

**TRAVEL**



**OREGON**

GRANTS PROGRAM UPDATE  
OCTOBER 2022 COMMISSION BRIEFING

Photo: Dylan VanWeelden

# Travel Oregon Competitive Grants

## PROGRAM OVERVIEW

Travel Oregon directs 10 percent of the state transient lodging tax to a competitive grants program. The program awards grants for projects that contribute to the development and improvement of communities throughout the state by means of the enhancement, expansion and promotion of the tourism industry.



**In 2017-2019:** Eligible projects provided for the improvement or expansion of the tourism economy in Oregon. Competitive Small and Medium projects were intended to increase the likelihood of visitation from 50 miles outside the local area.

The Competitive Large grant was intended to create statewide imports or to impact multiple regions. Eligible projects provided 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.

# Travel Oregon Competitive Grants Program

## PROGRAM OVERVIEW

<b>Grant Program</b>	<b>Amount Awarded</b>	<b>Number of Grants Awarded</b>
2017-2018 Competitive Small Grants	\$ 399,655.60	29
2017-2019 Competitive Large Grants	\$ 10,000,000	1
2018-2019 Competitive Small Grants	\$ 348,640	23
2018-2020 Competitive Medium Grants	\$ 853,000	12
2019-2020 Competitive Small Grants	\$ 470,996	30
2020 COVID-19 Emergency Response Grants	\$ 800,225	121
2021 Competitive & Recovery Grants	\$ 2,408,264.7	60
	<b>\$ 15,280,781.27</b>	<b>276</b>

<b>Grant Program</b>	<b>Amount Awarded</b>	<b>Number of Grants Awarded</b>
Competitive Small and Medium Grants	\$2,072,291.60	94
COVID Relief and Recovery Grants	\$3,208,489.70	181

# Travel Oregon Competitive Grants Program

## PROGRAM OVERVIEW

Tourism Region	Amount Awarded	Number of Grants Awarded
Central Oregon	\$560,177.12	24
Eastern Oregon	\$616,746.80	38
Mt. Hood/Gorge	\$356,479.00	19
Oregon Coast	\$1,038,594.00	69
Portland Region	\$851,657.00	31
Southern Oregon	\$840,523.25	39
Willamette Valley	\$1,016,604.10	56
	\$5,280,781.27	275

