

DIVISION 2

OREGON WINE COUNTRY PLATES MATCHING GRANT PROGRAM

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

Hist.: OTC 1-2015, f. xx-xx-15, cert. ef. xx-xx-15

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).

(3) The guidelines established by the Oregon Tourism Commission shall include the requirement that tourism promotion agencies collaborate with the Oregon Wine Board and relevant regional winery associations whenever the tourism promotion agencies develop expenditure plans for money distributed.

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, one representative of the culinary industry.

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

Stats. Implemented: ORS 805.274

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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, consisting of Lane, Linn, Benton, Lincoln, Tillamook, Clatsop, Columbia, Washington, Multnomah and Clackamas Counties;

(3) Region 3, consisting of Coos, Curry, Douglas, Josephine, Jackson, Klamath and Lake Counties; and

(4) Region 4, consisting of Hood River, Wasco, Sherman, Gilliam, Morrow, Umatilla, Union, Wallowa, Jefferson, Deschutes, Crook, Wheeler, Grant, Harney, Baker and Malheur Counties.

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

Stats. Implemented: ORS 805.274

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