



**TRAVEL OREGON COMPETITIVE LARGE GRANTS  
2017 – 2019 GUIDELINES**

# I. PROGRAM INTENT

## TRAVEL OREGON'S MISSION AND GRANTS PROGRAM KEY INITIATIVES

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The mission of Travel Oregon is: “A better life for Oregonians through strong, sustainable local economies.” Travel Oregon has established a program to make grant awards “to eligible applicants for projects that contribute to the development and improvement of communities throughout the state by means of the enhancement, expansion and promotion of the visitor industry.”

Competitive Large Grant Program applications are for grants greater than \$100,000. Applicants must demonstrate at least a 50 percent cash match. Multi-year funding requests are eligible (including, funding that spans over more than one biennium) and use of grant dollars must be presented and detailed in the project timeline and budget. Projects must be completed within a 10-year timeframe. One application will be accepted per eligible entity. Large grant awards are intended to create statewide impacts or impact multiple regions as identified by the Oregon Tourism Commission.<sup>1</sup>

### PROGRAM KEY INITIATIVES

*Applicants must identify in the application which of the following key initiatives the project aligns with (projects that do not align with at least one of the initiatives below will be ineligible for funding)*

1. Maximize the economic return on public and private investments in Oregon
2. Drive year-round destination-oriented travel from Oregon's key domestic and international markets<sup>2</sup> by aligning and optimizing local opportunities
3. Develop destination-based products that work in concert with Oregon's natural environment, support the stewardship of the state's resources and its rich history
4. Provide strategic industry professional development and training opportunities

## REGIONAL DESTINATION MANAGEMENT ORGANIZATION (RDMO) ENGAGEMENT

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Applicants are strongly encouraged to contact their Regional Destination Management Organization (RDMO) (refer to page 8) to make them aware of the grant project idea, to solicit input on leveraging RDMO expertise as appropriate, and to request a letter of support to enhance the overall application.

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<sup>1</sup> Read more about the Regional Cooperative Tourism Program, including the marketing plans for each region, [Industry.TravelOregon.com/RCTP](http://Industry.TravelOregon.com/RCTP)

<sup>2</sup> Read more about Travel Oregon's domestic and international target markets, <http://industry.traveloregon.com/industry-resources/oregons-target-markets/>

## II. ELIGIBILITY

### ENTITY ELIGIBILITY

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Eligible applicants include those listed below that are doing business in Oregon and can demonstrate direct work in support of improving the economic impacts of Oregon's travel and tourism industry:

- Local government
- Port districts
- Federally recognized tribes
- Non-profit entities registered with the Oregon Secretary of State's Office

### ENTITY INELIGIBILITY

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Ineligible applicants include those listed below:

- Entities that have a bankruptcy or other financial corruption within the past five years
- Entities that fail to fulfill past grant award requirements within the past three years (includes: project completion, submission of required grant reporting, proper use of grant funds)
- For-profit entities
- Entities that are not currently doing business in Oregon

### PROJECT ELIGIBILITY

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*Eligible projects must provide for the improvement or expansion of the tourism economy in Oregon by showcasing the state on a national or global stage, or is a world-class asset.*

The project must increase the likelihood of out-of-state and international visitation, with an impact to multiple regions or statewide. The project will lead to an increase of overnight stays in multiple regions or statewide. Partnerships with tourism entities and businesses, economic development and/or government entities are looked upon favorably and strengthen an application.

### INELIGIBLE PROJECTS AND ACTIVITIES

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The following activities are **not** eligible for grants:

- Website or mobile app development
- Projects that emphasize private profitability and/or investments that could be considered a regular cost of doing business
- Deferred, regular or ongoing maintenance and upkeep of existing assets
- Cannabis or tobacco tourism-related projects

### III. DEVELOPING A STRONG APPLICATION

Applications must be clearly written and present a strong case for support. Demonstrable return on investment (ROI), impacts and metrics need to be clearly defined and articulated in the application narrative.

