

TRAVEL



OREGON

Travel Oregon 2023 Competitive Grants Recipients

CENTRAL OREGON

City of Antelope received \$38,500 as part of an effort to relocate historic cabins from the Young Life youth center at Washington Family Ranch, the former site of the Rajneesh camp, to downtown Antelope to serve as the city's first local lodging facility. Funds will be used to make the cabins ADA-accessible.

High Desert Museum received \$40,000 to help make Central Oregon a more welcoming and inclusive tourist destination for Native audiences through intentional marketing that celebrates Native experiences and tourism opportunities.

The Museum at Warm Springs received \$80,000 to undergo an accessibility audit that will address the physical building issues as well as the exhibits, programs and experiential elements of the museum.

Prineville-Crook County Chamber of Commerce received \$25,900 for renovations to make the visitor center more accessible for those with mobility issues – the renovations would include an automated door and an accessible transition between the front steps to the entrance of the chamber office.

Oregon Adaptive Sports received \$26,250 for professional photography and videography projects highlighting the programs and services OAS has available for individuals with disabilities to participate in high-quality outdoor experiences. Funds will also provide marketing assets for partnering agencies to promote accessible tourism opportunities throughout the state.

EASTERN OREGON

Arts Council of Pendleton received \$28,985 to create an inclusive tourism experience featuring a narrated audio tour, multi-language tour, accessible printed guidebooks and more.

Baker County Unlimited received \$85,000 for building and parking lot improvements at the Baker County Visitor Center that improve accessibility and meet ADA requirements.

Eastern Oregon Visitors Association received \$96,120 to develop a video series, with supporting assets and paid media, centered on inclusive tourism promotion highlighting the region's under-represented communities, businesses and attractions.

Four Rivers Cultural Center and Museum received \$20,000 to make the Hikaru Mizu Japanese Garden more accessible and inclusive by ensuring the grounds are navigable by wheelchair users and improving the experience of the garden for individuals with sensory disabilities.

Joseph Branch Trail Consortium received \$60,000 toward the development of an accessible, 63-mile, multi-use, non-motorized trail within the existing Wallowa Union Railroad Authority (WURA) corridor-funding from Travel Oregon will directly support the project's first ADA-compliant trailhead and trail section in the city of Wallowa.

Joseph Center for Arts and Culture received \$56,200 to update and expand the current NE Oregon Arts Trail website, advertising & promotional materials to include more dynamic, interactive and inclusive features to reach audiences with physical and cognitive disabilities while enhancing inclusivity and accessibility for all.

Pendleton Chamber of Commerce d.b.a. Travel Pendleton received \$57,600 to create and expand marketing exposure across the Pacific Northwest for Jackalope Jamboree, an inclusive music festival highlighting communities that are underserved and under-resourced, including BIPOC, Oregon's nine-federally recognized tribes and LGBTQIA+.

Umatilla County Tourism received \$22,700 to conduct accessibility audits of visitor-facing businesses in Umatilla and Morrow County ("Oregon's Rugged Country") to improve the quality and availability of accessibility-related information for visitors.

Wallowa County Chamber of Commerce received \$43,200 to host accessibility trainings and conduct audits of visitor-facing businesses on the Hells Canyon Scenic Byway to ensure customers with disabilities will be welcome.

MT. HOOD & COLUMBIA RIVER GORGE

Clackamas County Tourism and Cultural Affairs received \$69,550 to develop and promote more inclusive content for their marketing and promotion channels targeting travel markets and underserved communities including people with disabilities and BIPOC and LGBTQIA+ communities.

City of Troutdale received \$100,000 to conduct a parking management and shuttle feasibility study to alleviate congestion at high visitation sites, increase accessibility of nature and attractions for underserved communities and people with disabilities as well as improve community livability.

Friends of the Columbia Gorge received \$21,150 to improve accessibility in the Gorge by providing information in English and Spanish through new signage at key recreational sites and by translating the "Find a Hike" website.

OREGON COAST

City of Coos Bay received \$65,307 to update the Coos Bay Boardwalk by creating interpretive signs with audio and braille features to represent each of the three Tribes indigenous to the Coos Bay area.

