

Print

Community and Economic Development Grant Application FY2024-25 - Submission #1033

Date Submitted: 11/18/2024

Name of Applicant Organization*

Oregon Coast Council for the Arts

Address*

777 W Olive St

City*

Newport

State*

OR

Zip Code*

97365

Person Completing the Application

Name*

Jason Holland

Email Address*

Jholland@coastarts.org

Phone Number*

5415742652

Name of Your Project*

Bloom Newport

Total Project Budget*

\$11,700

This includes all anticipated sources of funding

Amount Requested from this Program*

\$7,000

(max \$15k for Standard, \$60k for Impact)

Pool of Funds Applying to*



Standard (\$15K Max)



Impact (\$60K Max)

Project Description*

Three years ago, Oregon Coast Council for the Arts (OCCA), in collaboration with the Newport Chamber of Commerce’s Leadership Lincoln program, created a free community festival called “Bloom Newport.” This springtime community celebration centers around art, food, conservation, and music and creates a unique platform for educational opportunities. The values of “Bloom Newport” are rooted in accessibility, community empowerment and shared responsibility. We are proud to host an ever-expanding roster of vendors which represents a cross-section of our innovative and creative community. Their participation and our promotion help them to thrive by increasing their visibility and profits. Last year’s festival had 57 vendors and over 800 attendees. The vendors covered a breadth of businesses and services spanning small businesses, local breweries, restaurants, health and human services, environmental education, artists and makers, and uniquely, a surf swap that provided equipment and educational opportunities for our bustling surfing community. This year, we hope to be able to expand the footprint and scale of this popular community gathering. We plan to expand along NW Cliff street - creating a promenade for more businesses and artists to participate and to allow for more guests to stroll and enjoy this festive event! The Bloom Newport Festival not only provides benefits for our local vendors and community members, but also bolsters our tourism economy as it attracts visiting vendors and festival goers to our area who support our hospitality and restaurant industry. We know from the 2022 Arts & Economic prosperity study, that the average spending for event attendees in Lincoln County specifically is \$50.47 per person, per event. That’s an average across both visitor spending (\$115 per person, per event) and local spending (\$19 per person, per event). That is spending above and beyond tickets or admissions. If we use last year’s attendance figures, that means roughly \$40,000+ is generated by this event for local business; an outstanding ROI for a \$7,000 investment by EDALC! When we gather and celebrate with community, local businesses absolutely benefit! Another important benefit of “Bloom Newport” is to our local artists and makers of which there are many in Lincoln County. Particularly since the pandemic, artists have struggled to find opportunities that pay them equitably. Funding for Bloom Newport provides an opportunity for creatives to showcase their craft, network for future business, and sell their creations and services.

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*

For this year's "Bloom" community event, there are three primary funding sources: OCCA budget, a small amount of vendor/booth fees, and grant funding. OCCA budget funding is currently in place for this event. The grant funding we are seeking from EDALC will allow this event to grow in its impact and scale this year. We have not applied to any other funding sources at this time.

If applicable, please describe status of other funds which you plan or have applied to and whether received. Please give the name of the fund, source of the funds, and when you expect to received an answer regarding funding availability. 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*

The idea of "Bloom Newport" was born of collaboration and remains so to this day. Initially this was a class project out of Leadership Lincoln, lead by colleagues from OCCA, OCCC, Rogue, Wolfree and Lincoln County Human Services. Now, three years later, the collaboration continues to grow with many of the founding members still involved in its development and success. Each year, the next Leadership Lincoln class is invited to select this event as part of their community projects. That allows new community leaders (and businesses) to get involved and bring their ideas and enthusiasm into this truly collaborative community project. Returning this year on the core planning team, working with Leadership Lincoln participants, are staff from OCCA, OCCC and Rogue.

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

Viability*

The Bloom festival grows every year, and one of our main indicators of a successful festival is a count of attendance. We plan on hosting over 1,000 attendees this year. We are currently working with the city of Newport to expand Bloom's footprint in order to include the esplanade connecting Newport's performing arts center to the visual arts center. This new footprint will provide space for at least 10 more vendors, and provides visibility for the visual arts center who hosts art classes, workshops, and educational opportunities for the central Oregon coast. Part of Bloom's success in 2025 can be gauged by successfully implementing this expansion. Pending grant funding this year, we anticipate building a NEW, dedicated "Bloom Newport" website fully developed before the 2025 festival on which we will ask vendors and attendees for feedback. Our new website will also be a landing page for improved volunteer organization, marketing and promotion, and for communicating with our vendors and artists. Finally, after each Bloom Newport, our steering committee considers the entire event, exploring what worked well and what needs improvement. Feedback is solicited directly from local businesses and participants to look for ways we can improve and grow the event. This project will continue to have budget allocation from OCCA to allow it to continue on a smaller scale in the future. Outside, contributed grant funding will allow us to grow and build this event in exciting ways and for greater economic impact.

