

English

Scale Up Grant Application

Will this event be held in the City of Portland between – July – December 2024?

This program is funded by City of Portland in partnership with Travel Portland to support events in Portland.

YES
NO

Has this event taken place in the City of Portland the previous two times it was held?

This program is designed to help established events grow in Portland.

Is this event open to the public and open to all ages?

This program strives to support events that are welcoming to all Portlanders.

Was attendance for this event the last time it was held between 1,000 and 10,000?

Events with attendance outside the 1,000-10,000 range are ineligible

Is your business or organization located in the City of Portland?

Applicants must be a business or organization located in Portland.

Do you understand that only complete and eligible applications will be scored?

Note: If your organization is producing multiple eligible events, you may apply for each event. Only one application per event will be considered.

Please review the list of ineligible event types below, then proceed to the next question.

The following are ineligible:

- **Fundraisers.**
Fundraising activities are allowed so long as that is not the purpose of the event.
- **Seminars or workshops** are not eligible for funding. Events that teach or train as their primary purpose will not be funded. Interactive educational activities are allowed so long as they are not the purpose of the event.
Example:
ALLOWED: Two-day harvest festival with gardening demonstration.
NOT ALLOWED: Gardening class
- **Ongoing reoccurring events** are not eligible for funding. Multi-day events are allowed and required.
Example :
ALLOWED: Festival that takes place over two weekends
NOT ALLOWED: a weekly marketplace, weekly music show
- **Networking events** that help to build relationships that can further an individual's business or career.
- **Business promotional events.** This includes sales, product launches, and/or grand opening.
- **Religious or political events**

Is your event an eligible event type?

If you are unsure, please contact ofgrants@portlandeventsandfilm.com to confirm your event is eligible.

to proceed with your application.

Please note that only complete and eligible applications will be scored. If you are unsure of your eligibility, please contact Ness Zolan at ofgrants@PortlandEventsandFilm.com

Contact Information

Organization / Business

Name of organization or business producing the event

Name

Name of individual applying for this grant

First Name

Last Name

<p>Pronouns</p> <p>Select all that apply</p> <p>He/him She/her They/them Other (please specify)</p>
<p>Title</p> <p>Title of individual applying for this grant</p>
<p>Email</p> <p>Email of individual applying for this grant</p>
<p>Phone</p> <p>Phone number of individual applying for this grant Please enter a valid phone number</p>
<p>Address</p> <p>Address of the organization or business producing the event</p> <p>Street Address Street Address Line 2 City State Zip code</p>
<p>How did you hear about this funding opportunity?</p> <p>Portland Events & Film newsletter Prosper Portland newsletter Events Action Table Travel Portland Instagram Facebook Twitter LinkedIn Friend / family Other (please specify)</p>
<p>If you would like to receive email updates from Prosper Portland regarding support for event producers, film industry, small businesses, and other Prosper Portland programs, check the box below.</p>

Yes, subscribe me to this newsletter
Demographics
Optional
Prosper Portland is committed to diversity, equity, and inclusion. It is important to our agency that grant opportunities reach all communities, including those that have been historically excluded from government programs and services. We ask about race and ethnicity in the work we do to provide the best services and policies, and to reduce inequities and disparities. The following information will not be scored or evaluated as part of your application but will be used in the aggregate to evaluate the diversity of the applicant pool.
Racial & Ethnic Identity Asian Black and/or African American Hispanic or Latino/a/x/e Middle Eastern / North African Native American / Indigenous Native Hawaiian or Pacific Islander White Do not wish to provide Prefer to self-describe:
Event Proposal
Event Name
Event Website
How many days will your event run? Please select 2 3 4 5 6 7 8 9 10
Event Date – Day 1 Event Date – Day 2 Event Date – Day 3 Event Date – Day 4 Event Date – Day 5 Event Date – Day 6 Event Date – Day 7 Event Date – Day 8

Event Date – Day 9
Event Date – Day 10

Date
mm/dd/yyyy

What was the location of this event the last two times it was held?

YEAR (Last time event was held)

LOCATION (Last time event was held)

YEAR (Second-to-last time event was held)

LOCATION (Second-to-last time event was held)

Where will this event be located in 2024? ([View a map](#))

Grants are intended to advance the city's economic and cultural revitalization, with an emphasis on supporting areas of Portland that have experienced a significant impact from COVID, including high losses in number of businesses and employment, high increase in office vacancies, and significant change in visitor and employee foot traffic.

Central City Subdistricts: Downtown, Old Town/Chinatown, Lloyd, Lower Albina, Central Eastside, West End, University District/South Downtown

Central City: Pearl District, South Waterfront, Goose Hollow

Outside Central City

How much will it cost to attend this event?

Free
Pay as you can
Sliding Scale
Price ranges

Please describe the sliding scale or price ranges for this event

What were your total event expenses *the last two times* the event was held and what is your projected expense budget for 2024?

YEAR (Last time event was held)

EXPENSES (Last time event was held)

YEAR (Second-to-last time event was held)

EXPENSES (Second-to-last time event was held)

YEAR (2024)

2024 PROJECTED EXPENSE BUDGET

What was your attendance for this event *the last two times* it was held?

