

A wide-angle landscape photograph of a river flowing through a deep canyon. The river is calm, reflecting the sky and the surrounding cliffs. The canyon walls are steep and rocky, with some sparse vegetation. In the distance, a large mountain with a prominent peak is visible under a clear sky with some light clouds. The overall scene is serene and natural.

TRAVEL



OREGON

2026 Competitive Grants Program
Deb Vaughn, Grants Manager



Willamette Valley Visitors Association

2026 CYCLE OUTCOME

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

Cycle Details



PROJECTS IDEAS 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

Contact Us



Deb Vaughn – Grants Manager
grants@traveloregon.com

POTENTIAL MARKETING PROJECT TYPES

A new or expanded campaign that strengthens the destination's presence in key markets

A branded effort bringing partners together around a shared message or product offering to promote a specific product or message

GENERAL GUIDANCE FOR APPLICATIONS

- **Clearly define the problem you are trying to solve, marketing strategy and measurable goals**
- **Tie the campaign to local economic impact with realistic estimates**
- **Show evidence i.e., past performance, market research**
- **Provide a focused scope and timeline, avoid vague “broad awareness” proposals**
- **Include a detailed, realistic budget**
- **Demonstrate capacity of staff, including vendors and/or past campaign management examples**
- **Explain how you’ll measure success including KPIs, baseline, data sources, and reporting cadence**
- **Provide letters of support or partner commitments that show buy-in**
- **Consider a risk management plan**
- **Consider how the project’s impact will be maintained after the grant period ends**

PROJECT SUCCESS CONSIDERATIONS

A new or expanded campaign that strengthens the destination's presence in key markets.

- **Define the market(s) and the incremental audience you'll reach. If expanding current efforts how will this broaden reach?**
- **Prioritize key markets with research-driven rationale. Consider visitation, spend, opportunity for growth**
- **What are the conversion-focused tactics you may employ? For example, retargeting, OTA partnerships, booking incentives**
- **Demonstrate how the proposed tactics link to overnight stay or off-peak visitation goals**
- **Show how campaign timing extends seasonality or length-of-stay**
- **Recommend market-level measurement such as UTM links, geo-tracking.**

PROJECT SUCCESS CONSIDERATIONS

A branded effort bringing partners together around a shared message or product offering to promote a specific product or message

- **Present a clear brand concept, messaging pillars, and potential deliverables**
- **Include brand guidelines and asset plan for partners to adopt**
- **Demonstrate how consistent use of this brand will improve brand retention and conversion metrics**
- **Include a partner rollout plan to ensure adoption and consistency**
- **Provide shared KPIs and data-sharing agreements to evaluate collective impact**
- **List partner roles and concrete commitments**

CONTACT US



Kelda Gilbert-Schmidt
Marketing Services Manager

Kelda@traveloregon.com



Asako Takahashi
Industry Marketing Manager

Asakot@traveloregon.com