

# TRAVEL OREGON CAPACITY & SMALL PROJECT GRANTS 2022 GUIDELINES

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## I. PROGRAM INTENT

### TRAVEL OREGON'S MISSION AND GRANTS PROGRAM OUTLINE

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The mission of Travel Oregon is to inspire travel that uplifts Oregon communities. Collaborating with stakeholders and partners to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon...Oregon. Travel Oregon's Competitive Grants are intended to develop and improve the economies of communities throughout Oregon by means of the enhancement, expansion and promotion of the visitor industry.

As Travel Oregon returns to a more consistent cadence in project-based 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 that capacity building is not a priority for their community, then a Small Project grant of up to \$20,000 may be requested.

Eligible entities must choose between two project categories: 1) Capacity Building or 2) Small Projects. Only one option may be requested. Capacity Building is preferred as Travel Oregon believes capacity building funds provide an opportunity for awardees to set the organizational foundation to successfully move future projects forward. Capacity Building awards are intended to be one-time investments. Awardees are encouraged to find ways through other funding streams to extend or build upon a capacity award when the grant timeline is completed.

As part of its [10-year strategic vision](#), Travel Oregon has developed a destination stewardship approach. This three-pronged approach seeks to balance and meet the economic, environmental, and social/cultural needs of a destination, while working in close partnership with the destination's tourism industry and residents. To implement this approach, Travel Oregon will employ three lenses to guide future decisions, programming, and actions: Prosperity Lens, Racial Equity Lens and Regenerative Tourism Lens. Applicants are encouraged to begin thinking about how these same lenses may impact their own organization and to take steps now to prepare or enhance ideas of destination stewardship.<sup>1</sup>

Total funding available for the Capacity & Small Project Grant program is \$1.5 million. Maximum requests for capacity building will be based upon a percentage of the applicant's current board-approved budget (2022) and further detailed in section III. Small Project requests may be up to \$20,000. No cash match is required. Projects must be complete, and funds spent by Dec. 31, 2023.

## 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:

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<sup>1</sup> [Read Travel Oregon's 10-year strategic vision – details of destination stewardship and three lenses may be found on page 13](#)

- Oregon Destination Marketing/Management Organizations that receive transient lodging tax from an Oregon city, county, region or state entity as the authorized contact for destination marketing and/or management.<sup>2</sup>
- OR
- Federally-recognized tribes

## PROJECT ELIGIBILITY

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Applicant must choose one of the two eligible project categories: 1) Capacity building or 2) Small project.

**Capacity Building: Depending on the type of Capacity Building, funds may be used to expand responsibilities of an existing staff member, add new staff or for consultant fees. Capacity Building requests may include any of the following:**

### 1) PROFESSIONAL DEVELOPMENT

Projects that provide the staff and board with tools and knowledge needed to achieve the organization's mission to enhance and expand economic impact through travel and tourism.

Eligible projects include:

- Professional development or staff training
- Executive coaching
- Board development

### 2) TECHNICAL SKILLS

Projects that help an organization develop specific skills needed to improve organizational effectiveness to enhance and expand economic impact through travel and tourism.

Eligible projects include:

- Financial analysis/management assistance
- Information technology or human resources assistance
- Marketing or development plan assistance
- Outreach/advocacy skill development or assistance
- Communications/PR assistance
- Convening/facilitating assistance
- Grant writing/fundraising assistance
- Membership development assistance

### 3) LEARNING/ADAPTATION

Projects that help an organization assess, respond to, and create change for continuous improvement to enhance and expand the travel and tourism economy.

Eligible projects include:

- Organization assessments
- Strategic planning
- Research

### 4) NEW MARKET/PRODUCT DEVELOPMENT

Projects that help an organization enhance or expand its travel and tourism economic impact opportunities.

Eligible projects include:

- Core destination product/experience & retail/sales ready product development assistance

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<sup>2</sup> If you are an authorized DMO as recognized by a local government where transient lodging tax is not collected, see how to proceed in section IX under “Eligible Entity Verification”.

- Itinerary development (must be done in coordination with a tour operator so product is bookable and ready for retail or wholesale)
- Shoulder season marketing
- New market development (overseas or domestic)
- Air service development
- Workforce training/development
- Sports tourism

#### 5) DIVERSITY/EQUITY/INCLUSION

Projects that help an organization prioritize and learn how to incorporate the voices and perspectives of others, particularly Black, Indigenous and People of Color and anyone being directly impacted by the organization’s work.