# Travel Oregon Competitive Grants Program

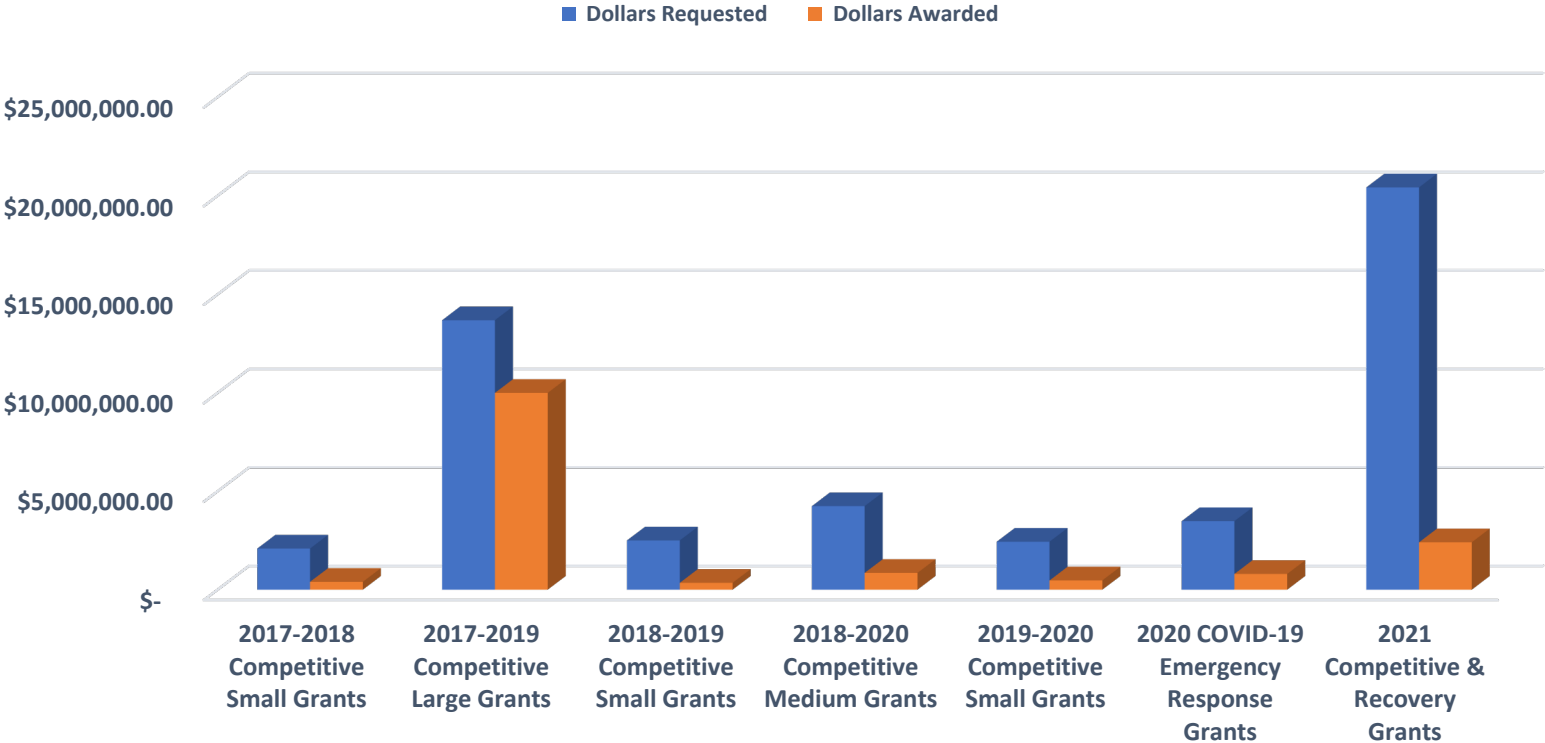
## PROGRAM OVERVIEW

Grant Program	Amount Requested	Amount Awarded	Total Applications Submitted	Number of Grants Awarded
2017-2018 Competitive Small Grants	\$ 2,089,024.65	\$ 399,655.60	137	29
2017-2019 Competitive Large Grants	\$ 13,689,370.00	\$ 10,000,000.00	15	1
2018-2019 Competitive Small Grants	\$ 2,503,162.09	\$ 348,640.00	157	23
2018-2020 Competitive Medium Grants	\$ 4,245,027.00	\$ 853,000.00	61	12
2019-2020 Competitive Small Grants	\$ 2,438,068.00	\$ 470,996.00	153	30
2020 COVID-19 Emergency Response Grants	\$ 3,482,501.44	\$ 800,225.00	332	121
2021 Competitive & Recovery Grants	\$ 20,422,808.98	\$ 2,408,264.70	418	60
<b>TOTAL</b>	<b>\$ 48,869,962.16</b>	<b>\$ 15,280,781.30</b>	<b>1,273</b>	<b>276</b>