A minimum of five support letters from a variety of sources must be submitted as well as any letters of approval if project requires permitting or authorization by a party other than the applicant.

#### PROJECT BUDGET

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Grant recipients are required to keep the project budget updated throughout the lifetime of the grant. A final budget, including documentation for expenses incurred, will be required when submitting the Grant Accomplishment Report.

#### MATCHING FUNDS

Grant applicants must provide a minimum of 50 percent cash match of the total amount awarded. Additional match above the required 50 percent cash match will enhance your overall application. Letters of commitment(s) must be provided as evidence of required cash match.

Travel Oregon funds may not be used as matching funds for any grant application submitted by the recipient of those Travel Oregon funds.

#### SIGNAGE

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Grant projects that involve permanent, installed signage require approval letters from each organization or entity involved in permitting or approving signage installation. Evidence of approval must be on official letterhead and be included with any other support letters when submitting the application.

Applications will not be considered unless evidence of approval has been submitted.

#### PERMITTING

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Grant projects that involve permits of any kind, require approval letters from state and/or local permitting authorities. Evidence of approval must be on official letterhead and be included with any other support letters when submitting the application.

#### HISTORIC STRUCTURES

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Local, state and federal compliance approval processes need to be followed. Additional documentation is required depending on the scope of the project. Project or structure must demonstrate being a cultural, historical tourism asset. If applicable, include evidence that the historic structure is part of a certified local government community, designated Main Street area, or local or National Register historic district or place.

## IV. REVIEW OF APPLICATIONS; DECISION TO AWARD

The application submission period is open from **October 5, 2017 until November 13, 2017 at 5 p.m.** Applications will be reviewed and decisions to award will be made based on the following:

- Degree to which grant project aligns with and furthers the identified key initiatives (as defined in Section I. of these guidelines)
- Includes intended outcomes and return on investment for positive economic impact across multiple regions of the state or statewide as a direct result of the project
- Demonstrates clear viability and long-term sustainability of the project
- Demonstrates how project is a world-class asset or showcases Oregon on a national or global stage
- Demonstrates that applicant and project meet the eligibility requirements of Section II, and that the application is complete and contains all information required by these grant guidelines
- After review of applications, upon recommendation, one or more finalists will be selected to provide a presentation to the Oregon Tourism Commission. The presentation will detail the information in their application, why their entity should receive funding and offer a forum for commissioners to ask questions.
- The Oregon Tourism Commission shall hold a vote at a public meeting to determine final award.

## V. GRANT CONTRACTS

Applicants who are awarded a grant will enter into a contract with Travel Oregon, which includes agreements to comply with all guideline requirements and to complete project as approved.

### BUDGET MONITORING; TIMELINES

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Projects will be monitored by Travel Oregon. Grant recipients shall maintain accurate records and must agree to provide Travel Oregon with access to these records in a timely manner, when requested. Grant recipient will be required to keep an ongoing, updated timeline and budget throughout the lifetime of the grant. Travel Oregon may request copies of the working budget throughout the lifetime of the grant.

### TRAVEL OREGON RECOGNITION

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In many areas of Oregon, a regional style guide has been developed for use by tourism businesses and destination marketers. Grant recipients are encouraged to adopt these guidelines in order to better align with communication efforts. Travel Oregon may be available to consult on specific design needs.

Grant recipient shall acknowledge that the project has been funded in part by Travel Oregon grant dollars. Details as to how this recognition will take place will be established following the grant award.

## PROJECT DESIGN

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In the case of structural or engineering related projects, grant recipient shall allow at least two weeks for Travel Oregon to review the project design and provide feedback (timing will depend on the complexity of the project).

## GRANT REPORTS

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All required reports will be provided to Travel Oregon on a schedule and in a form established following the grant award determination. Reporting may include, but is not limited to any or all of the following:

### **Mid-year report**

Mid-year report and an updated project budget must be submitted to Travel Oregon six months after award notification.

