



## News Release

FOR IMMEDIATE RELEASE

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### **Travel Oregon Helps Community Tourism Groups Increase Reach** *\$100,000 in Tourism Development Grants Awarded Across Oregon*

SALEM, Ore. – October 12, 2007 – The Oregon Tourism Commission (dba Travel Oregon) today announced the award of 15 grants totaling \$100,000 to travel and tourism organizations across the state. The funding is part of Travel Oregon’s tourism development mission to assist Oregon communities and organizations in the creation, enhancement and implementation of quality tourism plans and products.

“Oregon has so many exciting and interesting destinations that can benefit from a financial boost to elevate and create a greater range of travel services and information,” said Scott West, chief strategy officer for Travel Oregon. “Ultimately, our goal through this grant program is to leverage travel and tourism to enhance the quality of life for Oregonians with economic growth across the state.”

The Tourism Development Matching Grants provide seed money to Oregon’s tourism industry for development and marketing of new non-construction tourism projects. The program supports communities throughout Oregon to improve, expand and promote the visitor industry.

#### **The following grants were awarded for the 2007-08 cycle:**

- *Applegate Valley Vintners Association*: \$8,765 for the development of a television commercial, website and print advertising and the development and distribution of a regional marketing brochure
- *Astoria-Warrenton Chamber of Commerce*: \$10,000 for the development of podcast driving tours, electronic newsletter and online press room marketing plan
- *Bend Paddle Trail Alliance*: \$10,000 for the development of a flip guide to the Deschutes and Little Deschutes Rivers as well as a two-sided waterproof map of the Cascade Lakes
- *North Clackamas Parks and Recreation District*: \$3,000 for a marketing program utilizing Mt. Hood Gorge region industry partnerships

- *Eastern Oregon Visitors Association*: \$10,000 for cooperative regional advertising and participation in a European Travel Channel series
- *The Fruit Foundation Historical Society*: \$3,060 for “Remembering our Roots” signage, website and brochure
- *Gilliam County*: \$5,000 for the development of a regional tourism development and marketing program
- *Lewis & Clark Bicentennial Association dba Destination: The Pacific*: \$6,000 for the creation of a Native American cultural field guide
- *Greater Newport Chamber of Commerce*: \$3,000 to fund participation in the World Travel Market trade show in London
- *Oregon Coast Visitors Association*: \$10,000 for the Oregon Coast branding and marketing campaign
- *Oregon Council for Business Education dba Oregon Crafted*: \$7,000 for the promotion of guided tours to artists’ studios
- *Oregon International Port of Coos Bay*: \$2,300 for the creation of a Charleston to Bandon scenic tour route brochure
- *Oregon Museums Association*: \$3,000 for the distribution of the Oregon Museums Association’s members guidebook
- *Oregon Paleo Lands Institute*: \$10,000 for the development of a sustainable tourism marketing program supporting geo-tourism in the John Day Fossil Beds region
- *Sherman County Historical Society Museum*: \$3,875 for a logo, tag-line and signage tourism marketing program
- *The Steve Prefontaine Foundation/Prefontaine Memorial Committee*: \$5,000 for memorial markers along the Prefontaine race route and the development of a brochure

The 2008-09 matching grants cycle begins next June. Communities, visitor associations and tourism-related organizations are invited to apply for funding. For more information, please contact Michelle Westerberg 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 \$7.9 billion tourism industry. Visit [www.traveloregon.com](http://www.traveloregon.com) for details.*

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