Eligible projects include:

- Racial equity training/coaching
- Unconscious bias training/coaching
- Training/coaching on asset-based approaches
- Training/coaching on participant informed approaches

**Small Projects** must show readiness to be completed in the timeframe of the grant and fulfill an immediate need recognized by the community. Preference will be given to projects that demonstrate they ensure accessibility and inclusion of all visitors, including under-represented communities as well as projects that are undertaken as part of the rebuilding efforts of communities that have been impacted by wildfire. **PROJECTS MUST BE NEW.** No reprints of brochures or other materials unless losses are due to wildfire. If producing collateral, a distribution plan must be outlined, including budgeted costs.

#### INELIGIBLE PROJECTS AND ACTIVITIES

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

- Mobile app development
- Deferred, regular or ongoing maintenance and upkeep
- Cannabis or tobacco tourism-related projects

### III. FUNDING

#### REQUESTS FOR FUNDING

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No match is required for any funding request.

Requests for funding differs depending on project category:

Capacity Building: Requests for funding are based on applicant’s current (2022) board-approved budget.

- Applicants with an annual budget of \$250,000 or less may request up to 10% of their total budget and no more than \$25,000.
- Applicants with an annual budget greater than \$250,000 may request up to 8% of their total budget but no more than \$50,000.



Small projects: Requests for funding may be up to \$20,000.

#### **IV. DEVELOPING A STRONG APPLICATION**

Applicant must outline a detailed timeline to ensure there is ample time and dedication available to successfully complete the project by Dec. 31, 2023.

Applicant must engage with its board and/or other stakeholders to gain buy-in prior submitting the final application. Set a meeting or start conversations well in advance of the Nov. 28 application deadline.

Applicant is encouraged to share their project idea with their Regional Destination Management Organization (RDMO)<sup>3</sup> to keep them informed.

Applicant must be able to show how this project will make impacts over the next three years. Look at the big picture – how will the work today set the foundation for the future.

Check the [Frequently Asked Questions](#) page to see shared applicant questions.

#### **V. REVIEW OF APPLICATIONS; DECISION TO AWARD**

The application process is open from 8 a.m. PDT on Nov. 2 until 5 p.m. PST on Nov. 28. No applications or materials will be accepted after the 5 p.m. PST deadline. Award decisions will be announced by Dec. 21 via email. Initial disbursement of awarded funds will occur after Jan. 1, 2023. Applications will be reviewed and decisions to award will be made based on the following:

Capacity Building will be given preference for funding and will be reviewed prior to the review of Small Project applications.

- Demonstrate the ability to complete the project in the required timeline (by Dec. 31, 2023).
- Demonstrate that applicant and project meet the eligibility requirements of Section II and Section III and that the application is complete and contains all information required by these grant guidelines.
- Demonstrate that their board and/or impacted stakeholders are in support of the application.
- Outline how this one-time funding will be able to impact the organization over the next 3+ years.

If funding remains after the Capacity Building review, then Small Project applications will be reviewed and decision to award will be made based on the following:

- Demonstrates an immediate need for the project that is recognized by the community/stakeholders.
- Demonstrates the ability to complete the project in the required timeline (by Dec. 31, 2023).
- Demonstrates that applicant and project meet the eligibility requirements of Section II and Section III and that the application is complete and contains all information required by these grant guidelines.
- Preference given to projects that demonstrate they ensure accessibility and inclusion of all visitors, including under-represented communities.
- Preference given to projects that are undertaken as part of the rebuilding efforts of communities that have been impacted by wildfire.
- Preference given to entities with required permitting (if needed) secured.

*Travel Oregon reserves the right to award grants in amounts totaling less than all funds that are available under the Capacity & Small Project Grant Program, to award a different amount than is requested in a grant application, to make changes to the Grant Guidelines or to cancel the Capacity & Small Project Grant Program in its entirety.*

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<sup>3</sup> For more information about RDMOs, visit [Industry.TravelOregon.com/RDMO](https://Industry.TravelOregon.com/RDMO)

## VI. 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 the project as approved.

### FUNDING USE/BUDGET AND TIMELINES

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Grant recipients shall maintain accurate records of how dollars are spent and must agree to provide Travel Oregon with access to these records in a timely manner, when requested. Grant recipients are required to spend awarded funds by Dec. 31, 2023. Any unspent funds will be returned to Travel Oregon.

