

OUR VALUES

Travel Oregon is committed to:

- collaborating with other agencies and organizations that have direct authority or jurisdiction to manage tourism resources; and
- sharing our capacity and investments as available to help address the tourism challenges facing our destinations.



COMPETITIVE GRANTS PROGRAM CYCLE MAP

September 2026 Large awards announced, January 2026 May 2026 projects begin September 2025 November 2025 Publish Invited July 2026 Commission and Internal KPI and guidelines for applicants April 2026 Application \$\$ first half of biennial large award RDMO departmental submit full LOI review review budget awarded \$\$ alignment cycle application engagement 2025-2027 Biennial Competitive Grant Program (proposed timing) December 2025 March 2026 October 2025 Develop Applicant Publish key guidelines for engagement & Spring 2026 biennial cycle By June 30, 2027 Fall 2026 large award LOI opens Revise focus areas from Fall 2025 dates Publish guidelines Awards announced cycle efforts to inform next cycle \$\$ second half of biennial budget awarded \$\$ April 2026 November 2026 February 2026 2024-2025 Mid-Project 2023-2025 2024-2025 Extended projects close Reports due, **Projects Wrap** Begin "early intervention" work Up 2004 - 2025 projects are ongoing, with planned reports indicated in purple.

The first biennial cycle will fulfill the Commission's directive to award grant amounts at a minimum of \$500,000. There will be fewer awards made in this cycle due to that figure. The cycle is indicated in **green**.

Four 2023-2025 projects have extended timelines indicated in blue.

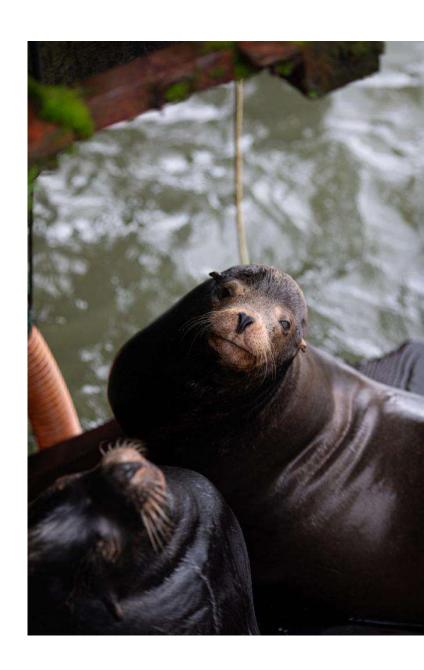
The focus of the next proposed cycle will be finalized later. It will likely have a shorter turn-around time for funding, broader eligibility and more awards (at lower amounts). It is indicated in **orange**.

2026-2027 CYCLE TIMELINE

Sep-Nov 2025	Engage industry partners
Dec 2025	Draft guidelines
Jan-Feb 2026	Finalize guidelines, build online application
Mar 2026	Guidelines published
April-May 2026	Applicant technical assistance, LOI open
June 2026	Invited applications due
July-Aug 2026	Application review
Sep 2026	Awards announced

COMMISSION ENGAGEMENT

- Fall 2025: preview guidelines
- March 2026: help recruit competitive projects
- April 2026: review letters of intent summary list
- June 2026: read applications (<30)
- September 2026: approve awards



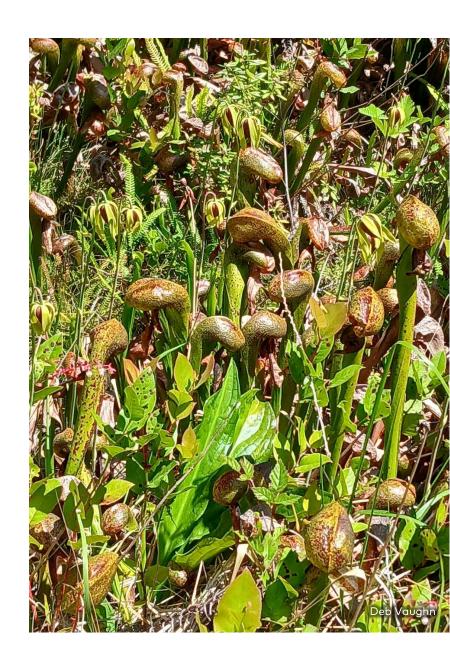
BROADER ENGAGEMENT

- RDMOs
- Peer Funders
- Industry Professionals
- Other Travel Oregon Departments



LEARNINGS THAT GUIDE US STATUTORY LANGUAGE

- ORS 284.131(4)(b) Ten percent must be used for a competitive grant program for projects that further the purpose described in ORS 284.138 (Matching grant program), which may include tourism-related facilities and tourism-generating events, including sporting events.
- ORS 284.138(1) The purpose of the matching grants program is to help develop and improve the economies of communities throughout Oregon by means of the improvement, expansion and promotion of the visitor industry.



LEARNINGS THAT GUIDE US TOURISM INDUSTRY PARTNER SURVEY

Greatest needs in the next 2-5 years:

- Grant Funding 19%
- Infrastructure 14%
- Sustainability and Climate Action 10%
 - + Bolster Regenerative Tourism 7%
- Marketing and Promotion 11%
- Enhancing Tourism Perception 8%



LEARNINGS THAT GUIDE US DESTINATION NEEDS SURVEY

- Majority (65%) of respondents operating on a budget of <\$1 million with a team of <10 employees
 - 9 out of 37 (24%) operating with a budget less than \$200,000
- 35% of overall respondents would spend additional budget on more marketing or advertising for their destination
- About 30% would increase staffing capabilities





COMMISSION DISCUSSION QUESTIONS

What impacts are you hoping Travel Oregon achieves with this investment?

What other considerations should staff think about?