

Print

Community and Economic Development Grant Application FY2025-26 - Submission #2634

Date Submitted: 11/24/2025

Name of Applicant Organization*

Beacon of Hope for Traumatic Brain Injury Families

Mailing Address*

85 NW 33rd PL, Unit A

City*

Newport

State*

Oregon

Zip Code*

97365

Person Completing the Application

Name*

Cathie Rigby

Email Address*

C.Rigby@beaconofhope4tbi.com

Phone Number*

8019409010

Name of Your Project*

Newport Tree Festival – Community & Economic Development Activation

Total Project Budget*

15000

This includes all anticipated sources of funding

Amount Requested from this Program*

(max \$15k for STANDARD, \$50k for IMPACT)

Location of Project Activities*

Where in Lincoln County is your project happening?

Pool of Funds Applying to*

- STANDARD (\$15K Max)
- IMPACT (\$50K Max)

Project Description*

The Newport Tree Festival is a holiday celebration that brings people together to enjoy the season while boosting tourism, supporting local businesses, and highlighting the rich cultural diversity of Lincoln County. Hosted by Beacon of Hope for TBI Families, the festival blends community traditions, bilingual outreach, and nonprofit advocacy with strong regional partnerships.

The event helps grow the local economy by attracting visitors, creating seasonal jobs, and encouraging collaboration between nonprofits, businesses, and cultural organizations. To further increase cultural diversity, Beacon of Hope is committed to inviting performers from a wide range of communities to share their holiday traditions. By offering small stipends to local and regional groups, the festival makes it possible for diverse performers to participate, ensuring that the celebration reflects the many cultures that enrich our community.

In addition, the expansion of the festival includes a dedicated fund for marketing the program to audiences outside of the region. This outreach is designed to attract new visitors, generate business interest, and strengthen Lincoln County's reputation as a welcoming destination for cultural exchange and holiday tourism. By investing in promotion beyond the local area, the festival not only celebrates community traditions but also creates new opportunities for economic growth and regional visibility.

What is the project and what will it do for community and/or economic development? What tangible items or results will the project deliver? How will the success of this project be judged? **IMPORTANT:** This fund is not intended for staff or operations. Please describe the economic impact of the project and how it creates or retains jobs in the community.

Funding*

Beacon of Hope for TBI Families Income \$3,000.00 (Obtained)

Siletz Charitable Contribution Fund \$2,000.00 (Applied)

EDALC \$10,000.00 (This application)

TOTAL \$15,000.00

If applicable, please describe the status of other funding sources you have applied for or intend to apply for, and indicate whether those funds have been awarded. Also, list any other funds for which you have applied but were not funded - how much did you ask for, from whom, and why was the application not funded?

Collaboration*

- Oregon Department of Human Services: Brain Injury Program-Funded by the State in 2023 launched in January 2025 and will serve as the referral source for the State for those impacted by a traumatic brain injury. We have partnered to become a resource for those referrals, and to communicate their efforts to the Coast. Right now only serving Portland.
- Greater Newport Chamber of Commerce (Enhanced Opportunity) We will partner with the Chamber to market the vendor booth opportunity to scale the event in future years, and to promote outside of the coastal area.
- Oregon Coast Council for the Arts (Enhanced Opportunity) We would like to offer stipends to local performers to include more culturally rich performances and expand the talent pool reached this year.
- Conexion Fenix (Enhanced Opportunity) We have promoted the event with Conexion Fenix, and would like to be able to pay stipends to their known performers, allowing them the opportunity to share their rich cultural talents, foods, and crafts but also creating a revenue during a key time of year.

If applicable, please list who you are collaborating with and why.

Viability*

The success of the Newport Tree Festival will be measured by both community impact and economic outcomes.

Key points that we can track include:

* Attendance growth: Number of visitors compared to the first year, with a target increase of 20-30% in this expanded model.

*Business engagement: Number of local businesses participating through sponsorships, vendor booths, or cooperative projects over our first year.

*Cultural diversity: Representation of diverse community groups and performers, tracked by stipends awarded and traditions showcased. Two Portland cultural groups did not attend in 2025 because of travel expenses and distance, which would be resolved if we could offer stipends.

*Tourism impact: Out of region visitors documented through survey, hotel occupancy rates, and local sales data-which we could work with the Discover Newport or the Chamber to measure.

*Community feedback: Positive responses have been received stating that we are giving the community something to do and come see during this holiday season. Small businesses have an expanded route to increase income during Small Business Saturday. We can track a year-over-year change in numbers for booth participation, performance agreements, and visitor numbers.

Yes, the project will require ongoing funding to maintain performer stipends, marketing outreach, and event infrastructure. Strategy:

* Grants: Continued application to regional and state-level arts, tourism, and economic development funds.

*Business sponsorships: We received donated marketing due to the message, and we could increase partnerships with aligned partners that benefit from the mission of the charity.

*Community contributions: Donor campaigns and holiday giving drives through Beacon of Hope's nonprofit network. We are working to share the message on Traumatic Brain Injuries state-wide, so our reach will expand.