The City of Lincoln City received \$100,000 for the design and construction of the first inclusive ADA playground in the city, part of a new 6.71-acre park that will also feature permanent pickleball courts, a special event stage and lawn, picnic shelters, trail and more.

City of Waldport received \$100,000 to install accessible paving for the historical 'Heritage Pavilion' in the newly dedicated Southworth Park in honor of early Black pioneer Louis Southworth, a former slave who purchased his own freedom and homesteaded near Waldport where he operated a ferry across the Alsea River.

Coos Bay-North Bend-Charleston VCB/Oregon's Adventure Coast received \$20,000 for a free Wheelchair Accessible Shuttle Service from the Charleston Marina to Shore Acres State Park during the Annual Holiday Lights event for those who are unable to get a timed entry pass, do not have transportation or have mobility challenges.

Coquille Indian Tribe received \$42,500 to develop and install five interpretive panels at the Mill Casino and RV Park in Coos Bay focusing on the Coquille Indian Tribe's cultural heritage and their relationship to the landscape along Southwest Oregon's waterways.

Oregon Coast Aquarium received \$100,000 to replace the existing touch pool with a larger pool that employs the principals of universal design, making it easier for guests of all ages and abilities to reach into the water safely and comfortably and learn about tide pool ecosystems.

Oregon Scenic Railroad received \$100,000 for parking with improved accessibility, including ADA parking spaces, ramps and platforms to ensure safe accessibility across the site as well as a paved plaza able to accommodate a large number of visitors.

Oregon Coast School of Art received \$67,600 to make the gallery accessible, increase tourism and arts exposure in this area, and with increased ADA compliance, give equal access to the public.

Oregon Coast Visitors Association received \$100,000 to produce compelling video content highlighting the often-overlooked intersection of sustainable tourism and accessibility.

Port of Bandon received \$100,000 to add accessible, paved parking and enhance the historic Old Town Bandon waterfront district by creating an inviting place for all visitors and residents to enjoy.

Rockaway Beach Chamber of Commerce received \$93,854 to level uneven ground and create a safe, well-lit accessible path to the Visitor Center Caboose and Depot and oceanfront. An electric wheelchair storage locker will also be constructed to safely house multiple all-terrain wheelchairs for beachgoers.

Tillamook Coast Visitors Association, dba Visit Tillamook Coast received \$65,000 to contract with Wheel the World to survey Tillamook County's recreational, lodging and attraction options. The project will result in TCVA becoming a Wheel the World Verified Destination.

Travel Curry Coast received \$20,000 for an accessibility study in collaboration with Wheel the World aimed at enhancing the destination's capacity to welcome individuals with diverse accessibility needs.

Yachats Chamber of Commerce received \$100,000 for a wheelchair-friendly public trolley transportation service in Yachats.

Yaquina Pacific Railroad Historical Society received \$35,500 for replacing and rebuilding the main access ramp to the Yaquina Pacific Railroad Historical Society (YPRHS) Museum and extending paved portions of existing walkways to accommodate wheelchair access to outdoor museum exhibits.

PORTLAND REGION

Alberta Abbey Foundation received \$54,000 for promoting inclusive tourism to Portland for arts programming by Black artists, including marketing for Black History month and Black Music month programming in February and June.

City of St. Helens received \$100,000 to fund the Riverwalk Project Phase I, which will develop and improve 420 feet of accessible public access to the Columbia River inside and outside of Columbia View Park.

Hoyt Arboretum Friends received \$100,000 to enhance tourism infrastructure within the park to become more accessible and inclusive by improving the access point at a trailhead to support recreational activities.

Port of Columbia County received \$100,000 to purchase and install a paddle-craft launch platform with ADA transfer bench, non-slip decking, and grip bars. The addition of this ADA platform will significantly increase accessibility, equity, and belonging for users of all abilities.

Saint Helens Economic Development Corporation DBA St Helens Main Street Alliance received \$100,000 for the installation of an elevator tower which dovetails on significant current renovation of the building to create immediate full ADA accessibility to all levels of the building.

The Clatskanie Chamber of Commerce received \$81,610 to hire a consultant to tour and advise Clatskanie's downtown for more mobility-friendly projects that will ensure a holistic approach and then, implement at least one recommended mobility-friendly project based on the consultant findings.

