

TRAVEL



OREGON

COMPETITIVE GRANTS PROGRAM
COMMISSION MEETING UPDATE

9.12.25

OUR VALUES

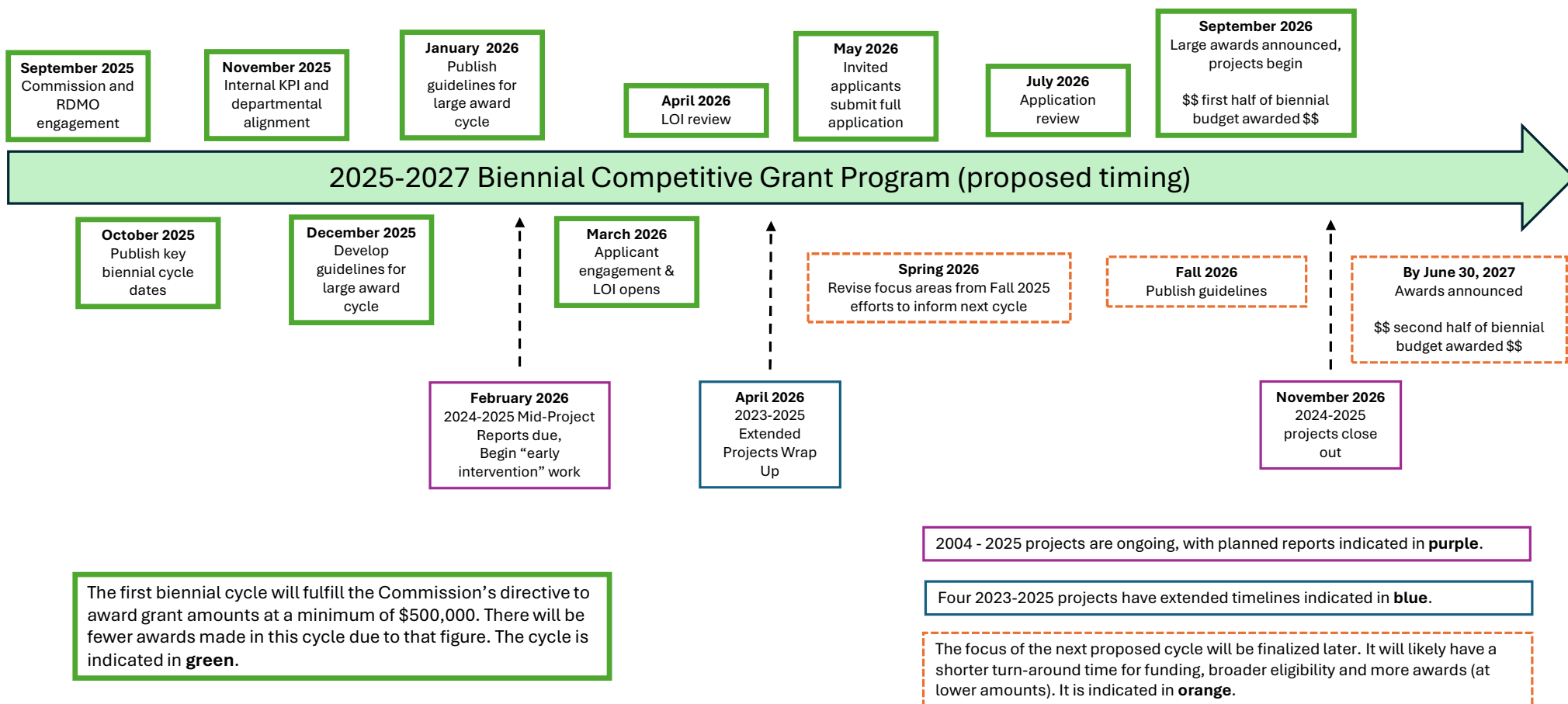
Travel Oregon is committed to:

- 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.