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

Desired Start Date*

3/1/2025

Desired End Date*

6/1/2025

Budget Documents*

2025 BLOOM Budget.pdf

Please submit as a PDF file

Letter(s) of Support

Partner Letters of Support BLOOM.pdf

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

Name of Chief Executive*

Jason Holland

Title*

Executive Director

Chief Executive Email*

Jholland@coastarts.org

Tax ID Number*

93-0696250

Type of Applicant Organization*

501(c)(3) Nonprofit

| | | | |
|--|--|-----------------------------|-----------------|
| | | | |
| | | | |
| | | | |
| | Income | | BUDGET |
| | Donations & Public Support | | \$0 |
| | Booth Fees, Merch | | \$600 |
| | Oranizational Budget (OCCA) | | \$4,100 |
| | Grants / Sponsorships | | \$7,000 |
| | | Total Program Income | \$11,700 |
| | | | |
| | Expense | | |
| | | | |
| | Overhead (event staff, tech)(No grant funds used) | | \$4,200 |
| | Merchandise | | \$350 |
| | Artist Fees | | \$5,000 |
| | Event Support Costs | | \$250 |
| | Website | | \$400 |
| | Office Supplies & Expenses | | \$0 |
| | Postage & Freight | | \$0 |
| | Printing & Copying | | \$450 |
| | Advertising & Promotion | | \$750 |
| | Travel and Hotel | | \$375 |
| | Artist Hospitality | | \$0 |
| | Fees and Liquor License | | \$0 |
| | Cleaning | | \$500 |
| | | Total Expenses | \$12,275 |
| | | Net | -\$575 |
| | | | |



Dave Price
Vice President, Engagement
Oregon Coast Community College
400 SE College Way
Newport, OR 97366
November 15, 2024

Grant Review Committee
Economic Development Alliance
3120 Crestline Drive
Waldport, OR. 97394

Dear Members of the Grant Review Committee,

I am writing to express my enthusiastic support for the application of OCCA/Bloom Newport for funding through the Standard Grant. As Vice President of Engagement at OCCC, I have had the privilege of seeing firsthand the positive impact that OCCA/Bloom Newport has had on our local community, and I am confident that your investment in this event will yield lasting benefits for individuals and families in our area.

Bloom Newport is a free event organized by community members and Leadership Lincoln graduates. It is a vibrant, community-driven initiative designed to bring together people from all walks of life. Through educational resources, live entertainment, outdoor recreation, cultural performances, sustainability efforts, and more, the event provides valuable opportunities for community members to connect, learn, and engage with one another in a meaningful way.

Over the years, Bloom Newport has grown into an anticipated occasion that not only promotes inclusivity and well-being, but also fosters a sense of belonging. It has proven to be a powerful platform for breaking down barriers—whether social, economic, or cultural—and offering an accessible space where individuals can experience the joy and strength of community. I've personally witnessed how this event helps strengthen relationships, especially among those who may be isolated or face financial constraints. The fact that it is free ensures that everyone, regardless of background or income, can participate and benefit.

Additionally, Bloom Newport aligns directly with the goals of Oregon Coast Community College, as it embodies the values of accessibility, community empowerment, and shared responsibility. Our organization has been proud to support this event through onsite presence and small business development support and we have consistently heard positive feedback from participants about the lasting impact the event has on their lives. In fact, Bloom Newport proved one of the more powerful outreach events on the annual calendar earlier this year, when I set up a booth devoted to the College's proposed bond measure, and fielded questions and comments from attendees. It proved a remarkably effective event for encouraging civil civic dialogue – something that is becoming far too rare.

OCCC WELDING LABORATORY
625 N. Bay Blvd.
Toledo, Oregon 97391
541-867-8501

SOUTH COUNTY CENTER
3120 Crestline Drive
Waldport, Oregon 97394
541-867-8501

CENTRAL COUNTY CAMPUS
400 SE College Way
Newport, Oregon 97366
541-867-8501

NORTH COUNTY CENTER
3788 SE High School Drive
Lincoln City, Oregon 97367
541-994-4166

I strongly believe that funding from the Standard Grant will allow OCCA/Bloom Newport to expand its reach and increase its impact, bringing even more people together and further enriching our community. The event organizers have demonstrated exceptional dedication and organizational skills, and I have full confidence in their ability to effectively use this grant to continue providing a valuable, transformative experience for all who attend. I have the great privilege to work with Talaina King, one of the prime movers of the event from the outset, and have been consistently impressed with her ability to rally support, schedule volunteers, and manage the myriad minor complications and logistical issues that reliably surround any large community event such as Bloom Newport.

Thank you for your consideration of this application. Should you require any additional information or would like to discuss the event further, please do not hesitate to contact me. I wholeheartedly recommend OCCA/Bloom Newport for your support and look forward to the continued success of this important community initiative.

Sincerely,



Dave Price

Vice President, Engagement

Oregon Coast Community College

OCCC WELDING LABORATORY

625 N. Bay Blvd.
Toledo, Oregon 97391
541-867-8501

SOUTH COUNTY CENTER

3120 Crestline Drive
Waldport, Oregon 97394
541-867-8501

CENTRAL COUNTY CAMPUS

400 SE College Way
Newport, Oregon 97366
541-867-8501

NORTH COUNTY CENTER

3788 SE High School Drive
Lincoln City, Oregon 97367
541-994-4166



Grant Review Committee
Economic Development Alliance
3120 Crestline Drive
Waldport, OR. 97394

Dear Members of the Grant Review Committee,

On behalf of the Newport Chamber of Commerce, I am writing to express our strong support for OCCA/ Bloom Newport as it applies for the Standard Grant (Community & Economic Development Grant Program) through EDALC.

Bloom Newport has become a vital community tradition, bringing together residents, visitors, and local businesses for a celebration of our town's culture, history, and spirit. This event not only offers a fun and enriching experience for attendees but also has a significant positive impact on our local economy. It encourages tourism, supports small businesses, and provides a platform for local artists, performers, and vendors. We believe that the funding provided through this grant will play a crucial role in ensuring the continued success and growth of the festival, allowing it to reach even more people and further enrich our community. Bloom Newport (hosted by OCCA) is a key event in fostering community pride, promoting local culture, and contributing to the vitality of our area.

Thank you for considering this application. We are confident that your support will help the OCCA/ Bloom Newport thrive and continue to benefit our town for years to come.

Sincerely,

A handwritten signature in cursive script that reads 'Maggie Conrad'.

Maggie Conrad
Event Director
Newport Chamber of Commerce
541-265-8801
maggie@newportchamber.org