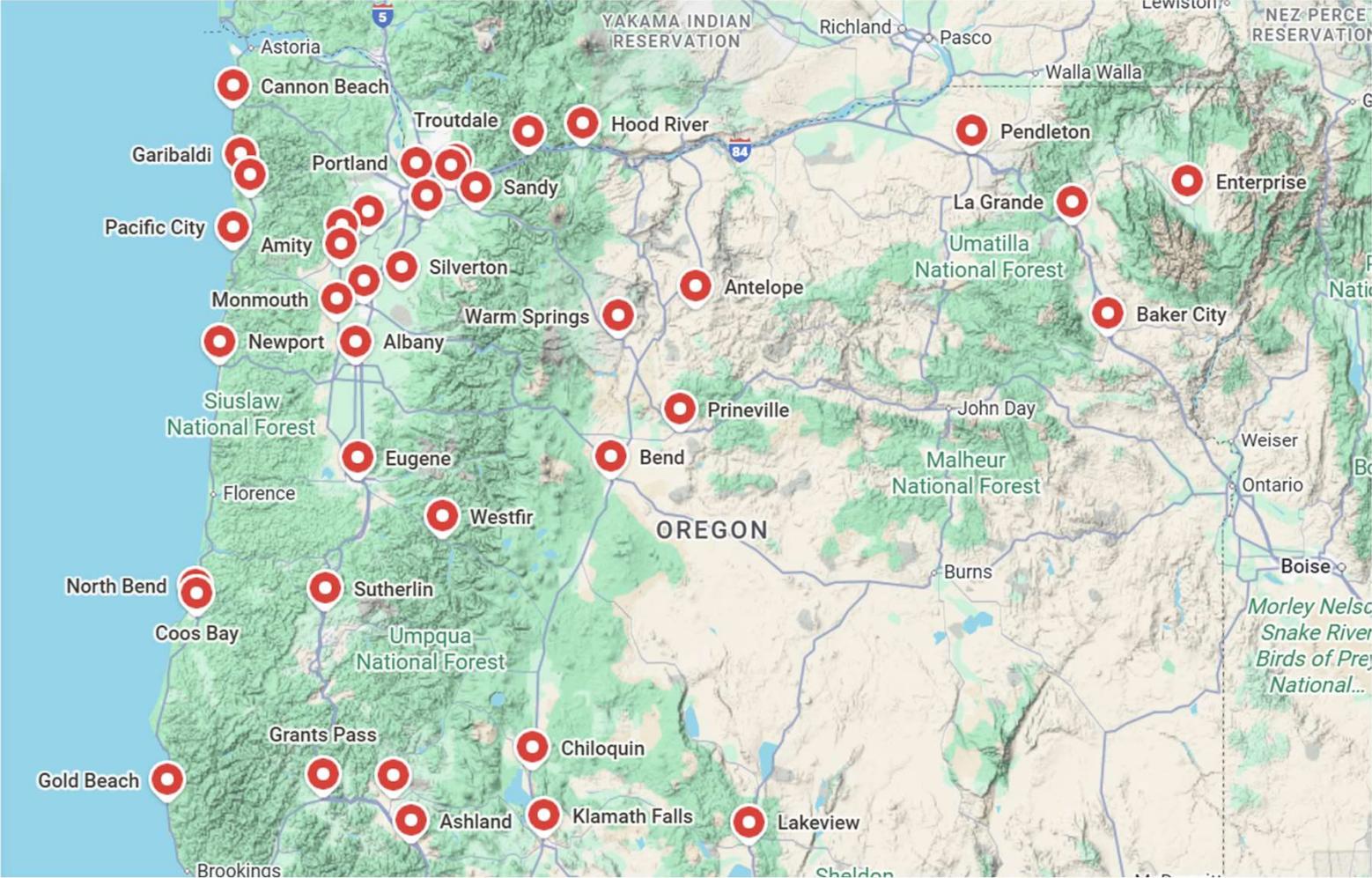


TRAVEL  **OREGON**

**COMPETITIVE GRANTS PROGRAM
COMMISSION MEETING UPDATE**

12.3.2025

2024-2025 PROJECTS IN PROGRESS



2024-2025 PROJECTS IN PROGRESS

Friends of Haystack Rock (\$56,680.00)—overcame unanticipated liability concerns by partnering with David's Chair and a local business to provide increased beach access

