

A full-page photograph of a sunset over the ocean. The sun is a bright, glowing orb in the center of the sky, partially obscured by dark, heavy clouds. The sky transitions from a deep orange near the horizon to a darker, almost black at the top. The ocean is a dark, textured expanse that meets the horizon. In the foreground, the waves are breaking onto a sandy beach, creating white foam and reflecting the golden light of the setting sun. A small, dark silhouette of a person is visible walking along the water's edge on the beach.

**TRAVEL OREGON COMPETITIVE SMALL GRANTS  
2018 – 2019 GUIDELINES**

# I. PROGRAM INTENT

## TRAVEL OREGON'S MISSION AND GRANTS PROGRAM KEY INITIATIVES

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The mission of Travel Oregon is: “A better life for Oregonians through strong, sustainable local economies.” Travel Oregon has established a program to make grant awards “to eligible applicants for projects that contribute to the development and improvement of communities throughout the state by means of the enhancement, expansion and promotion of the visitor industry.”

Small Grant Program applicants may apply for grants of up to \$20,000 per project and may apply for no more than two projects in the current application period. Each project requires its own application. Applicants must demonstrate at least a 10 percent cash match. Projects must be completed within a 12-month timeframe.

### PROGRAM KEY INITIATIVES

*Applicants will need to identify in your application which of the following key initiatives your project aligns with (Projects that do not align with at least one of the initiatives below will be ineligible for funding)*

1. Maximize the economic return on public and private investments in Oregon
2. Drive year-round destination-oriented travel from Oregon's key domestic and international markets<sup>1</sup> by aligning and optimizing local opportunities
3. Develop destination-based products that are in concert with Oregon's natural environment, support the stewardship of the state's resources and its rich history
4. Provide strategic industry professional development and training opportunities

## INVOLVING YOUR REGIONAL DESTINATION MANAGEMENT ORGANIZATION (RDMO)

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Travel Oregon has identified seven (7) regions within the state through the Regional Cooperative Tourism Program.<sup>2</sup>

In order to receive access to the online grant application, applicants must submit a [project idea form](#) that will be sent directly to their Regional Destination Management Organization (RDMO)<sup>3</sup>. Once the form is submitted, applicants will be provided with a confirmation email which will include a link and access code to the grant application.

Applicants who fail to submit the project idea form to their RDMO, or whose application varies substantially from the project idea form will be ineligible to receive funding.

Applicants are encouraged to discuss their project idea with their RDMO prior to completing the grant application. RDMOs will not write letters of support for applicants, but RDMOs may provide feedback to Travel Oregon for the grant review committee after reviewing the project idea form.

Applicants are strongly encouraged to reach out to their local Destination Management Organization (DMO)<sup>4</sup> about the grant project idea and request letters of support to enhance their overall application. **For-profit entities are required to show support for their project idea with a letter from their local DMO or RDMO.**

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<sup>1</sup> Read more about Travel Oregon's domestic and international target markets, <http://industry.traveloregon.com/industry-resources/oregons-target-markets/>

<sup>2</sup> Read more about the Regional Cooperative Tourism Program, including the marketing plans for each region, [Industry.TravelOregon.com/RCTP](http://Industry.TravelOregon.com/RCTP)

<sup>3</sup> For more information about RDMOs, visit [Industry.TravelOregon.com/RDMO](http://Industry.TravelOregon.com/RDMO)

<sup>4</sup> For more information about DMOs, visit [industry.traveloregon.com/industry-resources/destination-marketing-resources/destination-marketing-organizations/](http://industry.traveloregon.com/industry-resources/destination-marketing-resources/destination-marketing-organizations/)

## II. ELIGIBILITY

### ENTITY ELIGIBILITY

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Eligible applicants include those listed below that are *doing business* in Oregon and can demonstrate direct work in support of improving the economic impacts of Oregon's travel and tourism industry:

