

2026

OREGON ADMINISTRATIVE RULES COMPILATION

CHAPTER 976

Oregon Tourism Commission



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DIVISION 1

PROCEDURAL RULES

976-001-0010

Notice of Proposed Rule

Prior to adoption, amendment or repeal of any permanent rule, the Oregon Tourism Commission will give notice of the proposed adoption, amendment or repeal:

- (1) In the Secretary of State's Oregon Bulletin referred to in ORS 183.360, at least 21 days prior to the effective date of the rule;
- (2) By mailing a copy of the notice, at least 28 days prior to the effective date of the rule, to persons on the Oregon Tourism Commission's rules mailing list and to persons who have requested such notice in accordance with ORS 183.335(8);
- (3) By posting notice on the Oregon Tourism Commission website at least 28 days prior to the effective date of the rule; and
- (4) By mailing a copy of the notice to the legislators specified in ORS 183.335(15) at least 49 days before the effective date of the rule.

Statutory/Other Authority: ORS 284.111(6)

Statutes/Other Implemented: ORS 284.111(6), 183.341

History: ORTC 1-2014, f. & cert. ef. 12-17-14

976-001-0020

Model Rules of Procedure

The Attorney General's Model Rules of Procedure under the Administrative Procedures Act, in effect on November 1, 2014, are adopted as the rules of procedure for the Oregon Tourism Commission and shall be followed in all matters except where a different procedure is prescribed by statute.

Statutory/Other Authority: ORS 284.111(6)

Statutes/Other Implemented: ORS 284.111(6), 183.341

History: ORTC 1-2014, f. & cert. ef. 12-17-14

DIVISION 2

OREGON WINE COUNTRY LICENSE PLATES MATCHING GRANT PROGRAM AND TOURISM PROMOTION DISTRIBUTION

976-002-0010

Matching Grant Guidelines

- (1) The Oregon Tourism Commission shall prepare guidelines each biennium applicable to grants to be awarded under ORS 805.274(1)(a). The guidelines shall be available from the Oregon Tourism Commission and shall be published on the Oregon Tourism Commission's website.
- (2) The guidelines shall include the maximum grant amount available for each matching grant award.

Statutory/Other Authority: ORS 284.111(6), ORS 805.274(3)

Statutes/Other Implemented: ORS 805.274

History: ORTC 1-2015, f. 2-17-15, cert. ef. 3-1-15

976-002-0020

Tourism Promotion Guidelines

- (1) The Oregon Tourism Commission shall prepare guidelines each biennium applicable to Tourism Promotion Distribution to be awarded under ORS 805.274(1)(b). The guidelines shall be available from the Oregon Tourism Commission and shall be published on the Oregon Tourism Commission's website.
- (2) The Oregon Tourism Commission will designate a tourism promotion agency for each region to receive the moneys

described in ORS 805.274(1)(b).

(3) The guidelines established by the Oregon Tourism Commission shall include the requirement that tourism promotion agencies collaborate with the Oregon Wine Board and relevant regional winery associations whenever the tourism promotion agencies develop expenditure plans for money distributed.

Statutory/Other Authority: ORS 284.111(6), ORS 805.274(3)

Statutes/Other Implemented: ORS 805.274

History: ORTC 1-2016, f. 6-29-16, cert. ef. 7-1-16; ORTC 1-2015, f. 2-17-15, cert. ef. 3-1-15

976-002-0030

Tourism Promotion Distribution Eligibility

(1) A recipient of an Oregon Wine Country Plates Tourism Promotion Distribution must adhere to guidelines established by Oregon Tourism per OAR 976-002-0020 and must demonstrate experience engaging in tourism promotion on behalf of the wine industry in two or more of the counties in the region for which it is designated to receive money described in ORS 805.274(1)(b).

(2) To be eligible for consideration of an Oregon Wine Country Plates Tourism Promotion Distribution, a tourism promotion agency must establish an advisory committee that includes at least one representative of the wine industry and one representative of the culinary industry.

Statutory/Other Authority: ORS 284.111(6), ORS 805.274(3)

Statutes/Other Implemented: ORS 805.274

History: ORTC 1-2015, f. 2-17-15, cert. ef. 3-1-15

976-002-0040

Designation of Regions

The major wine producing regions of the state are:

(1) Region 1, also known as The Mid-Willamette Valley region, consisting of Marion, Polk and Yamhill Counties;

(2) Region 2, also known as the South-Willamette Valley region, consisting of Lane, Linn, Benton, and Clackamas Counties;

(3) Region 3, also known as the Southern region, consisting of Douglas, Josephine, Jackson, Klamath and Lake Counties;

(4) Region 4, also known as the Eastern region, consisting of Sherman, Gilliam, Morrow, Umatilla, Union, Wallowa, Wheeler, Grant, Harney, Baker and Malheur Counties;

(5) Region 5, also known as the Greater Portland region, consisting of Columbia, Multnomah and Washington Counties;

(6) Region 6, also known as the Central region, consisting of Jefferson, Deschutes and Crook Counties;

(7) Region 7, also known as the Hood/Gorge region, consisting of Hood River and Wasco Counties; and

(8) Region 8, also known as the Coast region, consisting of Clatsop, Tillamook, Lincoln, Coos and Curry Counties.

Statutory/Other Authority: ORS 284.111(6), 805.274(3)

Statutes/Other Implemented: ORS 805.274

History: ORTC 1-2017, f. & cert. ef. 2-13-17; ORTC 1-2015, f. 2-17-15, cert. ef. 3-1-15