811 • Incorporated 1856

## ARTS AND CULTURAL PROGRAM TO PROMOTE TOURISM

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. Funding for this program comes from the Promote Astoria Fund which receives its funding from Transient Lodging taxes. In prior fiscal years the total amount available has been set at \$30,000.

### 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 under one of the 501(c) designations above they may partner with another 501(c) registered organization that can serve as a sponsor as long as the non-profit intent is maintained.

### Event or Project Eligibility Criteria

- The funding must be used for promoting or producing 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.
- The applicant must demonstrate how this event will benefit the residents of Astoria and fulfill the purpose of promoting tourism. 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.
- Special consideration will be given to funding that will be matched by other grantors.
- Priority will be given to events and projects that have the greatest impact within the city limits of Astoria and the immediate surrounding areas.
- Consideration will be granted for new or expanded projects or events.
- Funding is granted for no more than a one year period of time per application.

- The event 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;
  - Generally, expenditures that are not tied to promotion, marketing or producing the event or implementation of the project;
- Funds must be used for the purpose specified in the application.
- 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 with the Finance Director no later than 120 days after the close of the event.
- Applications must be completed and submitted generally no later than February 27, 2015 in order to be considered in the spring budget process.
- A sub-committee of the Budget Committee (appointed by the Mayor) will convene prior to the start of the budget committee meetings to evaluate the applications and provide recommendations for funding to the Budget Committee.
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- Applications and reports are to be filed with City of Astoria Finance Department. Contact: John Snyder Financial Analyst [jsnyder@astoria.or.us](mailto:jsnyder@astoria.or.us) Ph: 503-298-2426

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 people 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 this event/organization?
9. Provide the two prior fiscal year financial statements, unless the organization is newly formed.
10. Have you received 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 who are they affiliated with.
14. List other organizations or agencies that have been solicited for this event.
15. Is this a political or partisan event?
16. If this funding event is denied will the event still take place?