# Travel Oregon Competitive Grants Program

## PROGRAM OVERVIEW

### GRANT AMOUNT REQUESTED COMPARED TO AMOUNT AWARDED

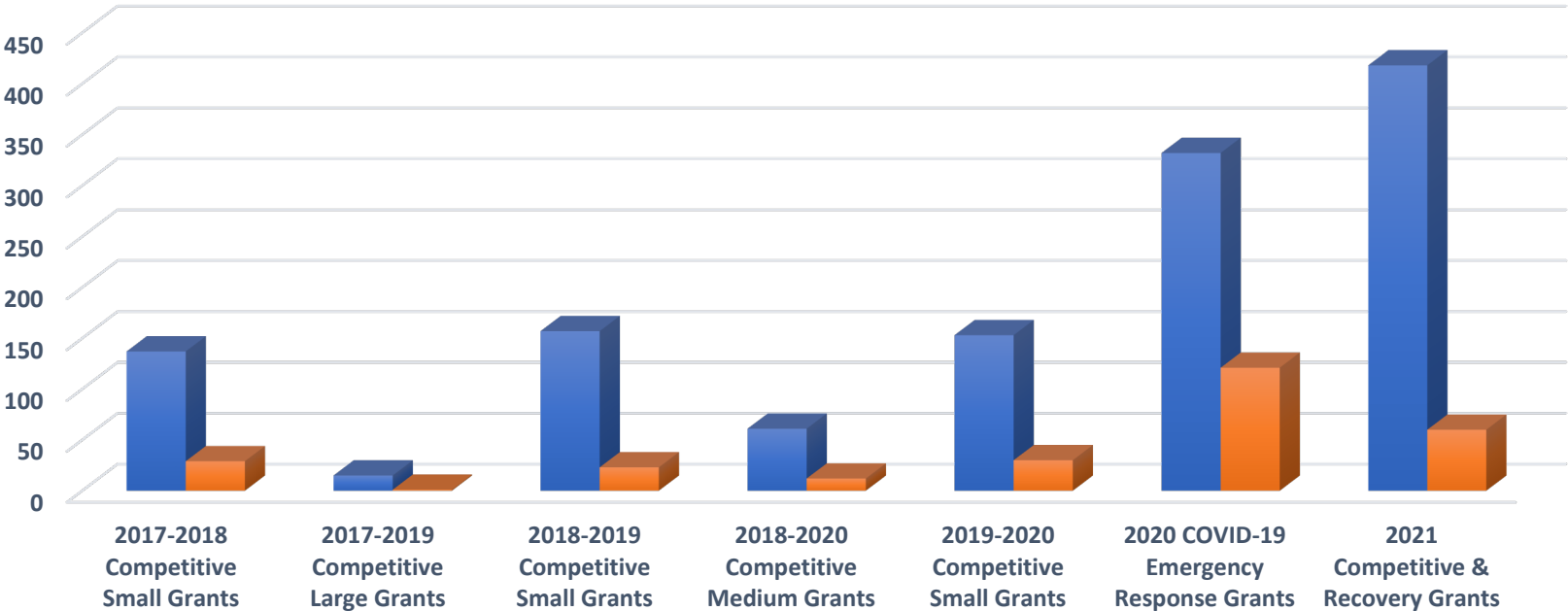


# Travel Oregon Competitive Grants Program

## PROGRAM OVERVIEW

### APPLICATIONS SUBMITTED COMPARED TO AWARDED

■ Total Applications Submitted   ■ Number of Grants Awarded



# **Travel Oregon Competitive Grants Program**

## **PHASE 1: CAPACITY AND SMALL PROJECT GRANT**

**As Travel Oregon returns to a more consistent cadence in grant funding beginning in spring of 2023, there is a desire to strengthen local communities by supporting destination marketing/management organizations and federally-recognized tribes through capacity building efforts.**

**Funds are intended to develop and refine skills, systems, structures and strategies so the organization can successfully fulfill its mission and achieve outcomes that are more impactful. Funds also support diversity, equity and inclusion training and coaching to support these entities as they advance racial equity within their organizations and through their work.**

**If an entity finds greater impacts for their community could be achieved through project funding, a Small project grant of up to \$20,000 may be requested.**



# Travel Oregon Competitive Grants Program

## PHASE 1: CAPACITY AND SMALL PROJECT GRANT

***“Lack of capacity perpetuates the perceptions of the negative aspects of tourism, seasonality, lack of proper communication, and hinders local community participation in the future of our industry. ... Capacity is a development tool used by many of our local communities to promote community empowerment. Consequently, the tourism programs WVVA is involved in, have increasingly positioned high emphasis on community development. The efforts put forward to convene and work with these groups would not be possible without a team, and lacking funds for simply maintaining our current teams, puts projects at risk.”***