Southern Oregon University (\$89,745.00)—an introduction to the City of Wilsonville yielded the opportunity to present a day-long accessible tourism ambassador workshop

Friends of the Oregon Caves and Chateau (\$29,500.00)—responded to invitation to contribute to "Subterranean Science" exhibit at ScienceWorks museum in Ashland as a unique opportunity to market their destination for Dark Sky viewing



2024-2025 PROJECTS IN PROGRESS

Prineville-Crook County Chamber of Commerce (\$29,739.00)—new staff members rapidly embraced the grant project and met an influencer at Travelability who is contracted to visit in June

Forests Forever, Inc. (\$57,386.00)—widened/repaved trails at the Hopkins Demonstration Forest in Molalla and added benches at scenic locations along the trail to increase accessibility

Salem's Riverfront Carousel (\$21,250.00)—installed portable wheelchair ramp with arm rails providing access to visitors with a variety of mobility assistive devices, new entrance sign and reconfigured operator's desk to maintain ergonomic position and ensure rider safety



2026-2028 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

2026-2028 ENGAGEMENT POINTS

Input Source	Area of Inquiry
Destination Stewardship Department	Adaptations, project types, intersection with other efforts
Portfolio Management	Anticipated needs for staff time, cross-over with work plans
Tribal Tourism Working Group, Industry Relations	Ways to make the process easier and create success
Strategy, Research & Analytics	Preliminary conversations for KPI alignment and data collection needs
Marketing	Project type and scale
Peer Funders	Award amount scale, best practices in equity
RDMO's	Project types, collaboration opportunities
Public Affairs	Statewide economic priorities

2026-2028 OPPORTUNITY

Travel Oregon has established a program to make grant awards “to eligible applicants for projects that contribute to the development and improvement of communities throughout the state by means of the enhancement, expansion and promotion of the visitor industry.”

Fluctuations in the seasonality of visitation offer key points in time when strategic investments can positively impact visitor spending. By emphasizing a destination stewardship approach, funds can benefit the economy while reducing environmental impact and balancing visitor experiences with resident sentiment.



Willamette Valley Visitors Association

2026-2028 CYCLE OUTCOME

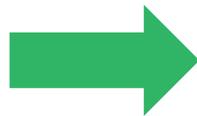
To extend the visitor season, increasing visitor spending and opportunities for year-round employment.



Johsua Rainey Photography

THE VALUE PROPOSITION

**Travel Oregon makes
high dollar investments
in strong projects
(Action)**



**Grant recipients
implement projects that
extend the visitor season
(Impact)**



**Visitors increase
spend +
Destinations boost
employment
(Outcome)**

2026-2028 PARAMETERS

- 1:1 match required
- Administrative costs must be <10% of grant award
- Projects must be completed and show impact between 9/15/26 and 9/15/28

Adaptations for applicants with budgets under \$1,000,000/year and tribal entities

- Up to 50% in-kind may be used to reach required match
- Up to 15% administrative costs allowed



2026-2028 PROJECTS TO EXTEND THE VISITOR SEASON

OUTDOOR RECREATION

- Trail conversion/upgrades to increase off-season use
- Increasing access to wildlife and recreation in coordination with efforts to steward the environment

SPORTS TOURISM

- Securing competitive sporting events that attract overnight visitors
- Facility upgrades to increase visitation such as HVAC or winterization

ARTS, CULTURE AND EVENTS

- Partnership packages of multi-day events designed to increase overnight stays, such as entertainment + lodging or culinary celebrations
- Securing business conferences or major national/international events that attract overnight visitors
- Facility upgrades to increase visitation such as HVAC or winterization

TRANSPORTATION

- Solutions to deliver new or additional visitors to destinations

MARKETING/PROMOTION

- New or expanded campaign that strengthens the destination's presence in key markets
- Branded effort bringing partners together around a shared message or product offering

REQUEST AMOUNT

- Minimum award: \$500,000
- Anticipated budget for the cycle: Up to \$5M
- No fixed request amount at LOI stage
 - Applicants make the case for what they need
 - Flexibility to fund project(s) at higher dollar amounts
 - Potential to surface an unexpected project