### **Annual report**

Annual Report and an updated project budget must be submitted to Travel Oregon 12 months after award notification.

Both the mid-year report and annual report may be a requirement continuing over the course of the lifetime of the project until completion. For example: A project that is completed three years after the award date will complete three mid-year reports and two annual reports.

### **Grant accomplishment report and final budget**

Project must be completed and the grant accomplishment report submitted to Travel Oregon within three months of grant project completion. A final budget along with copies of detailed project expenses must be included as part of the report. No further grant funding will be provided after submission of this report.

### **Oregon Tourism Commission project completion presentation**

Once the project has reached completion, a presentation that details project outcomes will be made to the Oregon Tourism Commission at a time and location mutually agreed upon by Travel Oregon and the grant recipient.

## GRANT FUNDS DISBURSEMENT

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Any grant funds not used as approved shall be returned to Travel Oregon pursuant to the grant contract. Projects must be completed within the approved grant timeline. Following approval and execution of contract, an initial disbursement in an amount identified in the grant contract and approved by the Travel Oregon CEO will be sent to recipient. These funds may only be used for costs related to the project and clearly identified in the grant budget.

Failure to submit reports by their established deadline or failure to comply with any other element of the Large Grant Guidelines may result in ineligibility for any future grant programs offered by Travel Oregon.

## VI. QUESTIONS

Submit all questions to [Grants@TravelOregon.com](mailto:Grants@TravelOregon.com). Please allow up to two business days to receive a response.



## VII. GRANT APPLICATION

Six copies of the application must be submitted by 5 p.m. on November 13, 2017 to:

ATTN: Grants Manager  
Travel Oregon  
250 Church St. SE, Suite 100  
Salem, OR 97301

A digital copy (preferably a PDF) of the application must also be submitted with the application or via email by 5 p.m. on November 13, 2017 to:

[Grants@TravelOregon.com](mailto:Grants@TravelOregon.com)

APPLICATIONS SHOULD INCLUDE THE FOLLOWING IN THIS ORDER

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### Cover sheet that includes:

#### PROJECT OVERVIEW:

- Project title
- Description of project concept and proposed use of funds
- Grant amount requested
- Total project cost
- Which of Travel Oregon's Key Initiatives does this project align with:
  - 1) Maximize the economic return on public and private investments in Oregon
  - 2) Drive year-round destination-oriented travel from Oregon's key domestic and international markets by aligning and optimizing local opportunities
  - 3) Develop destination-based products that are in concert with Oregon's natural environment, support the stewardship of the state's resources and its rich history
  - 4) Provide strategic industry professional development and training opportunities
- Which tourism regions does this project impact:
  - Central Oregon
  - Oregon Coast
  - Eastern Oregon
  - Mt. Hood/Gorge
  - Greater Portland
  - Southern Oregon
  - Willamette Valley
  - Statewide

#### ENTITY INFORMATION:

- Entity name
- Entity federal tax identification number
- Entity mailing address
- Entity phone number

#### GRANT APPLICANT CONTACT INFORMATION

- Grant applicant contact name
- Grant applicant contact email address
- Grant applicant contact phone number

## GRANT PROJECT CONTACT INFORMATION

- Grant project contact name
- Grant project contact email address
- Grant project contact phone number

### Answers to the following narrative questions:

1. How is the applying entity governed (include leadership structure)?
2. How does the proposed use of funds provide a platform for tourism in Oregon on the national and/or international stage?
3. What risks exist to successful execution of the project and how does your organization plan to mitigate this risk?
4. What is your promotion or marketing plan for the project and who is the potential audience?
5. Who are the primary beneficiaries of your project or plan?
6. How does your project provide value or benefit to communities other than those where proposed use is centered?
7. What is the estimated economic impact (including tourism) of your project and what is your anticipated return on investment?
8. Detail the metrics you will use to define success for the proposed use of funds.
9. List partners involved in funding the project.
10. List any partners or volunteers involved in the execution of the project.