***– Dawnielle Tehama, Executive Director, Willamette Valley Visitors Association***

# **Travel Oregon Competitive Grants Program**

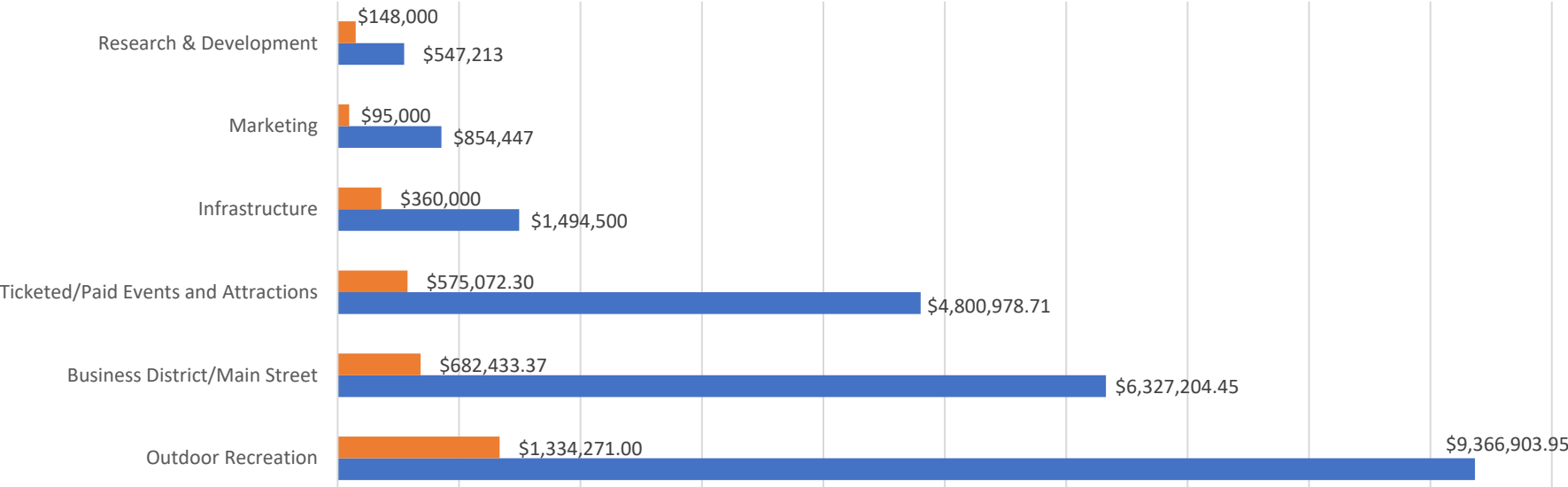
## **PHASE 1: CAPACITY AND SMALL PROJECT GRANT**

- **Targeted funding:**  
**DMOs and tribal entities**  
**\$1.5M budget**

# Travel Oregon Competitive Grants Program

## PHASE 2: INFRASTRUCTURE/MARKETING/PLANNING

AMOUNT AWARDED VS. AMOUNT REQUESTED



	Outdoor Recreation	Business District/Main Street	Ticketed/Paid Events and Attractions	Infrastructure	Marketing	Research & Development
Official Amount Awarded	\$1,334,271.00	\$682,433.37	\$575,072.30	\$360,000	\$95,000	\$148,000
Grant Amount Requested	\$9,366,903.95	\$6,327,204.45	\$4,800,978.71	\$1,494,500	\$854,447	\$547,213

Official Amount Awarded Grant Amount Requested

# Travel Oregon Competitive Grants Program

## PHASE 2: INFRASTRUCTURE/MARKETING/PLANNING

<b>Project Categories</b>	<b>Average Cost of Project</b>	<b>Average Amount Awarded</b>	<b>Number of Projects Funded</b>
<b>Ticketed/Paid Events and Attractions</b>	<b>\$96,110</b>	<b>\$25,147</b>	<b>23</b>
<b>Business District/ Main Street</b>	<b>\$97,258</b>	<b>\$56,594</b>	<b>12</b>
<b>Marketing</b>	<b>\$85,750</b>	<b>\$47,500</b>	<b>2</b>
<b>Research &amp; Development</b>	<b>\$70,000</b>	<b>\$49,333</b>	<b>3</b>
<b>Infrastructure</b>	<b>\$1,558,894</b>	<b>\$90,000</b>	<b>4</b>
<b>Outdoor Recreation</b>	<b>\$298,643</b>	<b>\$60,749</b>	<b>22</b>

# Travel Oregon Competitive Grants Program

## PHASE 2: INFRASTRUCTURE/MARKETING/PLANNING

### How far do the dollars stretch?

Available Funds (annual)	Maximum Request	Number of Grant Awards (at maximum request)	Average # of projects awarded/region
\$3.5M	\$150,000	23	3.2
\$3.5M	\$100,000	35	5
\$3.5M	\$50,000	70	10

# Travel Oregon Competitive Grants Program

## SMALL/MEDIUM/LARGE

GRANT PROGRAM	GRANT FUNDING THRESHOLDS	TIMELINE
<b>Small Competitive Grants Program</b>	<b>Up to \$20,000 ask (required 10% cash match)</b>	<b>Grant project must be complete within 12 months</b>
<b>Medium Competitive Grants Program</b>	<b>\$20,000 - \$100,000 ask (required 25% cash match)</b>	<b>Grant project must be complete within 24 months</b>
<b>Large Competitive Grants Program</b> <i>This program is opened only under the direction of the Oregon Tourism Commission</i>	<b>Greater than \$100,000 ask (required 50% cash match)</b>	<b>Grant project must be complete within 10 years</b>

**Thank you**