- Local government
- Port districts
- Federally recognized Tribes
- Non-profit entities registered with the Oregon Secretary of State's Office
- For-profit entities may apply for sales type grants only. Eligibility will be based on evidence of local destination marketing organization or regional destination management organization support. *\*Letters of support will meet this requirement.*

### ENTITY INELIGIBILITY

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Ineligible applicants include those listed below:

- Entities that have a bankruptcy or other financial corruption within the past five years
- Entities that fail to fulfill past grant award requirements within past three years (includes: project completion, submission of required grant reporting, proper use of grant funds)
- For-profit entities requesting a sales type grant without written letter(s) of support from local destination marketing organization or regional destination management organization
- Entities that fail to submit the project idea form to their RDMO or whose application varies substantially from the project idea form

### PROJECT ELIGIBILITY

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*Eligible projects or initiatives must be new<sup>5</sup> and must provide for the improvement or expansion of the tourism economy in Oregon.*

Project should create an enhancement to the visitor experience in Oregon and is intended to increase the likelihood of visitation from 50 miles outside the local area. Though it is not a requirement, ideally, the project will lead to an increase of overnight stays in local lodging facilities. Partnerships with tourism entities and businesses, economic development and/or government entities are looked upon favorably and strengthen an application.

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<sup>5</sup> Initiatives or components that have never been undertaken and will provide significant enhancements or improvements to Oregon's travel and tourism industry.

Preference will be given to projects that enhance the community or region.

**All projects must fall within one of these three project types:**

### DEVELOPMENT

- Community-based trainings
- Strategic planning
- Feasibility studies – Research studies
- Visitor access improvement
- Mapping
- Wayfinding signage design or construction
- Technical assistance, including: Grant writers and consulting services
- Professional development
- Conference or training registration
- Visitor amenities or infrastructure development<sup>6</sup>

### MARKETING

- Content development
- Print collateral
- Broadcast media
- Website optimization
- Branding development
- Visitor/Consumer outreach

### SALES

NOTE: If you are new to international marketing or have never worked with global or domestic packaged travel tour operators, it is recommended that you connect with your RDMO or Travel Oregon before applying for Sales type grants. FOR-PROFIT entities are ONLY eligible to apply for a project that is suggested below:

- Event and tradeshow participation
- Tradeshow related production or shipping
- Event hosting or sponsorship fees
- Event bid fees
- Familiarization tour support
- Tour operator support
- International visitor trainings<sup>7</sup>
- Receptive-trade related trainings<sup>8</sup>

## INELIGIBLE PROJECTS AND ACTIVITIES

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The following activities are **not** eligible for grants:

- Activities that are not new efforts, initiatives or offerings
- Mobile app development
- Costs of staff or consultant salaries, mileage or associated fees that are *already* budgeted to execute a particular area of work within an entity.
- Projects that emphasize private profitability and/or investments that could be considered a regular cost of doing business
- Deferred, regular or ongoing maintenance and upkeep
- Cannabis or tobacco tourism-related projects

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<sup>6</sup> Applications for construction projects must include plan drawings and approval from permitting authorities if required locally.

<sup>7</sup> International visitor trainings are encouraged for any applicant but especially those who are new to the international market and considering a sales type project.

<sup>8</sup> Receptive-trade related trainings are encouraged for any applicant but especially those who are new to the international market and considering a sales type project.

### III. DEVELOPING A STRONG APPLICATION

#### PREFERENCE

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Applications should be clearly written and present a strong case for support. Preferences identified that will enhance a grant application's competitiveness include:

- Project goals that align with regional and/or local objectives
- Projects that address a need in the tourism industry and shows potential to generate significant regional and/or local impact
- Community support is evident both through local cash or in-kind match contributors and support letters
- Good planning is evident in the project timeline, budget and sustainability
- Plans for evaluating impact are clear, appropriate and achievable

#### PROJECT BUDGET

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The grant project budget must be submitted using the Excel template provided by Travel Oregon<sup>9</sup>. Grant recipients are required to keep the project budget updated throughout the lifetime of the grant, unless the project is for professional development training (see Section V. for more information on reporting requirements). A final budget, including documentation for expenses incurred, will be required in the Grant Accomplishment Report.

