



OREGON ARTS  
COMMISSION

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## Oregon Arts Commission Announces Deadline for Next Round of Arts & Cultural Tourism Grants

*Applications due January 31, 2011*

The Oregon Arts Commission announces a January 31, 2011 postmark deadline for applications for its Arts & Cultural Tourism Grants. Proposals may be submitted by Oregon arts organizations and units of local governments that are working to increase tourism motivated entirely or in part by the arts-related offerings of a community or region.

The Oregon Arts Commission offers Cultural Tourism Grants to support projects and partnerships that advance arts-based cultural tourism activity. The grants are part of the Commission's Creative Oregon Initiative and foster stronger links between the arts, culture, the tourism industry and local economic development.

Grants can support activities undertaken by arts or tourism groups – and especially projects in which both collaborate to attract Oregonians and non-residents, to communities, regions and the entire state through the strength of the arts-related offerings.

Proposed projects may enhance an existing cultural tourism project or fund a new initiative.

Grants in 2010 supported a variety of projects including the Oregon Shakespeare Festival's *Ashland Package Partnership*, a collaboration with area hotels, inns and bed-and-breakfasts on joint advertising on Google, Yahoo and Bing; Columbia Arts' efforts in partnership with the Columbia George Winegrowers Association, Hood River Chamber of Commerce and Hood River Visitors Council on a series of wine and art events in September to draw new visitors to the area and create opportunities that encourage them to stay the night; and to the Oregon Bach Festival in Eugene to support a strategic marketing campaign aimed at increasing the Latin-American audience for the two week festival. The efforts targeted anticipated Latin American visitors to Eugene in conjunction with the Maxi-Basketball pan-American championship during the festival's second week.

Additional support went to the Portland Jazz Festival and its partnership with Travel Portland, 17 downtown Portland hotels and the City of Portland to generate tourism in February, a period of typical low hotel occupancy and to the Sisters Folk Festival for *September in Sisters*, a month-long campaign by the Sisters Folk Festival, Sisters Area Chamber of Commerce and other community organizations to promote and celebrate the American family through eight participating cultural events occurring in the area's shoulder season.

Applicants for Cultural Tourism grants must have IRS 501(c)(3) federal tax-exempt status and corporate nonprofit status in the state of Oregon; or be a unit of local government. Up to \$10,000 in matching grant funds may be requested.

The guidelines and applications for the Cultural Tourism grants are available online at [www.oregonartscommission.org](http://www.oregonartscommission.org). Additional information is available by calling the Arts Commission at (503) 986-0082.

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The Oregon Arts Commission provides leadership, funding and arts programs through its grants, special initiatives and services. Nine commissioners, appointed by the Governor, determine arts needs and establish policies for public support of the arts. The Arts Commission became part of Business Oregon (Oregon Business Development Department) in 1993, in recognition of the expanding role the arts play in the broader social, economic and educational arenas of Oregon communities. In 2003, the Oregon legislature moved the operations of the Oregon Cultural Trust to the Arts Commission, streamlining operations and making use of the Commission's expertise in grantmaking, arts and cultural information and community cultural development.

The Arts Commission is supported with general funds appropriated by the Oregon legislature and with federal funds from the National Endowment for the Arts as well as funds from the Oregon Cultural Trust.

More information about the Oregon Arts Commission is available online at: [www.oregonartscommission.org](http://www.oregonartscommission.org)

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