

## DIVISION 2

### OREGON WINE COUNTRY LICENSE PLATES MATCHING GRANT PROGRAM AND TOURISM PROMOTION DISTRIBUTION

976-002-0010

#### Matching Grant Guidelines

- (1) The Oregon Tourism Commission shall prepare guidelines each biennium applicable to grants to be awarded under ORS 805.274(1)(a). The guidelines shall be available from the Oregon Tourism Commission and shall be published on the Oregon Tourism Commission's website.
- (2) The guidelines shall include the maximum grant amount available for each matching grant award.

Stat. Auth.: ORS 284.111(6), ORS 805.274(3)

Stats. Implemented: ORS 805.274

976-002-0020

#### Tourism Promotion Guidelines

- (1) The Oregon Tourism Commission shall prepare guidelines each biennium applicable to Tourism Promotion Distribution to be awarded under ORS 805.274(1)(b). The guidelines shall be available from the Oregon Tourism Commission and shall be published on the Oregon Tourism Commission's website.
- (2) The Oregon Tourism Commission will designate a tourism promotion agency for each region to receive the moneys described in ORS 805.274(1)(b).

976-002-0030

#### Tourism Promotion Distribution Eligibility

- (1) A recipient of an Oregon Wine Country Plates Tourism Promotion Distribution must adhere to guidelines established by Oregon Tourism per OAR 976-002-0020 and must demonstrate experience engaging in tourism promotion on behalf of the wine industry in two or more of the counties in the region for which it is designated to receive money described in ORS 805.274(1)(b) .
- (2) To be eligible for consideration of an Oregon Wine Country Plates Tourism Promotion Distribution, a tourism promotion agency must establish an advisory committee that includes at least one representative of the wine industry and one representative of the culinary industry.

Stat. Auth.: ORS 284.111(6), ORS 805.274(3)  
Stats. Implemented: ORS 805.274

976-002-0040  
Designation of Regions

The major wine producing regions of the state are:

(1) Region 1, also known as The Mid-Willamette Valley region, consisting of Marion, Polk and Yamhill Counties;

(2) Region 2, **also known as the South-Willamette Valley region**, consisting of Lane, Linn, Benton, [*Lincoln, Tillamook, Clatsop, Columbia, Washington, Multnomah*] and Clackamas Counties;

(3) Region 3, **also known as the Southern region**, consisting of [*Coos, Curry,*] Douglas, Josephine, Jackson, Klamath and Lake Counties; [*and*]

(4) Region 4, **also known as the Eastern region**, consisting of [*Hood River, Wasco,*] Sherman, Gilliam, Morrow, Umatilla, Union, Wallowa, [*Jefferson, Deschutes, Crook,*] Wheeler, Grant, Harney, Baker and Malheur Counties[.];

(5) Region 5, **also known as the Greater Portland region, consisting of Columbia, Multnomah and Washington Counties;**

(6) Region 6, **also known as the Central region, consisting of Jefferson, Deschutes and Crook Counties;**

(7) Region 7, **also known as the Hood/Gorge region, consisting of Hood River and Wasco Counties; and**

(8) Region 8, **also known as the Coast region, consisting of Clatsop, Tillamook, Lincoln, Coos and Curry Counties.**

Stat. Auth.: ORS 284.111(6), ORS 805.274(3)  
Stats. Implemented: ORS 805.274