#### MATCHING FUNDS

Grant applicants must provide a minimum of 10 percent cash match of the total amount awarded.

Travel Oregon funds may not be used as matching funds for any grant application submitted by the recipient of those Travel Oregon funds.

#### SIGNAGE

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Grant projects that involve permanent, installed signage require approval letters from each organization or entity involved in permitting or approving signage installation. Evidence of approval must be on official letterhead and be included with any other support letters when submitting the application.

*Applications will not be considered unless evidence of approval have been submitted.*

#### PERMITTING

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Grant projects that involve permits of any kind, require approval letters from state and/or local permitting authorities. Evidence of approval must be on official letterhead and be included with any other support letters when submitting the application.

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<sup>9</sup> [Download the Grants Project Budget](#)

## HISTORICAL STRUCTURES

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Local, state and federal compliance approval processes need to be followed. Additional documentation may be required depending on the scope of the project. Project or structure must demonstrate being a cultural, historical tourism asset in the community. If applicable, include evidence that the historic structure is part of a certified local government community, designated Main Street area, or local or National Register historic district or place.

## IV. REVIEW OF APPLICATIONS; DECISION TO AWARD

The application process will open for a 30-day window from July 30, 2018 until August 29, 2018 at 5 p.m. No applications or materials will be accepted after the 5 p.m. deadline. Applications will be reviewed and decisions to award will be made based on the following:

- Degree to which grant project aligns with and furthers the identified key initiatives (as defined in Section I. of these guidelines)
- Includes intended outcomes and return on investment for positive economic impact on the community and/or region as a direct result of the project
- Demonstrates clear viability, integrity and long-term sustainability of the project
- Demonstrates that applicant and project meet the eligibility requirements of Section II, and that the application is complete and contains all information required by these grant guidelines
- Supports application enhancements as identified in the Preference section of these guidelines

*Travel Oregon reserves the right to award grants in amounts totaling less than all funds that are available under the Competitive Small Grants Program, to award a different amount than is provided in a grant application, to make changes to the Grant Guidelines or to cancel the Competitive Small Grants Program in its entirety.*

## V. GRANT CONTRACTS

Applicants who are awarded a grant will enter into a contract with Travel Oregon, which includes agreements to comply with all guideline requirements and to complete project as approved.

## BUDGET MONITORING; TIMELINES

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Projects will be monitored by Travel Oregon. Grant recipients shall maintain accurate records and will use provided report templates for submission of all required information. Grant recipient will be required to keep an ongoing, updated timeline and budget throughout the lifetime of the grant. Travel Oregon may request copies of the working budget throughout the lifetime of the grant. Travel Oregon will provide access to all reports and additional forms required.

NOTE: Grants for professional development (conference or training participation) do not need to maintain an ongoing budget and timeline. However, grant recipient will be required to submit an initial budget and timeline stating anticipated travel costs (on a [per diem schedule](#)) and registration costs. Detailed information on required reporting can be found in the Grant Reports section of these guidelines.

## TRAVEL OREGON RECOGNITION

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In many areas of Oregon, a regional style guide has been developed for use by tourism businesses and destination marketers. Grant recipients are encouraged to adopt these guidelines in order to better align with the other communication efforts. Travel Oregon may be available to consult on specific design needs.

Grant recipient shall visibly display on all finished grant projects (publications, websites and other significantly visible project activities) Travel Oregon's logo along with the acknowledgement: *"This project has been funded in part by a grant from Travel Oregon."* Travel Oregon will work with grant recipient to ensure proper usage and placement of the Travel Oregon logo.

### **Sales Project Types**

Not all sales project types will be able to display Travel Oregon recognition. For trade-show shipping or participation costs, host bids or tour operator support, Travel Oregon recognition is not required. For projects that are events, trade-show related production, receptive tour operator trainings, or similar, Travel Oregon recognition must be displayed on published collateral, if applicable.

