



## News Release

FOR IMMEDIATE RELEASE

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### Travel Oregon Awards \$63,000 for Local Tourism Development

**Salem, Ore.** – Sept. 22, 2009 – The Oregon Tourism Commission announced it will award \$63,000 through its Matching Grants Program in order to advance 11 tourism development projects across the state. Created in 1986, the program supports new projects that will improve local economies and communities by enhancing, expanding and promoting Oregon’s visitor industry.

“We are pleased to see so many projects that focus on the expansion of new marketing efforts and investment in partnerships,” said Carole Astley, Industry Relations Manager at Travel Oregon. “These grant dollars will provide a starting point in the ever-evolving field of tourism and, through product development, will increase visibility among potential visitors.”

The Matching Grants Program selection committee, representing private and public sector organizations, selected this year’s grant finalists from a pool of 38 applicants. The 11 commission-approved projects are located throughout the state and, when complete, will fulfill a range of local, regional and state needs for improved tourism capacity.

#### **The grant winners and their projects are:**

- Ashland’s Bed and Breakfast Network, for the creation and addition of social networking tools to its website, including the development of an interactive map, interactive blog and electronic newsletter
- Astoria-Warrenton Area Chamber of Commerce, for a marketing and advertising campaign to promote “The Goonies” 25<sup>th</sup> Anniversary Celebration in national pop-culture related websites and magazines as well as through social media channels
- Bandon Chamber of Commerce, for a joint marketing effort with six Destination Marketing Organization’s (Bandon Chamber of Commerce, Brookings-Harbor Chamber of Commerce, Port Orford & North Curry County Chamber of Commerce, Gold Beach Promotions Committee, Coos Bay-North Bend Visitor and Convention Bureau and Reedsport/Winchester Bay Chamber of Commerce), which will include a television advertising campaign targeting Southern Oregon and Northern California

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- Harney County Chamber of Commerce, for the creation and distribution of a magazine formatted Visitor Guide to Harney County
- Mt. Ashland Association, for the production and placement of a full page ad in Ski Oregon Magazine and the creation of a landing page which includes lodging and restaurant partners
- North Santiam Canyon Chamber of Commerce, for the design, printing and distribution of a Santiam Canyon-wide brochure with a map of recreation, lodging and dining opportunities, plus other visitor attractions
- Oregon High Desert Museum, for the production of publicity materials and media kit for their “Sin in the Sagebrush” exhibit, and attendance at Western travel shows with the Central Oregon Visitors Association
- Oregon Tour & Travel Alliance, for the development of seven (one for each region of the state) packaged travel itineraries for use on OregonPackagedTravel.com as well as in an e-mail campaign to 2,000 domestic and Canadian tour operators
- Port of Siuslaw, for the production of an interactive multi-media web component and DVD featuring the Florence area to be used on the Port and Chamber’s website as well as social media sites
- Travel Lane County, for the creation, production and distribution of an Adventure Guide to the Eugene, Cascades & Coast region which will highlight 10 adventure and nature routes and will be targeted to auto travelers within a 300 mile radius of Lane County
- Yamhill Valley Visitors Association, for the development of a Yamhill Valley brand accompanied by a comprehensive and measurable strategic marketing plan to promote local tourism and support future tourism marketing efforts

The 2010-11 Matching Grants Program cycle begins in June. Communities, visitor associations and tourism-related organizations are invited to apply for funding. For more information, please contact Michelle Woodard at [MichelleW@TravelOregon.com](mailto:MichelleW@TravelOregon.com) or visit: <http://industry.traveloregon.com/Departments/Tourism-Development/Matching-Grants-Program.aspx>

*The Oregon Tourism Commission, dba **Travel Oregon**, works to enhance Oregonians’ quality of life by strengthening economic impacts of the state’s \$8.4 billion tourism industry. Visit [www.TravelOregon.com](http://www.TravelOregon.com) for details.*

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