

Application - Oregon Wine Country License Plates Wine and Culinary Tourism Promotion Distribution Program

Project Overview

Important note:

Please be sure the contact information in your profile is current for both you and your organization. Organizational information can only be updated by a systems administrator. Please email the grants team for assistance at grants@traveloregon.com if needed.

As you work on this proposal form, you can save a draft and come back to finish your work before the submission deadline.

Program Guidelines

I certify and acknowledge that I have read the Oregon Wine Country Plates Wine and Culinary Tourism Promotion Distribution Program Guidelines.

Choices:

Yes

Project Name

Character Limit: 100

Project Lead (if different from Applicant)

First and Last Name

Character Limit: 250

Project Contact Email Address (if different from Applicant)

Character Limit: 250

Project Contact Phone Number (if different from Applicant)

Please use the following format: (XXX) XXX-XXXX

Character Limit 250

Amount Requested

You may request up to the full amount of your region's allocation as designated via email from Travel Oregon's Program Manager.

Character Limit: 20

Total Overall Project Cost

Cost must be equal to or exceed the amount requested.

Charact Limit: 20

WCLP Distro Region

Please select your Oregon Wine Country License Plates Wine and Culinary Tourism Promotion Distribution (WCLP Distro) Region. Please reference the Oregon Wine Country License Plates Tourism Promotion Distribution page to confirm your region.

Choices:

- Region 1 - Mid-Willamette Valley Region
- Region 2 - South Willamette Valley Region
- Region 3 - Southern Region
- Region 4 - Eastern Region
- Region 5 - Greater Portland Region
- Region 6 - Central Region
- Region 7 - Hood/Gorge Region
- Region 8 - Coast Region

Alignment with Funding Program Goals

Select any/all of this funding program's goals that your region plans to accomplish through use of the funding:

Choices:

- Advertising, publicizing or distributing info for the purpose of attracting and welcoming tourists.
- Conducting strategic planning and research necessary to stimulate future tourism development.
- Operating tourism promotion agencies.
- Marketing special events and festivals designed to attract tourists.

Impact to Wineries

Do you expect this project to increase visitation to wineries?

Choices:

- Yes
- No
- Unsure

Narrative Questions

Project Description

Please provide a paragraph describing the work you plan on doing and how you will do it. Touch on your goals and objectives and how you will accomplish them. Please specifically identify which organizations and/or wineries with which you will be working.

Character Limit: 3,000

Project Need

Tell us more about how this project or work will support the wine and culinary tourism promotion.

Character Limit: 3,000

Funding Usage

Listed below are three types of approved usages for this funding. Please select 1-3 usages and answer the prompt(s) that correspond to your selection:

1. Advertising, Publicizing or Distributing

If you plan on doing advertising, publicizing or distributing of information for the purpose of attracting and welcoming visitors, or you plan on marketing special events or festivals designed to attract visitors, please explain your goals and objectives, including how your advertising/marketing plan intends to serve the specific counties represented in your region **AND** explain how your advertising or marketing plan will support the wine and culinary industries.

2. Conducting Strategic Planning and Research

If you plan on conducting strategic planning and research, please describe the work you plan to do and how it is necessary to stimulate future wine and culinary tourism.

3. Operate Tourism Promotion Agencies

If you plan on using the funding to operate tourism promotion agencies,

please describe how the work will support wine and culinary tourism in your region.

Character Limit: 3,000

Measures of Success

What are your anticipated outcomes and returns on investment (ROI) for the work you plan on doing? How do you plan on measuring them? What Key Performance Indicators (KPIs) will you use to measure your ROI?

Character Limit: 3,000

Project Timeline

The duration of your project can span a single fiscal year or it may span two fiscal years. Based on this information, please choose your intended project end date:

Choices

- June 30, 2027
- June 30, 2028

Advisory Committee Members

This program obligates the designated Regional Tourism Agency for a region to form an advisory committee (a minimum of 3 members) for the purpose of developing an annual plan for use of this program's funding. Advisory committees are expected to make recommendations on the use of Wine Country License Plate Wine and Culinary Tourism Promotion Distribution program's funding through a collaborative process, considering input from other tourism industry stakeholders and relevant regional winery associations in their region. Your advisory committee must include at least one representative from the wine industry and one representative from the culinary industry.

Please list the members of your region's Advisory Committee (name and organization affiliation):

Committee Member #1 – Name and Affiliation

Character Limit: 250

Committee Member #2 – Name and Affiliation

Character Limit: 250

Committee Member #3 – Name and Affiliation

Character Limit: 250

Committee Member #4 – Name and Affiliation

Character Limit: 250

Committee Member #5 – Name and Affiliation

Character Limit: 250

Committee Member #6 – Name and Affiliation

Character Limit: 250

Committee Member #7 – Name and Affiliation

Character Limit: 250

Required Supporting Information

Project Budget

Please download and complete this FY27 budget form. Then upload your completed budget below.

File Size Limit: 7MB

Organization Signatory name

First and Last Name

Character Limit: 250

Organization Signatory Email Address

Character Limit: 250

eNewsletter Sign Up

Would you like to sign up for the Travel Oregon Industry eNewsletter to stay informed of the latest news, grant opportunities, research reports, and training events?

Choices:

- Yes
- No
- Already Signed Up

Program Acknowledgement

By checking below, I certify and acknowledge that our region's Advisory Committee Members have approved and assisted in the development of this funding proposal:

Choices:

- I certify and acknowledge