

The image shows a vast landscape of rolling hills. The hills in the foreground and middle ground are characterized by vibrant, layered soil in shades of red, orange, and brown. The hills in the background are more muted, appearing in shades of tan and light brown, and are sparsely covered with small green trees. The sky is a deep, clear blue with a few wispy white clouds. The overall scene is bright and clear, suggesting a sunny day.

**TRAVEL OREGON
COMPETITIVE MEDIUM GRANTS
2018-2020 GUIDELINES**

I. PROGRAM INTENT

TRAVEL OREGON'S MISSION AND GRANTS PROGRAM KEY INITIATIVES

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 Medium Grant Program applications are for grant requests between \$20,000-\$100,000. Applicants must demonstrate at least a 25 percent cash match. Projects must be completed within a two-year timeframe. One application will be accepted per eligible entity.

PROGRAM KEY INITIATIVES

Applicants will need to identify in your application which of the following key initiatives your 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 markets¹ 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

INVOLVING YOUR REGIONAL DESTINATION MANAGEMENT ORGANIZATION (RDMO)

Travel Oregon has identified seven (7) regions within the state through the Regional Cooperative Tourism Program.²

In order to receive access to the online grant application, applicants must submit a [project idea form](#) that will be sent directly to their Regional Destination Management Organization (RDMO)³. Once the form is submitted, applicants will be provided with a confirmation email which will include a link and access code to the grant application.

Applicants who fail to submit the project idea form to their RDMO, or whose application varies substantially from the project idea form will be ineligible to receive funding.

Applicants are encouraged to discuss their project idea with their RDMO prior to completing the grant application. RDMOs will not write letters of support for applicants, but RDMOs may provide feedback to Travel Oregon for the grant review committee after reviewing the project idea form.

Applicants are strongly encouraged to reach out to their local Destination Management Organization (DMO)⁴ about the grant project idea and request letters of support to enhance their overall application.

¹ Read more about Travel Oregon’s domestic and international target markets, <http://industry.traveloregon.com/industry-resources/oregons-target-markets/>

² Read more about the Regional Cooperative Tourism Program, including the marketing plans for each region, Industry.TravelOregon.com/RCTP

³ For more information about RDMOs, visit Industry.TravelOregon.com/RDMO

⁴ For more information about DMOs, visit industry.traveloregon.com/industry-resources/destination-marketing-resources/destination-marketing-organizations/

II. ELIGIBILITY

ENTITY ELIGIBILITY

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

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
- Entities that fail to submit the project idea form to their RDMO or whose application varies substantially from the project idea form

PROJECT ELIGIBILITY

Eligible projects must provide for the improvement or expansion of the tourism economy in Oregon.

The project should create an enhancement to the visitor experience in Oregon and is intended to increase the likelihood of visitation from 50 miles outside the local area. Though it is not a requirement, ideally, the project will lead to an increase of overnight stays in local lodging facilities. Sample project ideas are listed below:

- Event and tradeshow participation
- Event hosting or sponsorship fees
- Event bid fees
- Content development
- Print collateral
- Broadcast media
- Website optimization
- Branding development
- Visitor/Consumer outreach
- Technical assistance, including: Grant writers and consulting services
- Professional development
- Visitor center improvements (excludes structural improvements)
- Community-based trainings
- Strategic planning
- Feasibility studies; Research studies; Master plans
- Visitor access improvement
- Mapping
- Wayfinding signage design or construction
- Visitor amenities or infrastructure development⁵

⁵ Applications for construction projects must include plan drawings and approval from permitting authorities if required locally.

INELIGIBLE PROJECTS AND ACTIVITIES

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

- Mobile app development
- Costs of staff or consultant salaries, mileage or associated fees that are *already* budgeted to execute a particular area of work within an entity.
- 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
- 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 two 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

The grant project budget must be submitted using the Excel template provided by Travel Oregon⁶. Grant recipients are required to keep the project budget updated throughout the lifetime of the grant (see Section V. for more information on reporting requirements). A final budget, including documentation for expenses incurred, will be a required upload in the Grant Accomplishment Report.

MATCHING FUNDS

Grant applicants must demonstrate through letters of commitment that they have secured a minimum of 25 percent cash match of the total amount awarded.

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

SIGNAGE

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 have been submitted.

⁶ [Download the Grants Project Budget](#)

PERMITTING

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.

HISTORICAL STRUCTURES

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 process is open from April 23, 2018 until June 6, 2018 at 5 p.m. No applications or materials will be accepted after the 5 p.m. deadline. 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 on the community and/or region as a direct result of the project
- Demonstrates clear viability, integrity and long-term sustainability of the project
- 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

Travel Oregon reserves the right to award grants in amounts totaling less than all funds that are available under the Competitive Medium Grants Program, to award a different amount than is provided in a grant application, to make changes to the Grant Guidelines or to cancel the Competitive Medium Grants Program in its entirety.

