English	Simplified Chinese
Scale Up Grant Application	Scale Up Grant(扩大规模拨款)申请
Apply Now	立即申请
(context for translator: this will be a button or link	
on a website that users click to access the	
application)	T-44
Start (context for translator: this is a button that the applicant	开始
clicks to start the application)	
Next	下一个
(context for translator: this is a button that the applicant	
clicks to go to the next question)	
Previous	上一个
(context for translator: this is a button that the applicant clicks to go to the previous question)	
Review and Submit	检查并提交
(context for translator: this is a button that the applicant	
clicks to review all of their answers and then submit the	
form)	
Back to Form	返回表格
(context for translator: this is a button that the applicant	
clicks to go back to the form from the review screen so they can change an answer)	
Submit	提交
(context for translator: submit the form)	
Will this event be held in the City of Portland	该活动是否于 2024 年 7 月至 12 月期间在波特
between – July – December 2024?	兰市举行?
This program is funded by City of Portland in	本计划由波特兰市与 Travel Portland 合作资
partnership with Travel Portland to support	助,以支持在波特兰举行的活动。
events in Portland.	
YES	是
NO	否
Has this event taken place in the City of Portland	前两届活动是否是在波特兰市举行?
the previous two times it was held?	
	本计划旨在帮助波特兰的成熟活动发展壮大。
This program is designed to help established	
events grow in Portland.	
Is this event open to the public and open to all	该活动是否面向公众及所有年龄段的人开放?
ages?	

This program strives to support events that are	本计划致力于支持乐于接纳所有波特兰人的活
welcoming to all Portlanders.	动。
Was attendance for this event the last time it was	上一届活动的参与人数是否在 1,000 至 10,000
held between 1,000 and 10,000?	之间?
110.00 00.000 0.000	~_ HJ ;
5 1 - 1 - 1 1 1 1 - 1 -	
Events with attendance outside the 1,000-10,000	参与人数在 1,000 - 10,000 范围之外的活动不
range are ineligible	符合条件
Is your business or organization located in the	贵公司或组织是否位于波特兰市?
City of Portland?	人工 小次型 从 是 目 图 1 版 内 里 印 1
City of Fortialia:	
	申请人必须是位于波特兰的公司或组织。
Applicants must be a business or organization	
located in Portland.	
Do you understand that only complete and	您是否明白仅会对完整且符合条件的申请进行
eligible applications will be scored?	评分?
engible applications will be scored.	¹ ¹ / ₂ :
Nata If an analysis and a second size and the la	
Note: If your organization is producing multiple	注:如果您的组织正在策划多个符合条件的活
eligible events, you may apply for each event.	动,您可以为每个活动进行申请。仅考虑每个
Only one application per event will be	活动一个申请的形式。
considered.	11170 1 11 11 11 11 11 11 11 11 11 11 11 11

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

请查看以下不符合条件活动类型清单,然后继续下一个问题。

以下活动类型不符合条件:

筹款活动。

允许举行筹款活动,只要其与该活动目 的无关。

研讨会或讲习班不符合获得资助的条件。以教学或培训为主要目的的活动将不会获得资助。允许举行互动教育活动,只要其与该活动目的无关。

示例:

允许: 带有园艺演示环节的为期两天的 收获节。

不允许:园艺课程

持续重复活动不符合获得资助的条件。
 允许且要求举行多日活动。

示例:

允许:在两个周末举行的节日活动 不允许:每周一次的市集活动,每周一 次的音乐表演

• 有助于建立人际关系从而促进个人业务 NOT ALLOWED: a weekly marketplace, weekly music show 或职业发展的社交活动。 **Networking events** that help to build • 商业推广活动。这其中包括销售、产品 relationships that can further an 发布和/或开业庆典。 individual's business or career. • 宗教或政治活动 **Business promotional events.** This includes sales, product launches, and/or grand opening. **Religious or political events** Is your event an eligible event type? 您的活动是否属于符合条件的活动类型? If you are unsure, please contact 如果您不确定, 请发送电子邮件至 oefgrants@portlandeventsandfilm.com to oefgrants@portlandeventsandfilm.com 确认您的 confirm your event is eligible. 活动是否符合条件。 Congratulations! 祝贺您! Based on your answers, your event is eligible for 根据您的回答,您的活动符合 Scale Up Grant the Scale Up Grant. 的资格。 Click/tap **Next** to proceed with your application. 单击/轻击 Next (下一步) 以继续申请。 Please note that only complete and eligible 请注意, 仅对完整且符合条件的申请进行评 applications will be scored. If you are unsure of 分。如果您不确定您的活动是否符合条件,请 your eligibility, please contact Ness Zolan at 发送电子邮件至 oefgrants@PortlandEventsandFilm.com oefgrants@PortlandEventsandFilm.com 联系 Ness Zolan Contact Information 联系人信息 组织/公司 Organization / Business Name of organization or business producing the 活动策划组织或公司的名称 event 姓名 Name Name of individual applying for this grant 申请拨款之人的姓名 First Name 名字 Last Name 姓氏 人称代词 **Pronouns** Select all that apply 选择所有适用项

