

## DESTINATION READY: 2021-22

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### 2021-22 PROGRAM OVERVIEW

The 2021-22 cycle of Travel Oregon's Destination Ready program will focus on bolstering key tourism products and experiences that will aid in destination recovery and resiliency. Travel Oregon and expert consultants will work with communities over a four-month period to develop a destination assessment that identifies key destination experiences, and projects that will bolster assets central to that experience; Travel Oregon will also provide a high-level baseline report to support this process. Communities that participate in this program will also receive direct support from consultants to develop funding proposals to make progress on completing destination projects based on the assessment results.

This program is geared towards destinations seeking technical assistance to identify strategic product development opportunities and consultant support to develop competitive funding proposals. Additional consulting support may also be available to aid in implementation of destination projects that receive financial awards.

There is no cost to communities to participate in this program and a small stipend will be provided to the lead applicant of each awarded destination to support organizational capacity to lead the process and assemble a collaborative team of local stakeholders.

Travel Oregon anticipates awarding 12 destinations in the 2021-22 cycle.

Program deliverables include:

- Baseline report for each destination, led by Travel Oregon and consultants.
- Destination Ready Assessment – a strategic assessment of key product development opportunities and assets.
- Financial stipend to offset time dedicated to this process by the lead applicant.
- Consultant technical assistance to enhance capacity and expertise for communities.
- Access to potential funding for high-quality projects in alignment with assessment outcomes and support to develop funding proposals.

### PROGRAM ACTIVITIES & TIMELINE

The Destination Ready program has three primary project phases:

1. **Baseline Report (consultant led)**  
*December 2021 – January 2022*  
A Travel Oregon consultant team will provide the destination with a high-level destination baseline data report that will inform the assessment process.

## 2. Destination Assessment (community + consultant)

*January – March 2022*

The Destination Ready program includes an assessment process that will pair local destination leaders with development experts to reflect on and evaluate the destination's top visitor offerings and identify priority projects to enhance them. Each destination's lead applicant will be required to coordinate the local project team and will be supported throughout this process with content expertise and an outside project manager to increase capacity and guide communities through the creation of those resources.

Destination teams should expect to:

- a. Complete a brief "homework" assignment in December.
- b. Participate in a Travel Oregon-hosted kick-off meeting in January.
- c. Participate in two to three 60-90-minute meetings between January and the end of March to work through elements of the assessment.
- d. Collaborate with the Travel Oregon team to complete the assessment and identify key projects that could advance the destination in the coming year.

## 3. Project Proposal Development (community + consultant)

*March – June 2022*

Upon completion of the assessment and baseline report resources, destinations will transition to project proposal development. Local leadership will have direct support from consultants to develop competitive funding proposals based on the assessment results.

Project proposals that are funded within six months of the proposal being developed will have ongoing support by expert consultants and Travel Oregon staff to ensure that projects are on-track for successful completion.

## ELIGIBILITY & CRITERIA

### Applicant Eligibility

The entity submitting the application on behalf of their destination will be considered the lead applicant. Please see the destination geography section below for more details on how destinations can be defined. The lead applicant is responsible for submitting the Destination Ready application and convening meetings with support of Travel Oregon and contractors related to this process through the project development phase in March. Entities may submit multiple applications for different geographical areas within their boundaries, but Travel Oregon will only select up to one destination per applicant to move forward.

Types of eligible lead applicants include:

- Destination Marketing/Management Organization (DM/MO) or Chamber of Commerce
- Oregon's nine federally recognized tribal governments

Types of ineligible lead applicants include:

- Entities that are not a DM/MO, Chamber of Commerce, or tribe
- Entities that have a bankruptcy or other financial corruption within the past five years

While the DM/MO, Chamber of Commerce, or tribal government is in the lead applicant leadership role, it is the expectation and recommendation that the lead applicant convene a group of partners to engage in the outlined process. Please consider engaging the following types of entities as that support network:

- Regional Destination Management/Marketing Organization
- City, county, and other government entities
- Main Street organizations
- Economic development entities
- Stewardship organizations
- For-profit tourism businesses
- Organizations representing diverse communities and perspectives

### **Destination Geography**

Lead applicants will have the opportunity to define the destination's geographical boundaries. DM/MO, Chamber, and tribal government service area sizes vary widely but must be intentionally designed based on three criteria:

1. The geographic scale of the destination should be in alignment with boundary or jurisdiction of the lead applicant entity or a subset of that boundary.
  - *Examples: Travel Lane County (Lane County or McKenzie River Valley); Discover Klamath (Klamath County or Crater Lake area/North Klamath County)*
2. Applicants have the option to include assets external to that boundary only if they are *quintessential* to their destination visitor experience.
  - *Examples: Ontario Area Chamber of Commerce (Ontario and the Owyhees Canyonlands); Condon Area Chamber of Commerce (John Day River Territory and the Painted Hills).*
3. The boundaries indicated in the application (communities + assets) must lie within the same tourism region as defined [here](#). Tribes may need to apply for a geographical subset of their boundary of tribal lands and service area to meet this requirement. A lead applicant representing multiple tourism destinations may submit one application per destination, but Travel Oregon will only select up to one destination per applicant.
  - *Examples: Visit Roseburg (Southern Oregon) cannot include the coastal Douglas County area of Reedsport and Winchester Bay (Oregon Coast) in the same application; The Coquille Indian Tribe's five county service area touches three tourism regions including the Coast (Coos, Curry & Douglas counties), Southern (Jackson county) and Willamette Valley (Lane county). Only one of the three areas can be included per application.*

### **Criteria for Successful Applications**

Travel Oregon will review proposals using the following criteria for how an applicant demonstrates:

#### *Organizational Criteria*

- Organizational connection with tourism development and management.
- Demonstrated history of successful implementation of tourism project implementation.

- Organizational capacity and ability to manage the project timeline, implementation, and administration.
- Organization demonstrates how they are addressing diversity, equity and inclusion.
- Completeness of application.

*Destination Criteria*

- Need for strategic priorities and funding proposal support.
- Clear identification of destination's geographic boundaries as detailed below.
- Involvement of key community partners representing the full geographic region.
- Partnerships that will support effective implementation of the project.
- Shared commitment and dedicated capacity from partner organizations.

## APPLICATION PROCESS & TIMELINE

Application materials can be found at [industry.traveloregon.com/destinationready](http://industry.traveloregon.com/destinationready). All questions should go to [development@traveloregon.com](mailto:development@traveloregon.com). Questions and answers will be posted to the [FAQ page](#).

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| - Application Period Opens  | October 25  |
| - <a href="#">Destination Ready Information Session*</a><br>*Recording will be available <a href="#">here</a> . | October 26  |
| - Applications Due  | November 15 |
| - Destination Selection Announcements   | November 19 |