

2017-2018

TRAVEL OREGON

Oregon Wine Country Plates Matching Grants Program  
and  
Competitive Grants Program



# 2017-2018 TRAVEL OREGON

## VISION

A better life for Oregonians through strong, sustainable local economies.

## PURPOSE

Projects that contribute to the development & improvement of communities throughout the state by means of the enhancement, expansion & promotion of the visitor industry



# WHAT IS A DMO? | DESTINATION MANAGEMENT ORGANIZATION

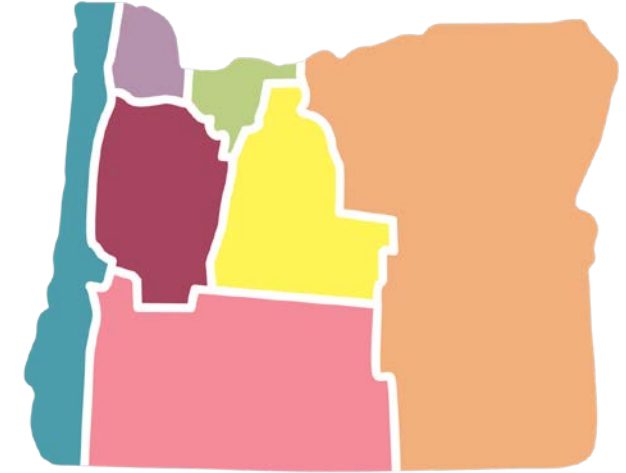
- An organization whose primary function is to attract visitors to its locale for the purpose of enhancing the local economy through purchase of room nights, food and beverage, retail items, transportation, visitor services, etc.
- In Oregon, local DMO's work with their Regional Destination Management Organization to cooperatively leverage budgets, advertising, services, and information for the benefit of all tourism entities in the region.





# WHAT IS AN RDMO? | REGIONAL DESTINATION MANAGEMENT ORGANIZATION

- Each region has identified one tourism-promotion entity to act as its Regional Destination Management Organization
- The RDMO partners with Travel Oregon for the purpose of attracting visitors to their specific region



## CENTRAL OREGON

### Central Oregon Visitors Association

*\*Counties: Jefferson, Deschutes, Crook, portions of Wasco*



## EASTERN OREGON

### Eastern Oregon Visitors Association

*\*Counties: Sherman, Gilliam, Wheeler, Morrow, Union, Umatilla, Wallowa, Grant, Baker, Harney, Malheur*



## OREGON COAST

### Oregon Coast Visitors Association

*\*Counties: Clatsop, Tillamook, Lincoln, Coos, Curry, portions of Lane and Douglas*



## GREATER PORTLAND

### Travel Portland

*\*Counties: Washington, Columbia, portions of Multnomah & Clackamas*



## SOUTHERN OREGON

### Travel Southern Oregon

*\*Counties: Klamath, Lake, Jackson, Josephine, portions of Douglas*



## MT HOOD/COLUMBIA RIVER GORGE

### Mt. Hood Territory

*\*Counties: Hood River, portions of Multnomah & Clackamas*



## WILLAMETTE VALLEY

### Willamette Valley Visitors Association

*\*Counties: Yamhill, Polk, Benton, Marion, Linn, portions of Lane and Clackamas*