He/him	他
She/her	他
They/them	
Other (please specify)	他们
Other (please specify)	其他(请注明)
	TD 62
Title	取务
Title of individual applying for this grant	申请拨款之人的职务
Email	电子邮件
Email of individual applying for this grant	申请拨款之人的电子邮件
Phone	电话
Phone number of individual applying for this	申请拨款之人的电话号码
grant	- 请输入有效电话号码
Please enter a valid phone number	The state of the s
·	
Address	地址
Address of the organization or business producing	活动策划组织或公司的地址
the event	
	 街道地址
Street Address	街道地址行 2
Street Address Line 2	市
City	
State	州
Zip code	邮编
How did you hear about this funding	您如何知悉此次资助机会?
opportunity?	
	 Portland Events & Film(波特兰活动和电影办公
Portland Events & Film newsletter	室)时事通讯
Prosper Portland newsletter	
Events Action Table	Prosper Portland 时事通讯
Travel Portland	Events Action Table(活动行动表)
Instagram	Travel Portland
Facebook	Instagram
Twitter	Facebook
LinkedIn	Twitter
	LinkedIn
Friend / family	朋友/家人
Other (please specify)	其他 (请注明)
If you would like to receive email updates from	如果您希望接收 Prosper Portland 发送的有关为
Prosper Portland regarding support for event	活动策划人、电影业、小型企业和其他 Prosper
producers, film industry, small businesses, and	Portland 计划提供支持的更新信息电子邮件,
other Prosper Portland programs, check the box	请勾选下方方框。
below.	11 4 6 1 7 4 7 4 1 1 1 0
DCIOVV.	

	11. 为我在阅读时事运动
Yes, subscribe me to this newsletter	是,为我订阅该时事通讯
	人 D 胜尔兹计
Demographics	人口特征统计
Optional	 选填
Prosper Portland is committed to diversity, equity,	Prosper Portland 致力于实现多元化、公平和包
and inclusion. It is important to our agency that	容。我们的机构需要让所有社区都有机会获得
grant opportunities reach all communities,	资助,包括那些过去曾被排除在政府计划和服
including those that have been historically	务 之外的社区。我们在工作中会询问种族和民
excluded from government programs and	
services. We ask about race and ethnicity in the	
work we do to provide the best services and	政策,并减少不平等和差别对待。以下信息不
policies, and to reduce inequities and disparities.	会纳入您的申请内容而被评分或评估,但将用
The following information will not be scored or	于综合评估申请人群体的多元化情况。
evaluated as part of your application but will be	
used in the aggregate to evaluate the diversity of	
the applicant pool.	
Racial & Ethnic Identity	种族与族裔认同
,	
Asian	亚裔
Black and/or African American	黑人及/或非裔美国人
Hispanic or Latino/a/x/e	西班牙裔或拉丁裔
Middle Eastern / North African	中东裔/北非裔
Native American / Indigenous	美洲原住民/土著人
Native Hawaiian or Pacific Islander	夏威夷原住民或太平洋岛民
White	自人
Do not wish to provide	不愿提供
Prefer to self-describe:	想要自我描述:
Event Proposal	活动提案
Event Name	活动名称
Event Website	活动网站
How many days will your event run?	您的活动会举行多少天?
Please select	造路 请选择
2	
3	2
4	3 4
5	5
6	6
7	7
8	8
9	9
10	10
- •	10

