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Travel Oregon Awards \$90,000 for Wine and Culinary Tourism Projects

Travel Oregon is pleased to announce that six projects have been awarded a total of \$90,000 in grant funding through the Oregon Wine Country Plates Matching Grants Program.

Funded through revenue generated by the sale of the Wine Country license plates, the matching grants program helps advance wine and culinary tourism projects that improve local economies and communities by enhancing, expanding and promoting Oregon's travel and tourism industry.

These projects will help share the story and experiences of Oregon's wine and culinary bounty with Oregonians and visitors.

"These projects will further enhance Oregon's reputation as a world-class culinary destination," said Todd Davidson, Travel Oregon CEO. "When visitors get a taste of Oregon's bounty they want more, leading them to seek out Oregon products when they return home. This results in prolonged economic impact that benefits makers and destinations beyond vacation time spent here."

The awarded grant projects will be completed by October 2018.

The grant awardees and their projects are:

- **Columbia Gorge Winegrowers Association** to develop a brand that tells the story of the Columbia Gorge's unique wine experience
- **Dundee Hills Winegrowers Association** to implement a familiarization tour for a select group of wine, lifestyle and travel media, that will expand on the Dundee Hills Pinot Noir Technical Tasting event
- **Lincoln City Visitor & Convention Bureau** to produce an online culinary television show that will utilize cooking demonstrations to highlight the local food and beverage scene and act as a promotional vehicle for culinary partners around the state
- **Umpqua Valley Winegrowers Association** to produce promotional video segments and photography that tell the story of Umpqua Valley's vital and rich wine culture
- **Visit McMinnville** to encourage off-season overnight stays and spending through the expansion of advertising Wine Walk Month during the shoulder season
- **Visit Tillamook Coast** for the creation of a farm-to-table food festival that will promote visitation during the shoulder season, positioning Tillamook County as a culinary destination

Travel Oregon will open an additional funding cycle for the Oregon Wine Country Plates Matching Grants program in mid-January 2018.

To learn more about Travel Oregon's grant programs, please visit Industry.TravelOregon.com/Grants.

About Travel Oregon

The Oregon Tourism Commission, dba Travel Oregon, works to enhance visitors' experiences by providing information, resources and trip planning tools that inspire travel and consistently convey the exceptional quality of Oregon. The commission aims to improve Oregonians' quality of life by strengthening the economic impacts of the state's \$11.3 billion tourism industry that employs more than 109,000 Oregonians. Visit TravelOregon.com to learn more.