



News Release

FOR IMMEDIATE RELEASE

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Travel Oregon Awards \$66,500 for Local Tourism Development

Salem, Ore. – Sept. 28, 2011 – The Oregon Tourism Commission today announced it will award \$66,500 through its Matching Grants Program to advance 12 tourism development projects across the state. Created in 1986, the annual program funds new projects that improve local economies and communities by enhancing, expanding and promoting Oregon’s visitor industry.

The Matching Grants Program selection committee, representing private and public sector organizations, selected this year’s grant finalists from a pool of 35 applicants. The 12 commission-approved projects will fulfill a range of local, regional and state needs for improved tourism capacity when completed.

“Grant dollars go to projects that expand marketing efforts and facilitate partnerships across the state” said Carole Astley, Industry Relations Manager at Travel Oregon. “For some, these grants allow recipients to secure other funding sources, multiplying economic development in their communities.”

The grant winners and their projects are:

- **Mt. Ashland Association**, for online advertising in Northern California to promote winter travel to Ashland
- **Central Oregon Coast Association**, to create a new brand for the Central Oregon Coast and develop cooperative advertising opportunities that target Canada and Central Oregon.
- **Heppner Chamber of Commerce**, to produce maps and to market four Eastern Oregon scenic bikeway routes.
- **Eastern Oregon Visitors Association**, for development of a social media and advertising campaign that targets bicycle and motorcycle riders and manufacturers.
- **Upper Rogue River Wine and Farm Tour, dba Upper Rogue Wine Trail**, for the design and printing of a brochure/map to be distributed in Northern California as well as a print advertising campaign.
- **Oregon Council of American Youth Hostels, USA, dba Oregon Council of Hostelling International, USA**, to produce and market a video highlighting the two Portland hostel neighborhoods, surrounding areas of Oregon and the environmental and educational programs associated with hostel travel.
- **Clatsop County Historical Society**, to create a database and framework for an interactive map that will showcase where Oregon movies were filmed, starting with Clatsop County movie locations with the ability to expand statewide.
- **Willamette Riverkeeper**, for the creation of a Willamette River Water Trail website that will feature interactive trip planning, amenities and businesses located along the river’s almost 200 mile length.
- **Bandon Chamber of Commerce**, for advertising the Southern Oregon Coast Partnership in the Oregon Coast Visitors Association travel guide.
- **Cannon Beach Chamber of Commerce**, for promoting Cannon Beach in the Puget Sound area of Washington State through the “Travel with Rick Steves” radio show.

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- **Portland Institute for Contemporary Art**, to develop a regional marketing campaign that targets Japanese and Asian audiences to visit Oregon and the Time-Based Art Festival.
- **City of Seaside Visitors Bureau**, to undergo a branding and advertising initiative for the North Coast.

The 2012-13 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 \$8.7 billion tourism industry, the commission aims to improve Oregonians' quality of life. Visit www.TravelOregon.com for details.

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