Event Date – Day 1	活动日期-第1天
Event Date – Day 2	活动日期 – 第2天
Event Date – Day 3	活动日期 – 第 3 天
Event Date – Day 4	活动日期 – 第 4 天
Event Date – Day 5	活动日期 – 第 5 天
Event Date – Day 6	活动日期 - 第 6 天
Event Date – Day 7	活动日期 - 第7天
Event Date – Day 8	活动日期 - 第8天
Event Date – Day 9	活动日期
Event Date – Day 10	
	活动日期 – 第 10 天
Date	日期
mm/dd/yyyy	
What was the leasting of this areas the least two	年/月/日
What was the location of this event the last two times it was held?	上两届活动的举行地点是哪里?
times it was field?	左边 (1. 艮近中)
YEAR (Last time event was held)	年份(上一届活动)
Last time event was neid)	
LOCATION (Last time event was held)	地点(上一届活动)
LOCATION (Last time event was near)	左/(人人) 尼江十
YEAR (Second-to-last time event was held)	年份(大上一届活动)
12/11 (Second to last time event was held)	地方 (十1、尺河雪)
LOCATION (Second-to-last time event was held)	地点(大上一届活动)
Where will this event be located in 2024? (View a	2024年的活动将在哪里举行?(查看地图)
map)	202. 1 4010-30 14 12 1 13 1 <u>(1878)</u>
,	拨款旨在促进城市的经济和文化振兴,重点支
Grants are intended to advance the city's	持波特兰遭受 COVID 重大影响(包括企业和就
economic and cultural revitalization, with an	业数量严重损失,办公室空缺大量增加,以及
emphasis on supporting areas of Portland that	游客和员工人流量重大变化)的地区。
have experienced a significant impact from	你看有成工八伽里里八文儿/ 的地区。
COVID, including high losses in number of	中心城分区:Downtown(市中心)、Old Town
businesses and employment, high increase in	(旧城区)/Chinatown(唐人街)、Lloyd(劳
office vacancies, and significant change in visitor	
and employee foot traffic.	埃德)、Lower Albina(下阿尔比纳)、Central
	Eastside(<u>中央东区)</u> 、West End(西区)、
Central City Subdistricts: Downtown, Old	University District(大学区)/South Downtown
Town/Chinatown, Lloyd, Lower Albina, Central	(南市区)

Waterfront(南海滨)、Goose Hollow(古斯霍 Central City: Pearl District, South Waterfront, 鲁)

Eastside, West End, University District/South

Downtown

Goose Hollow

中心城外

中心城:Pearl District (珍珠区)、South

Outside Central City	
How much will it cost to attend this event?	参加该活动的费用是多少?
Free	免费
Pay as you can	量力支付
Sliding Scale	浮动费率
Price ranges	价格范围
Please describe the sliding scale or price ranges	请描述该活动的浮动费率或价格范围
for this event	
What were your total event expenses the last two	您过去两届活动的总活动费用是多少?2024年
times the event was held and what is your	的预计费用预算是多少?
projected expense budget for 2024?	
	年份(上一届活动)
YEAR (Last time event was held)	
	费用(上一届活动)
EXPENSES (Last time event was held)	
	年份(大上一届活动)
YEAR (Second-to-last time event was held)	
	费用(大上一届活动)
EXPENSES (Second-to-last time event was held)	
	年份(2024年)
YEAR (2024)	2024年预计费用预算
2024 PROJECTED EXPENSE BUDGET	2024 1771 97/1117/94
What was your attendance for this event <i>the last</i>	您 <i>上两届</i> 活动的参与人数是多少?
two times it was held?	
	年份(上一届活动)
YEAR (Last time event was held)	
(总参与人数(上一届活动)
TOTAL ATTENDEES (Last time event was held)	1,000 – 4,000 参与人数
750 – 3,000 attendees	4,000 = 4,000 参与八級
3,001 – 5,250 attendees	
5,251 – 7,500 attendees	7,001 – 10,000 参与人数
5,=5=	ケ <i>い</i> (よし 見げ - 4)
YEAR (Second-to-last time event was held)	年份(大上一届活动)
TOTAL ATTENDEES (Second-to-last time event was	总参与人数(大上一届活动)
held)	to 1 W
·	1,000-4,000参与人数
1,000 – 4,000 attendees	4,001 – 7,000 参与人数
4,001 – 7,000 attendees	7,001 – 10,000 参与人数
7,001 – 10,000 attendees	