### **Development Project Types**

Not all development project types will be able to display Travel Oregon recognition. For projects such as feasibility studies, research or strategic plans, Travel Oregon recognition must be displayed on a final published report, if applicable. Do not place Travel Oregon recognition on wayfinding signage, unless authorized by Travel Oregon to do so. Grant recipient must submit signage designs to Travel Oregon for review prior to production and placement. For professional development, technical assistance, or conference participation, Travel Oregon recognition is not required.

## PROJECT DESIGN

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Grant recipient shall allow at least two weeks for Travel Oregon to review the project design and provide feedback (timing will depend on the complexity of the project). Grant recipient must cease further grant project design work until feedback from Travel Oregon has been delivered. While grant recipient is not required to make all recommended changes Travel Oregon may provide, grant recipient must adhere to all grant program requirements. Required recognition will be included in grant recipient's contract or determined while working with grant recipient.

### **Marketing Project Types**

All marketing project types must submit project design to Travel Oregon for review prior to finalizing a published piece.

## GRANT REPORTS

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All required reports will be submitted through Travel Oregon's online grant management system.

### **Mid-Project Report**

Mid-Project Report is only required for projects over \$10,000 in grant awards. Mid-project report and an updated project budget must be submitted to Travel Oregon six months after award notification or at project mid-point, whichever is sooner.

NOTE: All Development Type Grants that involve construction of any kind are required to complete a Mid-Project Report.

## Grant Accomplishment Report and Final Budget

Project must be completed and Grant Accomplishment Report submitted to Travel Oregon within 13 months of grant project notification date. The final budget along with copies of detailed project expenses must be uploaded as part of the report. No further reimbursement will be provided after submission of this report.

NOTE: Development Type Grants for conference or training attendance do not require a Grant Accomplishment Report or final budget. However, recipient must submit a post-conference testimonial on the value of attending the conference or training.

NOTE: Sales Type Grants for tradeshow attendance do not require a Grant Accomplishment Report or final budget. However, recipient must submit a post-tradeshow report that includes the ROI and outcomes which may include leads generated, or other results as appropriate.

## GRANT FUNDS DISBURSEMENT

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Any grant funds not used as approved shall be returned to Travel Oregon pursuant to the grant contract. Projects must be completed within the approved grant timeline. Following approval and execution of contract, an initial disbursement of up to \$10,000 will be sent to recipient. Recipients are eligible to receive up to 90% of the remaining awarded funds through a reimbursement system, upon invoice and with documentation of expenses. These funds may only be used for costs related to the project and clearly identified in the grant budget. Final disbursement of funds will be sent once the project is complete and the Grant Accomplishment Report and final budget have been submitted, reviewed and approved by Travel Oregon.

You may submit reports earlier than required dates if your project timeline allows. Failure to submit reports by their deadline may result in ineligibility for any future grant programs offered by Travel Oregon.

NOTE: Travel Oregon will not reimburse a grant recipient for any costs associated with a grant project that are incurred before a grant contract has been signed.

## VI. QUESTIONS

View the [Frequently Asked Questions \(FAQ\) page](#) for commonly asked questions. [Submit](#) additional questions online. Please allow seven business days for Travel Oregon to respond.

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## GRANT TIMELINE

Below is the timeline for the 2018-2019 Travel Oregon Competitive Small Grants:

July 30, 2018 – **Online Application Opens**

August 29, 2018 (5 p.m.) – **Online Application Closes**

October 17, 2018 – **Competitive Small Grant Application Status Notification (work can officially begin)**

October 26, 2018 (5 p.m.) – **Competitive Small Grant Signed Contract Due to Travel Oregon**

November 15, 2019 (5 p.m.) – **Competitive Small Grant Accomplishment Report Due (Project must be complete by this date)**



## GRANT APPLICATION CHECK LIST

Access the 2018-2019 Travel Oregon Competitive Small Grants Program Application ONLINE.