Jordan & Dani

COMPETITIVE GRANTS PROGRAM CYCLE MAP



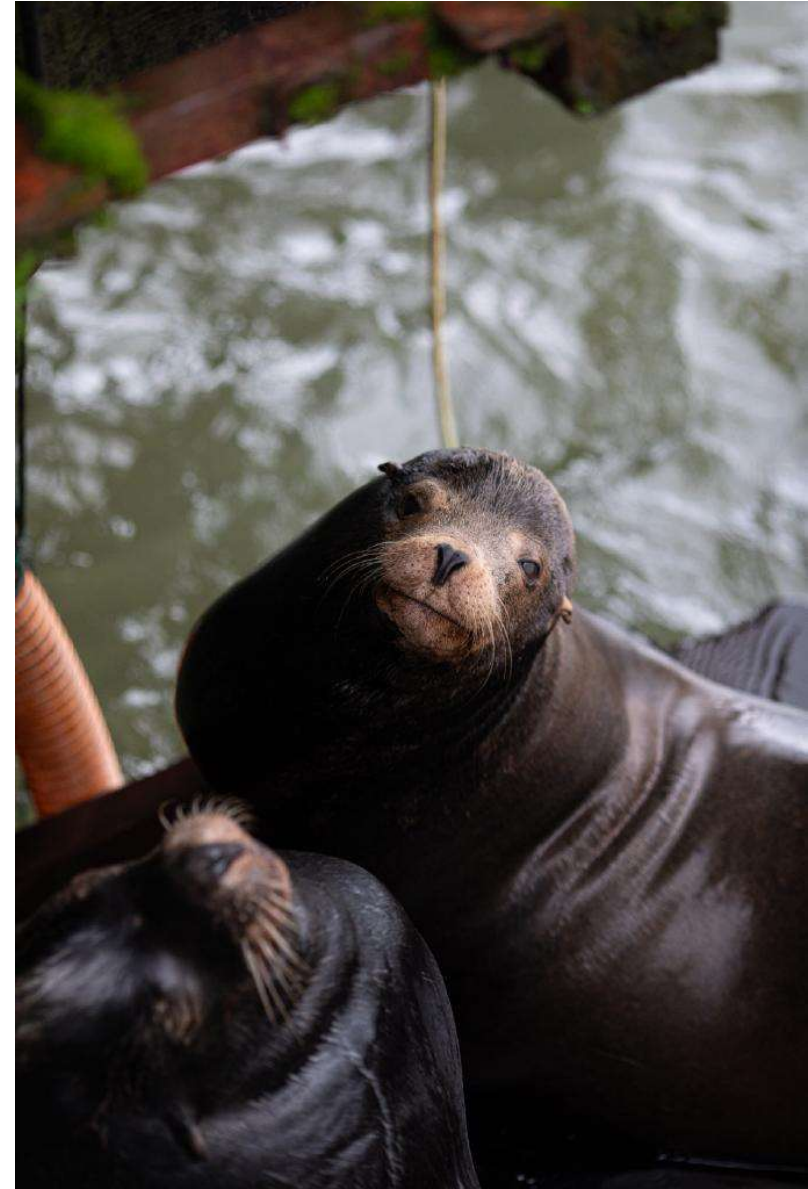
2026-2027 CYCLE

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.



Deb Vaughn

LEARNINGS THAT GUIDE US

TOURISM INDUSTRY PARTNER SURVEY

Greatest needs in the next 2-5 years:

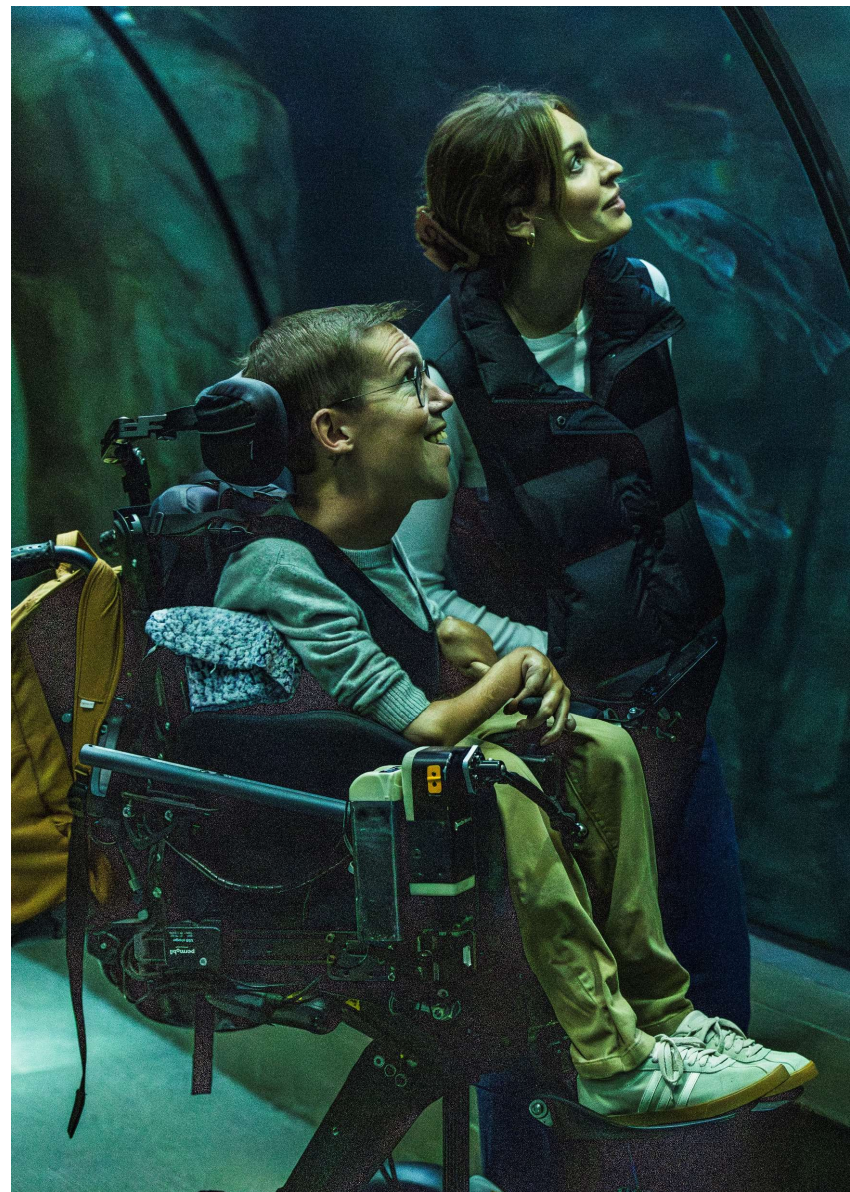
- Grant Funding 19%
- Infrastructure 14%
- Sustainability and Climate Action 10%
+ Bolster Regenerative Tourism 7%
- Marketing and Promotion 11%
- Enhancing Tourism Perception 8%



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**





Brandon Cole

COMMISSION DISCUSSION QUESTIONS

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

What other considerations should staff think about?