Please describe what will happen at your event in 请以不超过 100 字叙述在您的活动中会有哪些 100 words or less (think of this as a 30-second 内容 (可作为 30 秒的宣传)。 pitch). i.是否会有音乐、表演、展览或演示? i. Will you have music, performances, exhibits, or ii.是否会提供食物或饮品? demonstrations? iii.是否提供当地供应商或购物机会? ii. Is there food or drink available? iii. Are there local vendors or shopping iv.哪些年龄段的人群可能会喜欢这项活动? opportunities? iv. What ages might enjoy the event? 示例:该活动是一个为期两天的音乐节,有三 个舞台, 15 个地方和国家音乐表演, 跨越 4 个 EXAMPLE: This event is a two-day music festival 流派,现场有7个当地食品货摊。活动编排还 with three stages, 15 local and national musical 包括一个互动艺术空间、客人可以在其中进入 acts spanning 4 genres, and 7 local food vendors 外太空渲染演绎,并创造零重力3维可食用拼 on site. Programming also includes an interactive 贴画。该活动对所有年龄段的人开放,主要参 arts space where guests enter a rendering of 与者为 15-25 岁的人。 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. 您将为此活动聘用/签约多少人(带薪工作)? How many people will you hire/contract with for this event (paid work)? 不到 10 人 Less than 10 10-19 人 10-19 20人或以上 20 or more Please describe your past marketing plans for this 请描述您过去的活动营销计划。请描述该活动 event. Please describe how this event has utilized 如何利用付费广告、社交媒体、印刷广播、网 paid advertising, social media, print broadcast, 站等。请包括两个示例。 website, etc. Please include two examples. 请包括何时投放广告、花费以及成果。 Please include when ads were placed, how much was spent, and the outcome. 示例:在活动前两周投放了 Facebook 广告。在 Facebook 上花费 \$1,000 广告费用。40,000 曝光 Example: Facebook ad placed two weeks before 量 the event. \$1,000 ad buy on Facebook. 40,000 impressions What untapped marketing opportunities for this 您能够发现哪些未利用的活动营销机会? event can you identify?

活动如何展示波特兰最好的一面? How does this event celebrate the best of Portland? i.活动是否展示了一个标志性地点? i. Does the event showcase an iconic location? ii.活动是否突出了特定行业或文化的工作? ii. Does the event highlight the work of a iii.活动是否包括吸引波特兰地区以外游客的当 particular industry or culture? 地知名艺术家? iii. Does the event include well-known local artists that attract visitors from beyond the Portland 示例:此活动突出了波特兰的自然美景,并展 region? 示了当地食物和视觉艺术场景, 突出了 BIPOC 策划者的创造力。该活动结合了各种感官(味 Example: This event highlights the natural beauty 觉、视觉、触觉), 同时沉浸在森林、水和 Mt. of Portland and celebrates the local food and Hood (胡德山) 的景色中......带来一种独特的 visual arts scene highlighting the creativity of 波特兰体验。 BIPOC makers. The event combines senses (taste, sight, touch) while immersed in the forests, water, and views of Mt. Hood...a uniquely Portland experience. 您对于发展该活动并吸引游客(旅行50英里 What is your 5-year vision to grow this event and attract visitors (someone who travels 50+ miles) 以上之人)到波特兰的5年愿景是什么?请回 to Portland? Please address the guestions below. 答以下问题。(提高字数限制到300字内) (increase to 300 word limit) i.该活动是否可以增加受众人数? i. Is this event in a position to grow its audience ii.受众最喜欢该活动的哪些方面?如何在未来 numbers? 活动中利用这一点? ii. What aspects of this event do audiences enjoy iii.什么类型的未来活动编排会吸引更多的媒体 the most and how can that be leveraged at future 关注? events? iv.该活动的举行天数和受众覆盖率是否会增 iii. What type of future programming will attract 加? additional media attention? iv. Will this event expand in number of days and audiences reached? 您有什么计划来实现这个5年愿景? What is your plan to see this 5-year vision come to life? 您将如何使用这笔拨款来推进您的愿景? How would you use this grant to advance your vision? 请说明财政和技术资源将如何提供帮助。 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)	请说明您需要的技术协助 (例如营销及推广支援·触及率咨询·法务或税务指引等)。 (250字以内)
What are your plans to advance racial equity at your event through diverse programming?	您计划如何在您的活动中通过多样化活动编排 来促进种族平等?
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?	i.您的计划如何鼓励不同种族的艺术家或表演者参与? ii.您的活动编排如何吸引不同和交叉种族背景的受众?
What are your plans to advance racial equity at your event through staffing and operations?	您计划如何在您的活动中通过人员配备和运营 来促进种族平等?
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.	i.您将如何优先为在历史上被边缘化的个人和社区提供同等报酬机会?(即那些在企业/财产所有权、可负担住房选择、高工资收入、资本获取、优质教育、安全交通选择等方面经历过系统性障碍的社区,以及那些经历过种族主义、性别歧视、残疾歧视、跨性别恐惧和其他累积形式压迫的社区)。 ii.目前的员工配备多样性如何?您希望其未来情况如何? iii.您是否与少数族裔所有企业签订购买或租赁合同?如果是,请指出。
What are your plans to attract diverse audiences?	您计划如何吸引不同的受众?
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?	i.您对这次活动的受众多样性有何期望或希望?如何衡量这种多样性? ii.您将采用哪些包容性策略来为活动参与者创造归属感?
Please share any other aspects of your racial equity goals.	请分享您任何其他方面的种族平等目标。