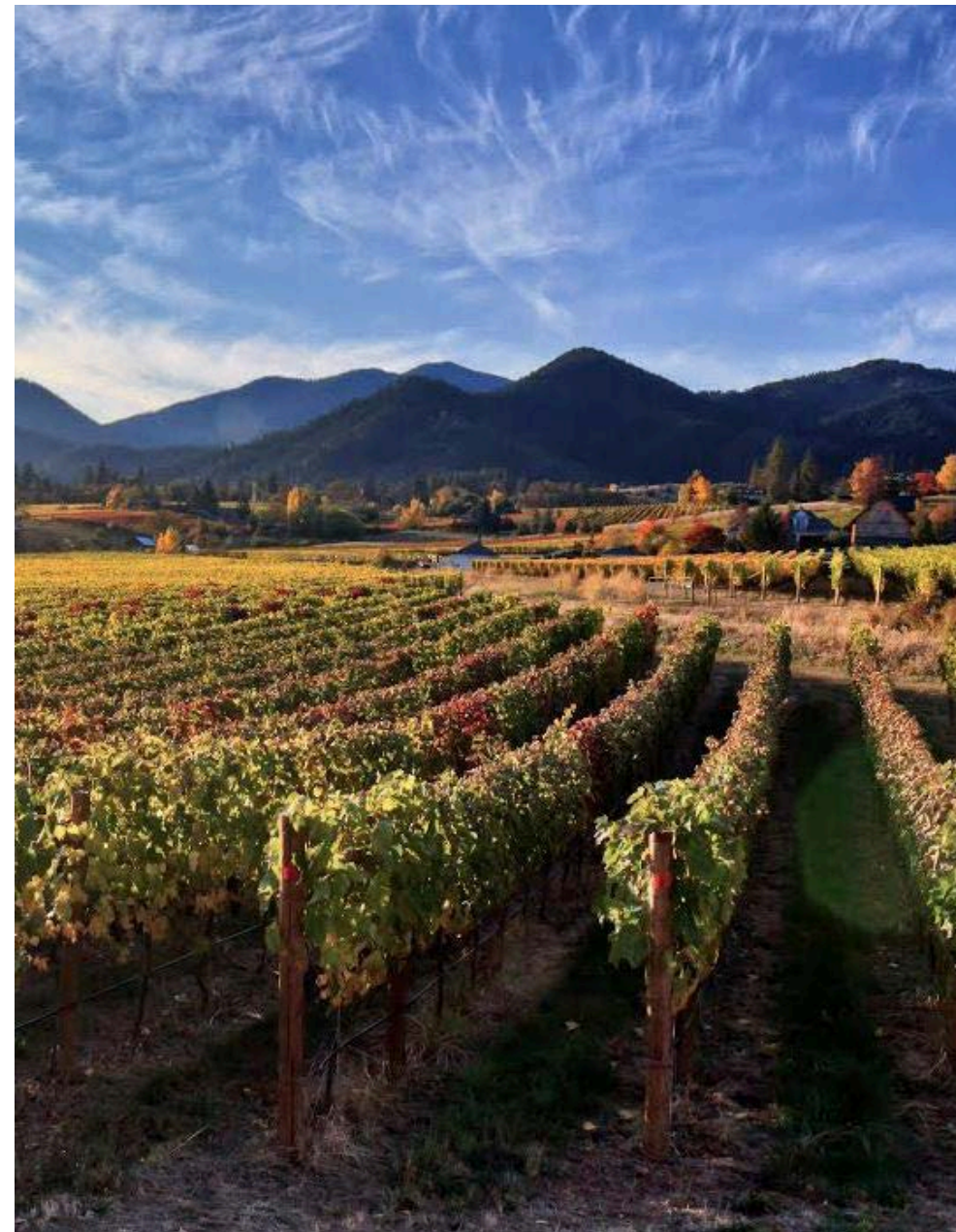
## OREGON WINE COUNTRY PLATES

### 2017-2018 MATCHING GRANTS PROGRAM – NOT FINAL

**\$2,500 - \$20,000**

- For wine & culinary tourism projects only
- Opens July 2017
- All grants must have **1-for-1 match**, at least 50% match must be cash
- Cycle open **every 2 years**
- Reviewed by an external review committee
- **12-month** timeframe
- \$158,000 available

*\*Additional cash match included in budget, any in-kind and local support will enhance overall application*



## ELIGIBLE APPLICANTS

Only “Tourism Promotion Agencies” in Oregon are eligible for grants from the Oregon Wine Country Plates Matching Grant Program.