YEAR (Last time event was held)

TOTAL ATTENDEES (Last time event was held)

YEAR (Second-to-last time event was held)

TOTAL ATTENDEES (Second-to-last time event was held)

Please describe what will happen at your event in 100 words or less (think of this as a 30-second pitch).

- i. Will you have music, performances, exhibits, or demonstrations?
- ii. Is there food or drink available?
- iii. Are there local vendors or shopping opportunities?
- iv. What ages might enjoy the event?

EXAMPLE: This event is a two-day music festival with three stages, 15 local and national musical acts spanning 4 genres, and 7 local food vendors on site. Programming also includes an interactive arts space where guests enter a rendering of outer space and create zero gravity 3-dimensional edible collages. The event is open to all ages and is attended primarily by people ages 15-25.

How many people will you hire/contract with for this event (paid work)?

Less than 10

10-19

20 or more

Please describe your past marketing plans for this event. Please describe how this event has utilized paid advertising, social media, print broadcast, website, etc. Please include two examples.

Please include when ads were placed, how much was spent, and the outcome.

Example: Facebook ad placed two weeks before the event. \$1,000 ad buy on Facebook. 40,000 impressions

What untapped marketing opportunities for this event can you identify?

How does this event celebrate the best of Portland?

- i. Does the event showcase an iconic location?
- ii. Does the event highlight the work of a particular industry or culture?
- iii. Does the event include well-known local artists that attract visitors from beyond the Portland region?

Example: This event highlights the natural beauty of Portland and celebrates the local food and visual arts scene highlighting the creativity of BIPOC makers. The event combines senses (taste, sight, touch) while immersed in the forests, water, and views of Mt. Hood...a uniquely Portland experience.

What is your 5-year vision to grow this event and attract visitors (someone who travels 50+ miles) to Portland? Please address the questions below. (increase to 300 word limit)

- i. Is this event in a position to grow its audience numbers?
- ii. What aspects of this event do audiences enjoy the most and how can that be leveraged at future events?
- iii. What type of future programming will attract additional media attention?
- iv. Will this event expand in number of days and audiences reached?

What is your plan to see this 5-year vision come to life?

How would you use this grant to advance your vision?

Please include how financial and technical resources will help.

What specific technical assistance is needed (i.e. marketing and promotion support, accessibility consulting, legal or tax guidance, etc.)? (250 word limit)

What are your plans to advance racial equity at your event through diverse programming?

- i. How do your plans encourage racially diverse artists or presenters to participate?

ii. How does your programming attract audience members of various and intersecting racial backgrounds?

What are your plans to advance racial equity at your event through staffing and operations?

i. How will you prioritize equally paid opportunities to historically marginalized individuals and communities? (i.e. communities who have experienced systemic barriers to business/property ownership, affordable housing options, high-wage income, access to capital, quality education, safe transportation options, etc., and those who have experienced racism, sexism, ableism, transphobia and other cumulative forms of oppression).

ii. What does the diversity of staffing currently look like and where do you want it to be in the future?

iii. Are you contracting with minority-owned businesses for purchases or rentals? If so, please identify them.

What are your plans to attract diverse audiences?

i. What is the diversity of the audience that you expect or hope for with this event and how will that be measured?

ii. What inclusive strategies will you deploy to create a sense of belonging for eventgoers?

Please share any other aspects of your racial equity goals.

(i.e. budget equity, acknowledging and solving internal inequities, evaluating equity impacts)

Why will this event attract visitors (someone who travels 50+ miles) and locals? What is unique about it?

Please describe how this event will benefit the surrounding neighborhood and businesses:

i. Will local hotels and lodging facilities, restaurants, and retailers see an increase in traffic because of this event?

ii. Will this event create opportunities for locals and visitors to connect to Portland in a deeper way?

Please provide evidence (links) of previous success of this event (news write up, social media links, links to videos/photos, etc)

Organizational Capacity

If you are selected, you will be asked to submit financial documents. Please answer the following questions about financials.

What was your total event **earned income** (e.g. ticket sales, vendor/merchandise sales) the last two times the event was held and what is your projected earned income for 2024?

YEAR (Last time event was held)

TOTAL EARNED INCOME (Last time event was held)

YEAR (Second-to-last time event was held)

TOTAL EARNED INCOME (Second-to-last time event was held)

YEAR (2024)

2024 PROJECTED EARNED INCOME

What was your total event **unearned income** (e.g. donations, sponsorships) the last two times the event was held and what is your projected unearned income for 2024?

YEAR (Last time event was held)

TOTAL UNEARNED INCOME (Last time event was held)

YEAR (Second-to-last time event was held)

TOTAL UNEARNED INCOME (Second-to-last time event was held)

YEAR (2024)

2024 PROJECTED UNEARNED INCOME

Please upload a proposed event budget using the provided budget template.

Do you have audited financials for the past two years?

Do you submit a schedule C with your taxes or will you be able to provide cash flow, income statement, balance sheet?