(即预算公平、承认并解决内部不公平、评估 公平影响)
为什么该活动会吸引游客(旅行超过 50 英里 之人)和当地人?它有何独特之处?
请描述该活动将如何使周边居民区和企业受益:
i.当地的酒店和住宿设施、餐馆和零售商是否会因为该活动而增加客流量? ii.该活动是否会为当地人和游客创造与波特兰产生更深入联系的机会?
请提供证明(链接)说明之前此活动的成功经验(新闻稿·社群媒体链接·视频/照片链接等)
组织能力
如果被选中,您将需要提交财务文件。请回答下列财务相关问题。
您过去两届活动的总活动 营业收入 (如门票销售、供应商/商品销售)是多少?您预计 2024年的营业收入是多少?
年份(上一届活动)
总营业收入(上一届活动) 年份(大上一届活动)
总营业收入(大上一届活动)
年份(2024 年) 2024 年预计营业收入

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?	您过去两届活动的总活动 非营业收入 (如捐赠、赞助)是多少?您预计 2024 年的非营业收入是多少?
YEAR (Last time event was held)	年份(上一届活动)
TOTAL UNEARNED INCOME (Last time event was held)	总非营业收入(上一届活动) 年份(大上一届活动)
YEAR (Second-to-last time event was held)	总非营业收入(大上一届活动)
TOTAL UNEARNED INCOME (Second-to-last time event was held)	年份(2024 年) 2024 年预计非营业收入
YEAR (2024) 2024 PROJECTED UNEARNED INCOME	
Please upload a proposed event budget using the provided budget template.	请使用提供的预算范本上传您计划的活动预 算。
Do you have audited financials for the past two years?	您是否有过去两年的审计财务报表?
Do you submit a schedule C with your taxes or will you be able to provide cash flow, income statement, balance sheet?	您是否提交了纳税副表 C, 或者您是否能提供 现金流表、损益表、资产负债表?
Your response indicates that your event may not be eligible. If you believe your event is eligible, please contact oefgrants@portlandeventsandfilm.com to confirm that your event is eligible.	您的回答表明您的活动可能不符合条件。如果您认为您的活动符合条件,请发送电子邮件至oefgrants@portlandeventsandfilm.com 确认您的活动是否符合条件。
Thank you! Thank you for submitting your Scale Up Grant application. The selection committee will review your application and you will be notified in late May about the award decision. Please reach out to Ness Zolan at oefgrants@portlandeventsandfilm.com with any questions. Check your email for a copy of your application. If you don't receive the email within 15 minutes, check your junk folder.	谢谢! 感谢您提交 Scale Up Grant 申请。评选委员会 将审查您的申请,并将在 5 月下旬通知您拨款 授予决定。如有任何问题,请发送电子邮件至 oefgrants@portlandeventsandfilm.com 联系 Ness Zolan。请查看您的电子邮箱以获取申请副本。 如果您在 15 分钟内没有收到该邮件,请检查 您的垃圾文件夹。

Thank you for submitting your Scale Up Grant application!

The selection committee will review your application and you will be notified in late May about the award decision.

Note that the selection committee may ask for an interview with you in mid May. Interviews will only be held if needed. If you are not asked for an interview that does not mean you have not been selected.

Please reach out to Ness Zolan at oefgrants@portlandeventsandfilm.com with any questions.

You may review a copy of your application below.

感谢您提交 Scale Up Grant 申请!

评选委员会将审查您的申请,并将在5月下旬通知您拨款授予决定。

请注意,评选委员会可能会要求您在5月中旬进行面试。面试仅会在需要时进行。如果没有要求您参加面试,并不意味着您没有被选中。

如有任何问题,请发送电子邮件至 <u>oefgrants@portlandeventsandfilm.com</u> 联系 Ness Zolan。

您可以在下方查看申请副本。