



News Release

FOR IMMEDIATE RELEASE

Contact: Michelle Godfrey
(503) 378-8861
michelle@traveloregon.com

Travel Oregon Awards \$60,000 for Local Tourism Development

Salem, Ore. – Sept. 22, 2010 – The Oregon Tourism Commission will award \$60,000 through its Matching Grants Program to advance 10 tourism development projects across the state. Created in 1986, the annual program supports new projects that improve local economies and communities by enhancing, expanding and promoting Oregon’s visitor industry.

“The grant dollars provide seed money to projects that will increase Oregon destinations’ visibility among potential visitors.” said Carole Astley, Industry Relations Manager at Travel Oregon. “The 10 applicants we selected are thinking about long term return-on-investment for developing and promoting tourism in the regional areas their organizations serve.”

The Matching Grants Program selection committee, representing private and public sector organizations, selected this year’s grant finalists from a pool of 29 applicants. The 10 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:

- **Lane County Community and Economic Development Department**, to develop a Scenic Byway/Bikeway Management Plan for the Territorial Heritage Tour.
- **Eastern Oregon Visitors Association**, to implement the new Eastern Oregon brand messaging on a style guide and website.
- **Elkton Community Education Center**, to design, produce and distribute a visitor’s guide.
- **Safari Game Search Foundation, dba Wildlife Safari**, for a television advertising campaign in the Sacramento and Northern California markets.
- **Coos Bay – North Bend Visitor and Convention Bureau**, for television advertising in the Medford market and on Fox Sports Northwest for the Chowder Bounty promotion.
- **Travel Salem**, to produce an interactive online map that will feature Marion and Polk County cultural and heritage assets.
- **Pendleton Chamber of Commerce**, for the creation of www.TravelPendleton.com, a new website that will provide visitors with an interactive experience.
- **University of Oregon - Jordan Schnitzer Museum of Art**, to conduct research within the Asia Market that includes significant travel related components with Asian students and scholars at the University of Oregon.
- **Brookings-Harbor Chamber of Commerce**, for advertising the Southern Oregon Coast Partnership with Travel Oregon’s interactive opportunities: “Trips We Love,” and e-newsletters.
- **Medford Jazz Festival**, to increase marketing efforts of the festival’s swing dance component through multiple online channels and broadcast television.

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The 2011-12 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 or visit:

<http://industry.traveloregon.com/Departments/Tourism-Development/Matching-Grants-Program.aspx>

About Travel Oregon

The Oregon Tourism Commission, dba **Travel Oregon**, works to enhance visitors' experience by providing information resources and trip planning tools that inspire travel and consistently convey the exceptional quality of Oregon. By strengthening economic impacts of the state's \$7.7 billion tourism industry, the commission aims to improve Oregonians' quality of life. Visit www.TravelOregon.com for details.