

Oregon Travel Philanthropy Fund

Mission, Project Funding Criteria, Project Themes

Mission:

The Oregon Travel Philanthropy Fund will support sustainable tourism development in Oregon and engage travelers and travel businesses in local projects to help sustain vibrant communities and healthy environments.

Goals:

1. To support local, innovative solutions to community and environmental challenges that will also impact the visitor industry.
2. To support the development of new services, enterprises, businesses, and infrastructure in the sustainable tourism economy.
3. To provide an outlet for visitors to give back to local projects that will sustain and enhance the places they have visited.
4. To provide an outlet for businesses to give back to their local community that will directly impact the visitor experience.

In order to fulfill the above goals, the Fund will:

- Provide support for non-profits that support and facilitate a vibrant tourism economy – trails, bike associations, etc. These would likely be 501(c) (3) non-profit organizations. While non-profit status is not required, charitable purpose is necessary for a project to receive funding.
- Provide measurable results that we can use to determine the success of the fund.
- Provide funding and support for discreet, one time projects, rather than providing funds for long-term or ongoing efforts.
- Support one project per Tourism Region (as defined by Travel Oregon) in each funding cycle.

Project Funding Criteria

Relevance and Impact

Successful projects will include at least 7 of the following characteristics:

1. Discreet or stand-alone projects that can be completed with **one-time funding**.
2. **Innovative** proposals and initiatives, which support the development of a vibrant tourism economy in each region.
3. Projects with **clear leadership**, which strengthens the local capabilities, not only professional but also institutional ones.
4. Projects with **multiple stakeholders**, developed with a collaborative approach. For example, a non-profit ecology center might partner with a raft company to do stream restoration.
5. Projects with **results that may be applicable in other communities**, protected areas, or Oregon tourism regions.
6. Projects that have a **regional impact**, though they may be implemented locally.
7. Projects that **directly relate to the tourism niche** identified for each region, indicating there will be a commitment to continuity.
8. Projects that create a **clear link to Geotourism**, including culture, environment, heritage, and the well-being of its residents.
9. Projects with a **clear educational component** (signage, promotion to local businesses, etc.).
10. Projects that directly affect the **visitor experience**.

Design and coherence of the proposal:

Successful proposals must:

1. Indicate **medium and long-term results** that can be measured beyond the provision of funding and can provide a **basis for future collaborative efforts** among the tourism providers and project partners in the Region.
2. Include **specific, measureable outcomes** based on a **triple bottom line perspective** (i.e. – How will this project impact people, planet, and profits in your region?).
3. Clearly indicate **how the objectives will be attained** through the proposed activities.
4. Include a **project budget** that accounts for the **financial cost** including labor, materials, overhead, professional services, etc.”
5. Preference will be given to projects that can provide up to a 1:1 match (in cash and/or in kind) to support the completion of the project.
6. Preference will be given to projects with budgets that **limit overhead expenses** in their project budgets **to no more than 10%**.

Projects may not:

1. Contain **bias** related to social, gender, cultural, linguistic, religious, or ethnic considerations.
2. Request funding for projects **initiated or led** by Travel Oregon, Sustainable Travel International, or other parties who may be considered to have a **conflict of interest** with the development and management of the Fund.

Funding Themes

For the initial funding cycle (2011-2012) the Selection Committee will choose at least 1 project per major theme (bold text). For future funding cycles, one target theme will likely be chosen per cycle. One project from each Tourism Region will be selected; each selected project must fit within the identified theme. Travel Oregon may decide to select themes that will align with product development or marketing objectives.

- **Carbon footprint reduction**
 - Renewable Energy
 - Energy conservation

- **Infrastructure for community livability**
 - Bike routes
 - Transportation
 - Trails
 - Making connections, compatibility
 - Public recycling capacity improvements
 - Improving community gathering spaces

- **Sense of place**
 - Cultural history assets – restoration
 - Telling the story of the place – interpretation
 - Youth engagement
 - Historic structure, preservation

- **Environmental Stewardship**
 - Greenspace protection
 - Habitat restoration
 - Invasive species removal
 - Clean ups
 - Watershed restoration / habitat

- **Food and Culture**
 - Local food production
 - Farmers market access
 - Cultural foods of a region (wine, cheese, beer, etc.)
 - Native food culture (fishing, others?)