### GRANT REPORTS

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

#### **Project Status Report**

Recipients are required to provide a final project budget, receipts to show proof of usage of funds, a written account of how the grant funds were used and the impact of the grant dollars. The Project Status Report is due by Jan. 15, 2024.

### 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 of 90% of the grant award will be sent to the recipient. Final disbursement of funds will be sent once the project is complete, the Project Status Report has been submitted and the final budget and proof of spending documentation is reviewed and approved by Travel Oregon.

## VII. QUESTIONS

View the Capacity & Small Project Grants Program [Frequently Asked Questions](#) page for commonly asked questions. Submit additional questions via email to [grants@traveloregon.com](mailto:grants@traveloregon.com). Please be aware that email response time may be delayed, but questions will be answered as quickly as possible.

## VIII. GRANT TIMELINE

**Oct. 25, 2022** – Grant Guidelines available online

**Nov. 2, 2022 (8 a.m. PDT)** – Online application opens

**Nov. 28, 2022 (5 p.m. PST)** – Online application closes

**Dec. 21, 2022** – Capacity & Small Project Grants application status notification (funds to be distributed after Jan. 1, 2023)

**Dec. 31, 2023** – Project completion deadline (grant funds spent)

**Jan. 15, 2024** – Project Status Report due (final budget, proof of spending, written account of how grant funds were used and the impact of the grant dollars)

## IX. GRANT APPLICATION CHECK LIST

### ELIGIBLE ENTITY VERIFICATION

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Travel Oregon defines a Destination Marketing/Management Organizations (DMO) as an agency responsible for coordinating the processes where almost all aspects of a destination are managed, including promotional efforts, local resources, accommodation, activities, events, environmental concerns, tourist attractions and transportation.

To be eligible for funding, a DMO must receive transient lodging tax from an Oregon city, county, region or state entity as the authorized contact for destination marketing and/or management.

**If you are a contracted or recognized DMO by a local government where transient lodging tax is NOT collected, you may still submit an application.** In place of the local government or regional agreement/letter confirming receipt of TLT, please upload official documentation attesting that you are the recognized DMO (ex: letter of attestation from an official of your destination's city/county government). Travel Oregon staff will confirm whether any additional information is needed for eligibility verification.

### REQUIRED MATERIALS

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

- ✓ [Travel Oregon Substitute Federal W-9 Form](#) – form must be complete, signed and dated.
- ✓ Project budget ([must be completed on required form](#)).
- ✓ Current board approved budget (2022).
- ✓ Destination Marketing/Management Organizations Only: Copy of local government or regional agreement or letter confirming you receive TLT and are an authorized contact of the organization<sup>4</sup> or for DMOs recognized by a local government where TLT is not collected, documentation such as a letter of attestation from an official of your destination's city/government.
- ✓ Small Project Grants Only: Distribution plan, including budgeted costs, if producing collateral.

[View the application questions before you begin.](#)

Refer to the Capacity & Small Grants Program [Frequently Asked Questions page](#) for troubleshooting.

### ONLINE APPLICATION

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The Capacity & Small Project Grants application will be available for completion and submission beginning at 8 a.m. PDT on Nov. 2. All applications must be completed and submitted online by 5 p.m. PST on Nov. 28.

Access the online application (beginning Nov. 2) here: <https://www.grantinterface.com/Home/Logon?urlkey=otc>

Applicants who have previously applied for Travel Oregon Competitive Grants or the COVID-19 Emergency Response Grant may use their existing password to log on. Once logged into your applicant dashboard, you can access the application by selecting "Apply" in the top navigation. All other applicants will need to select "Create New Account" to begin.

All submissions are final. Be sure to triple-check your work prior to submitting the application.

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<sup>4</sup> In compliance with ORS 284.131, 20% of the state lodging tax revenue appropriated to Travel Oregon is used for a regional cooperative tourism program. The seven commission-designated Regional Destination Management Organizations (RDMOs) do not need to submit an agreement or letter.