### Supporting documentation:

1. Proof of federal tax ID (documentation from Internal Revenue Service)
2. Federal W-9 form
3. Project budget
4. Project timeline that includes key milestones and grant reporting deadlines
5. Letters of commitment showing evidence of required 50 percent cash match
6. Two years of detailed financials
7. Letters of support (a minimum of five)
8. Approval letters (if applicable)

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## ADDENDUM: 2017-2019 GRANT TIMELINE

Below is the timeline for the 2017-2019 Travel Oregon Competitive Large Grants:

October 5, 2017 – **Request for applications opens**

November 13, 2017 (5 p.m.) – **Six printed copies of application materials and a digital copy must be received by Travel Oregon**

November 21, 2017 – **Application status notification**

December 4, 2017 – **Application finalists present to Oregon Tourism Commission**

December 5, 2017 – **Oregon Tourism Commission considers final award(s)**



# OREGON'S SEVEN REGIONAL DESTINATION MANAGEMENT ORGANIZATIONS

## RDMO: REGIONAL DESTINATION MANAGEMENT ORGANIZATION

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The Oregon Tourism Commission has identified seven regions within the state. Each region has identified one Destination Marketing Organization (DMO) to act as its Regional Destination Management Organization (RDMO). RDMO contact information is listed below.

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### CENTRAL OREGON

Central Oregon Visitors Association  
visitcentraloregon.com | 800.800.8334  
Alana Hughson,

[alana@visitcentraloregon.com](mailto:alana@visitcentraloregon.com)

*\*Counties: Jefferson, Deschutes, Crook, portions of Wasco*



### MT HOOD COLUMBIA RIVER GORGE

Mt. Hood Territory  
mthoodterritory.com | 503.655.8419

Lizzie Keenan, [lizzie@hood-gorge.com](mailto:lizzie@hood-gorge.com)

*\*Counties: Hood River, portions of Multnomah and Clackamas*



### EASTERN OREGON

Eastern Oregon Visitors Association  
visiteasteroregon.com | 541.856.3356  
Alice Trindle, [eova@eoni.com](mailto:eova@eoni.com)

*\*Counties: Sherman, Gilliam, Wheeler, Morrow, Union, Umatilla, Wallowa, Grant, Baker, Harney, Malheur*



### OREGON COAST

Oregon Coast Visitors Association  
visittheoregoncoast.com | 541.574.2679  
Marcus Hinz, [director@thepeoplescoast.com](mailto:director@thepeoplescoast.com)

*\*Counties: Clatsop, Tillamook, Lincoln, Coos, Curry, portions of Lane and Douglas*



### GREATER PORTLAND

Travel Portland  
travelportland.com | 503.275.9778  
Amanda Lowthian, [amanda@travelportland.com](mailto:amanda@travelportland.com)

*\*Counties: Washington, Columbia, portions of Multnomah and Clackamas*



### SOUTHERN OREGON

Travel Southern Oregon  
southernoregon.org | 541.287.3047  
Brad Niva, [brad@southernoregon.org](mailto:brad@southernoregon.org)

*\*Counties: Klamath, Lake, Jackson, Josephine, portions of Douglas*

### ACCESS AND DOWNLOAD REGIONAL TOURISM PLANS

<http://industry.traveloregon.com/industry-resources/regional-cooperative-marketing-plan/regional-cooperative-tourism-program/>



### WILLAMETTE VALLEY

Willamette Valley Visitors Association  
Oregonwinecountry.org | 866.548.5018  
Becca Barnhart, [becca@oregonwinecountry.org](mailto:becca@oregonwinecountry.org)

*\*Counties: Yamhill, Polk, Benton, Marion, Linn, portions of Lane and Clackamas*