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

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 will provide access to all reports and additional forms required.

TRAVEL OREGON RECOGNITION

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 the other communication efforts. Travel Oregon may be available to consult on specific design needs.

Grant recipient shall visibly display on all finished grant projects (publications, websites and other significantly visible project activities) Travel Oregon's logo along with the acknowledgement: *"This project has been funded in part by a grant from Travel Oregon."* Travel Oregon will work with grant recipient to ensure proper usage and placement of the Travel Oregon logo.

PROJECT DESIGN

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 recipient must cease further grant project design work until feedback from Travel Oregon has been delivered. While grant recipient is not required to make all recommended changes Travel Oregon may provide, grant recipient must adhere to all grant program requirements. Required recognition will be included in grant recipient's contract or determined while working with grant recipient.

All marketing projects must submit project design to Travel Oregon for review prior to finalizing a published piece.

GRANT REPORTS

All required reports will be submitted through Travel Oregon's online grant management system.

Mid-Project Report

Mid-project report and an updated project budget must be submitted to Travel Oregon 12 months after award notification.

Grant Accomplishment Report and Final Budget

Project must be completed and Grant Accomplishment Report submitted to Travel Oregon within two years of grant award notification date. The final budget along with copies of detailed project expenses must be uploaded as part of the report. No further reimbursement will be provided after submission of this report.

GRANT FUNDS DISBURSEMENT

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 of 50% of the grant award will be sent to recipient. Recipients are eligible to receive up to 90% of the remaining awarded funds through a reimbursement system, upon invoice and with documentation of expenses. These funds may only be used for costs related to the project and clearly identified in the grant budget. Final disbursement of remaining funds will be sent once the project is complete and the Grant Accomplishment Report and final budget have been submitted, reviewed and approved by Travel Oregon.

You may submit reports earlier than required dates if your project timeline allows. Failure to submit reports by their deadline may result in ineligibility for any future grant programs offered by Travel Oregon.

NOTE: Travel Oregon will not reimburse a grant recipient for any costs associated with a grant project that are incurred before a grant contract has been signed.

VI. QUESTIONS

View the [Frequently Asked Questions \(FAQ\) page](#) for commonly asked questions. [Submit](#) additional questions online. Please allow five business days for Travel Oregon to respond.

GRANT TIMELINE

Below is the timeline for the 2018-2020 Travel Oregon Competitive Medium Grants:

April 23, 2018 – Online Application Opens

June 6, 2018 (5 p.m.) – Online Application Closes

July 23, 2018 – Competitive Medium Grant Application Status Notification (work can officially begin)

August 3, 2018 (5 p.m.) – Competitive Medium Grant Signed Contract Due to Travel Oregon

July 23, 2019 – Competitive Medium Grant Mid-Project Report Due

July 23, 2020 – Competitive Medium Grant Accomplishment Report Due (Project must be complete by this date)

GRANT APPLICATION CHECK LIST

Access the 2018-2020 Travel Oregon Competitive Medium Grants Program Application ONLINE.

- View the [application questions](#) before you begin
- Refer to the [Frequently Asked Questions \(FAQ\) page](#) for troubleshooting

In order to access the online application form, all applicants must submit a [project idea form](#) that will be sent directly to their RDMO. Once the form is submitted, a confirmation email will be sent which will provide a link and access code to the grant application.

Before beginning the online application, we encourage applicants to gather all information and/or documents required to submit the application:

- ✓ Entity's Federal W-9 Form
- ✓ Project Budget
- ✓ Project Timeline
- ✓ Project Support Letters (A minimum of two letters of support are required)
- ✓ Proof of Required Match Letter(s)
- ✓ Previous year's Financial documents (board-approved "Profit & Loss" statement, "Balance Sheet" from most recently completed fiscal year and proof of Federal Tax ID (IRS tax exempt determination letter)
- ✓ **Signage Documentation:** Evidence of approval from all parties involved
- ✓ **Distribution Plan:** If producing collateral you must describe your distribution plan and associated budget costs
- ✓ **Construction Permitting:** If your project involves construction you must include plan drawings and approval from permitting authorities if required locally

OREGON'S SEVEN REGIONAL DESTINATION MANAGEMENT ORGANIZATIONS

RDMO: REGIONAL DESTINATION MANAGEMENT ORGANIZATION

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.



CENTRAL OREGON

Central Oregon Visitors Association
visitcentraloregon.com | 800.800.8334
Kristine McConnell,

kristine@visitcentraloregon.com

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



MT HOOD

COLUMBIA RIVER GORGE

Mt. Hood Territory
mthoodterritory.com | 503.655.8458

Lizzie Keenan, lizzie@hood-gorge.com or

Jeannine Breshears, jeannine@mthoodterritory.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

**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

**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

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



SOUTHERN OREGON

Travel Southern Oregon
southernoregon.org | 541.287.3047

Brad Niva, 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

Tori Middelstadt, tori@oregonwinecountry.org

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