SOUTHERN OREGON

City of Central Point received \$60,000 to enhance accessibility at Robert Pfaff Park by constructing two new ADA-compliant ramps and improving the existing sidewalk infrastructure within the park.

Elkton Community Education Center received \$37,500 to enhance a new 14-acre parcel along the Umpqua River by extending a walking path and improving driveways and existing paths to be more accessible. Interpretive signage focused on the location's heritage and interpretive displays will be installed and the site will host Native American cultural programming and inter-tribal gatherings, among other things.

Illinois Valley 2010 Community Response Team received \$25,000 to pave the parking lot to the wheelchair-accessible Rough and Ready Botanical Wayside Trail and update it to ADA standards to increase accessibility for all utilizing the trail.

Mt. Ashland Association received \$50,000 for a new ADA-compliant shuttle to provide reliable transportation for people with disabilities who participate in events on Mt. Ashland through the Adaptive Sports Association.

Oregon Center for Creative Learning received \$54,000 to make the museum more accessible and inclusive by adding signage to include braille and Spanish, making exhibits more accessible; creating

greater inclusivity and multi-cultural education; the purchase of sensory-friendly materials for children with neurodiverse needs, and much more.

Southern Oregon University received \$44,270 to conduct an accessibility assessment, create focus groups to identify challenges and opportunities for accessible tourism adoption and provide recommendations to tourism businesses and organizations by organizing stakeholder meetings around Southern Oregon, involving all five counties in the region.

Travel Medford received \$46,580 for a multiphase marketing campaign “Welcoming Diverse & Accessible Travelers to Medford in the Heart of the Rogue Valley,” designed to attract visitors with mobility, sensory restrictions and diverse travelers.

Travel Southern Oregon received \$37,500 for the Southern Oregon Inclusion Influencer Series – a content series dedicated to attracting LGBTQ+ and BIPOC content creators to share their authentic experiences in Southern Oregon.

WILLAMETTE VALLEY

Albany Visitors Association received \$98,560 for website redesign emphasizing accessibility beyond the current capabilities of the site.

City of Dundee received \$70,000 for essential planning and feasibility studies to improve the walkability and accessibility of its downtown core, and to identify parking and transportation solutions that will elevate Dundee’s visitor experience.

Cycle Yamhill County received \$64,653 for the design, fabrication, and installation of signage, the construction of Kiosks, along with the purchase and installation of Bike Fix It stations and bike racks to help diversify visitation.

Lane Arts Council received \$20,000 to expand its First Friday ArtWalk visitor experience with a year-round activation of the accessible Farmer’s Market Pavilion and Plaza and to support the participation of BIPOC and LGBTQIA+ artists who help attract residents and visitors to Eugene to experience local arts and culture.

Oregon Electric Railway Historical Society received \$69,840 to build an ADA-accessible pathway with paver bricks to connect the existing paved roadway to the station/interpretive center and to the trolley loading area to improve access for visitors using wheelchairs or strollers and others with mobility issues.

Oregon Garden Foundation received \$100,000 to improve access to the Garden for those with both age- and disability-related mobility issues by installing automatic doors, repairing or improving pathways for accessibility and adding signage to designate accessible routes.

Travel Lane County received \$20,000 to develop marketing content with a mobility influencer(s), highlighting the accessible experiences and expanding on the accessibility work started with the hiking trails identified through a recent trail accessibility assessment project.

Willamette Valley Visitors Association received \$100,000 to address the challenges faced by individuals with disabilities and limited mobility when accessing outdoor recreation opportunities in the region by

way of an accessibility evaluation, design and concept plans, information sharing and program expansion.

Wilsonville Parks and Recreation/City of Wilsonville received \$100,000 for a feasibility study and conceptual plan that focuses on accessible river access at Boones Ferry Park in Wilsonville. Elements of the design are intended to include launch access for non-motorized watercraft including kayaks, canoes, and standup paddleboards as well as accessible walking trails, watercraft storage and parking.

STATEWIDE

Dirty Freehub received \$96,660.00 to create a pathway to off-road cycling (ex, gravel cycling) for those challenged by health conditions, physical fitness or a disability.