

DESTINATION READY 2021-22

PREVIEW OF FOUNDANT APPLICATION

THIS IS NOT A FORMAL APPLICATION

FOUNDANT INSTRUCTIONS

See instruction to apply via Foundant [here](#). Submissions must be received by 9 a.m. PST on Monday, November 15 to be considered.

PROGRAM SUMMARY

Travel Oregon's Destination Ready program aims to bolster key tourism products and experiences that will aid in destination recovery and resiliency. Travel Oregon has a strong history of engaging with tourism destination organizations and partners to support the development of key visitor experiences, businesses and organizations that make up a destination's fabric.

Program activities include the following:

- | | |
|---|---------------------------|
| • Destination selections announced | November 19 th |
| • Destination baseline report | December - January |
| • Destination assessment | January - March |
| • Destination Ready project proposal(s) | March |
| • Project funding proposal support* | April |

This process is designed to clarify destination needs, prioritize projects for recovery, demonstrate project readiness, and support the creation of project proposals for use in funding opportunities. While there is no guarantee of partial or full funding of the applications submitted, applicants who submit requests for funding through Travel Oregon's 2022 round of Competitive Grants will be more competitive if they are able to show clear community priorities and project readiness through the Destination Ready Program.

[Find full program details and instruction to apply via Foundant here.](#)

Additional questions should be sent to development@traveloregon.com. Questions and responses will be publicly posted to the program [FAQ page](#). Destination Ready award announcements will be shared on Friday, November 19, 2021.

APPLICANT INFO

1. Applicant Information

- a. Name
- b. Title
- c. Organization
- d. Daytime Phone
- e. Mailing Address
- f. Email Address
- g. Your role
 - i. Staff (paid)
 - ii. Contractor (paid)
 - iii. Other, describe:

2. Which entity type best describes your business/organization?

- a. Destination Marketing or Management Organization
- b. Federally-recognized tribe

3. In which tourism region do you primarily work?



Learn more about Travel Oregon's seven tourism regions here:
industry.traveloregon.com/regions

- a. Central Oregon
- b. Eastern Oregon
- c. Mt. Hood & the Columbia River Gorge
- d. Oregon Coast
- e. Portland Region
- f. Southern Oregon
- g. Willamette Valley
- h. Statewide

ORGANIZATION & GEOGRAPHIC CONTEXT

4. Has your organization implemented a tourism development or management project in the last two years? (Examples available [here](#).)
 - a. Yes
 - b. No
5. Which of the following events impacted your business in the last two years? (Select all that apply)
 - a. COVID-19
 - b. Wildfires
 - c. Social or Political Unrest
 - d. Other
6. Does your organization have an equity statement?
 - a. Yes
 - b. If yes, please paste
 - c. No
7. What programs and actions have been taken to advance your destination in welcoming visitors and locals with diverse ethnic, racial and cultural backgrounds and varied abilities? (250 words maximum)
8. Has your destination participated in an Oregon Tourism Studio?
 - a. Yes
 - b. No
9. Has your organization received a Travel Oregon Competitive or Recovery Grant in the last two years?
 - a. Yes
 - b. No
10. Is your organization a recipient of a 2020-2021 Destination Ready investment?
 - a. Yes
 - b. No

APPLICATION QUESTIONS

11. Please describe the geographic boundaries or include a link to a google map polygon of the destination applying for this process, including a list of communities included in those boundaries. (250 words maximum)
12. Have organizations within this destination, as defined above, worked together in tourism development before? Other types of community development? If so, how? (250 words maximum)
13. Please list any existing tourism-related data or information that explains the destination's strengths, weaknesses, opportunities and/or threats. For a sample S.W.O.T framework please click [here](#). (1050 characters maximum)
14. Describe the staff / paid capacity your organization and project partners will utilize to ensure successful implementation and execution of this process and any resulting projects. (250 words maximum)

PARTNER INFORMATION

1. Partner Engagement Information – (lead applicants may list up to six partner organizations). Each partner organization submitted through this form effectively agrees to the following: Should this destination be selected into the Destination Ready 21-22 program, the organization will actively engage in and support the process described in the [program overview](#) which includes the development of an assessment, baseline report and project concept. The organization will work with Travel Oregon, program consultants, and lead applicant to accomplish the work above within the set program timeline.

The lead applying organization must confirm partner agreement and commitment ahead of submitting this form.

- a. Name
- b. Organization
- c. Position Title
- d. Community/Regional Affiliation

APPLICANT ROLE AGREEMENT

2. Lead Applicant Commitments

To clarify the expectations of the lead applicant, Travel Oregon has defined the following roles and responsibilities. By completing this form, the lead applicant acknowledges their understanding and willingness to follow through with key responsibilities in this leadership role. The lead applicant organization will serve as the primary point of contact should you be selected into the Destination Ready 21-22 program.

- I will serve as the central point of communication and coordination for this process with Travel Oregon staff and contractors as well as local and regional partners.
- I will read communications from Travel Oregon and respond when requested as well as share updates and information with key stakeholders.
- I will prioritize scheduling and virtual attendance of assessment, baseline and project concept development meetings and commit to attend all major virtual convenings associated with this project.
- I will follow through with tasks that I agree to take on in the planning meetings and the homework assigned throughout the assessment, baseline and project development process.
- I will manage the program evaluation process required by Travel Oregon
- I understand that acceptance into this program does not guarantee future project funding.

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