- View the [application questions](#) before you begin
- Refer to the [Frequently Asked Questions \(FAQ\) page](#) for troubleshooting

In order to access the online application form, all applicants must submit a [project idea form](#) that will be sent directly to their RDMO. Once the form is submitted, a confirmation email will be sent which will provide a link and access code to the grant application.

Before beginning the online application, we encourage applicants to gather all information and/or documents required to submit the application:

- ✓ Proof of Federal Tax ID (IRS tax exempt determination letter or governmental information letter). Look at the FAQ page for further questions or clarification on what is needed.
- ✓ Entity's Federal W-9 Form
- ✓ Project Budget ([must use the required form](#))
- ✓ Project Timeline ([sample](#))
- ✓ Project Support Letters (Recommended, not required except for For-Profit entity Sales Type grants)
- ✓ **Signage Project:** Evidence of approval from all parties involved
- ✓ **Distribution Plan:** If producing collateral you must describe your distribution plan and associated budget costs
- ✓ **Construction Permitting:** If your project involves construction you must include plan drawings and approval from permitting authorities if required locally

# OREGON'S SEVEN REGIONAL DESTINATION MANAGEMENT ORGANIZATIONS

## RDMO: REGIONAL DESTINATION MANAGEMENT ORGANIZATION

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The Oregon Tourism Commission has identified seven (7) regions within the state. Each region has identified one Destination Management Organization (DMO) to act as its Regional Destination Management Organization (RDMO). RDMO contact information is listed below.

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### CENTRAL OREGON

Central Oregon Visitors Association  
visitcentraloregon.com | 800.800.8334  
Kristine McConnell,

[kristine@visitcentraloregon.com](mailto:kristine@visitcentraloregon.com)

*\*Counties: Jefferson, Deschutes, Crook, portions of Wasco*



### MT HOOD COLUMBIA RIVER GORGE

Mt. Hood Territory  
mthoodterritory.com | 503.655.8458

Lizzie Keenan, [lizzie@hood-gorge.com](mailto:lizzie@hood-gorge.com) or

Jeannine Breshears, [jeannine@mthoodterritory.com](mailto:jeannine@mthoodterritory.com)

*\*Counties: Hood River, portions of Multnomah and Clackamas*



### EASTERN OREGON

Eastern Oregon Visitors Association  
visiteasteroregon.com | 541.856.3356  
Alice Trindle, [eova@eoni.com](mailto:eova@eoni.com)

*\*Counties: Sherman, Gilliam, Wheeler, Morrow, Union, Umatilla, Wallowa, Grant, Baker, Harney, Malheur*



### OREGON COAST

Oregon Coast Visitors Association  
visitheoregoncoast.com | 541.574.2679  
Marcus Hinz, [director@thepeoplescoast.com](mailto:director@thepeoplescoast.com)

*\*Counties: Clatsop, Tillamook, Lincoln, Coos, Curry, portions of Lane and Douglas*



### GREATER PORTLAND

Travel Portland  
travelportland.com | 503.275.9778  
Amanda Lowthian, [amanda@travelportland.com](mailto:amanda@travelportland.com)

*\*Counties: Washington, Columbia, portions of Multnomah and Clackamas*



### SOUTHERN OREGON

Travel Southern Oregon  
southernoregon.org | 541.287.3047  
Brad Niva, [brad@southernoregon.org](mailto:brad@southernoregon.org)

*\*Counties: Klamath, Lake, Jackson, Josephine, portions of Douglas*



### WILLAMETTE VALLEY

Willamette Valley Visitors Association  
Oregonwinecountry.org | 503.881.4442  
Tori Middelstadt, [tori@oregonwinecountry.org](mailto:tori@oregonwinecountry.org)

*\*Counties: Yamhill, Polk, Benton, Marion, Linn, portions of Lane and Clackamas*

## ACCESS AND DOWNLOAD REGIONAL TOURISM PLANS

<http://industry.traveloregon.com/industry-resources/regional-cooperative-marketing-plan/regional-cooperative-tourism-program/>