*Earned revenue: In our first year, vendor contributions contributed to the success. Vendor fees, expanded offerings of the Christmas Market (merchandise sales) can offset operational costs.

How will the success of this project be judged? State success measures and timeline. Will this project need ongoing funding? How will this be secured?

Desired Start Date*

2/27/2026

Desired End Date*

11/30/2026

Budget Documents*

Budget.Final.pdf

Please submit as a PDF file - project budget only (not organizational budget)

Letter(s) of Support

Chamber_LOS.pdf

At least one letter of support is required for an IMPACT application.

Name of Chief Executive*

Cathie Rigby



Title*

Founder, Executive Director

Chief Executive Email*

C.Rigby@beaconofhope4tbi.com

Tax ID Number*

39-2693579

Type of Applicant Organization*

501(c)(3) Nonprofit

**Beacon of Hope for TBI Families
Newport Tree Festival Event
Proposed Budget: 2026**

TASK	CURRENT BUDGET 2025 (\$5,000)	PROPOSED 2026 (\$15,000 PLAN)
Event Branding & Outreach (posters, bilingual invitation, social media campaign)	\$1,500 Limited print, limited radio ads and small local social push)	\$3,000 Expanded bilingual materials, professional design, regional social media campaign to attract visitors outside of the coastal region.
Cultural Performers & Entertainment (Stipends/contracts for diverse acts)	\$1,500 Small local acts	\$4,500 Divers regional performers, stipends for multiple acts.
Tree Displays & Venue Setup (materials, lighting, decorations)	\$1,000 Basic decorations and lighting	\$2,000 Enhanced displays, professional lighting, expanded venue location, and setup
Vendor & Business Partnership (booth coordination, artisan showcases)	\$500 Limited vendor participation	\$3,500 Larger venue with expanded vendor outreach, artisan showcases, expanded cultural celebration of traditions and stronger Chamber coordination.
Volunteer & Paid Staffing Support (coordination, technical assistance)	\$500 Minimal stipends, volunteer reliance	\$2,000 Structured volunteer program, stipends for technical/event support.
TOTALS	\$ 5,000.00	\$ 15,000.00

Beacon of Hope for TBI Families
Newport Tree Festival Event
Proposed Budget: 2026

TASK	BUDGET ALLOCATION	DEADLINE	PERRSON IN CHARGE
Event Branding & Outreach (posters, bilingual invitation, social media campaign)	\$1,500	8/1/2026	Event Director
Cultural Performers & Entertainment (Stipends/contracts for diverse acts)	\$4,000	9/1/2026	Festival Programming Committee
Tree Displays & Venue Setup (materials, lighting, decorations)	\$ 1,500.00	11/20/2026	Logistics Coordinator
Vendor & Business Partnership (booth coordination, artisan showcases)	\$ 2,000.00	8/1/2026	Chamber Liason
Volunteer & Paid Staffing Support (coordination, technical assistance)	\$ 1,000.00	10/1/2026	Volunteer Coordinator

Total Projected Budget **\$10,000**

**EVALUATION FOR
SUCCESS**

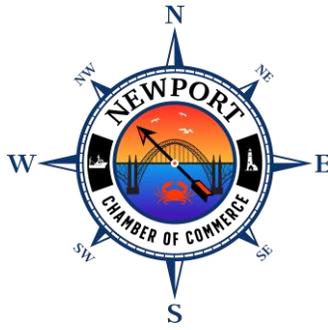
Track reach via social media analytics; attendance at kickoff

Number of performances delivered; audience surveys on cultural impact

Successful installation of displays; visitor feedback on quality

Number of vendors participating; reported sales increases

Number of volunteers recruited;



November 24, 2025

Community & Economic Development Activation Committee
Newport Tree Festival
City of Newport, Oregon

Dear Committee Members,

The Newport Chamber of Commerce is pleased to offer our full support for the Newport Tree Festival's Community & Economic Development Activation initiative. This festival can quickly become a cornerstone of our city's holiday season, and we believe expanding its scope to include greater participation from small businesses and enhanced branding efforts will further strengthen its impact.

Small businesses are the backbone of Newport's economy, and their inclusion as vendors at the Tree Festival provides critical opportunities for visibility, sales, and community connection. By broadening vendor participation and extending marketing efforts beyond the Oregon Coast, the festival can attract new visitors, stimulate regional tourism, and showcase Newport as a hub of innovation and hospitality. These efforts will not only benefit local entrepreneurs but also reinforce the Chamber's mission to promote sustainable economic growth.

We applaud the Newport Tree Festival's leadership for recognizing the importance of small business inclusion and for investing in branding strategies that elevate our community's profile. The Chamber of Commerce is proud to support this initiative and stands ready to collaborate in ensuring its success.

Sincerely,

A handwritten signature in blue ink, appearing to read "Wayne Patterson", with a long, sweeping flourish extending to the right.

Wayne Patterson
Executive Director
Newport Chamber of Commerce