According to ORS 305.824, “Tourism Promotion Agency” includes:

- An incorporated nonprofit organization or governmental units responsible for the tourism promotion of a destination on a year-around basis
- A nonprofit entity that manages tourism-related economic development plans, programs and projects
- A regional or statewide association that represents entities that rely on tourism-related business for more than 50% of their total income





# TOURISM PROMOTION

“Tourism Promotion” means:

- A. Advertising, publicizing or distributing information for the purpose of attracting and welcoming visitors;
- B. Conducting strategic planning and research necessary to stimulate future tourism development;
- C. Operating tourism promotion agencies; and
- D. Marketing special events and festivals designed to attract visitors



## ELIGIBLE PROJECTS

- Eligible projects include those that promote **wine and/or culinary tourism**, for the improvement or expansion of the tourism economy in Oregon
- Projects should target the development of culinary tourism infrastructure or strategic collaborative marketing initiatives that align with the Travel Oregon brand that enhance the visitor experience in Oregon and increase the likelihood of visitation from outside the local area.
- Partnerships with local, regional and statewide tourism organizations, economic development and/or government organizations and tourism-related businesses are looked upon favorably.
- Though it is not a requirement, ideally, your project will lead to an increase of room nights to local lodging facilities.



# PROJECT PREFERENCES

- Educational activities to grow local capacity and leadership such as attendance to conferences, educational seminars or professional meetings to further leaders' understanding and involvement with Oregon's wine tourism industry
- Niche market tourism development activities such as: organizing specialized trainings or workshops to support the continued development or growth of the wine or culinary market, conducting local familiarization tours, or regional study tours
- Development of new local and regional maps intended for culinary market development or tourism promotion
- Visitor way-finding signage plans or the implementation of an existing plan for signage production and/or installation



# PROJECT PREFERENCES

- Event creation or promotion that is positioned to attract a high volume of new visitors to an area
- Strategic collaborative culinary marketing initiatives that build off the Travel Oregon brand and are executed in conjunction with established local, regional and state Destination Marketing Organizations
- Development of culinary tourism content for an area to be used in conjunction with on-going/existing local, regional and state marketing initiatives



# INELIGIBLE PROJECT TYPES

- Projects that are not directly related to promoting Oregon's wine or culinary industry
- Deferred, regular or ongoing maintenance and upkeep
- Projects that are **not new** initiatives
- Mobile Apps
- Costs of staff or consultant salaries, mileage or associated fees that are already budgeted to execute a particular area of work within an organization









# MATCHING GRANTS PROGRAM TIERS

## PAST PROGRAM

### TRAVEL OREGON MATCHING GRANTS PROGRAM

**\$2,500 - \$100,000**

- All grants must have **1-for-1 match**, at least 50% match must be cash
- Cycle opened **every 2 years**
- Reviewed by an external review committee
- **12-month** timeframe



## TRAVEL OREGON COMPETITIVE GRANTS PROGRAM

### SMALL

**Up to \$20,000**

- Opens July 2017
- **10% cash** match required
- Cycle opens **up to 6x per year**
- 30-day application period
- Reviewed by internal staff only
- **12-month** timeframe

### MEDIUM GRANTS

**\$20,000 - \$100,000**

- Opens Summer 2018
- **25% cash** match required
- Cycle opens every **2 years**
- Reviewed by an external review committee
- **24-month** timeframe

### LARGE GRANTS

**Over \$100,000**

- Opens at OTC discretion
- **50% cash** match required
- Cycle opens **at OTC discretion**
- Reviewed by OTC
- **10-year** timeframe

*\*Additional cash match included in budget, any in-kind and local support will enhance overall application*

# MATCHING GRANTS PROGRAM INTENT

## ALIGNMENT

Grant applications for funding of any amount must demonstrate how the proposed use of grant funds aligns with Travel Oregon's key initiatives, objectives or strategies. Applicants will be encouraged & likelihood of approval will be enhanced, if applicants also demonstrate *alignment with regional or local priorities.*

## PROGRAM KEY INITIATIVES

1. Maximize the economic return on public & private investments in Oregon

2. Drive year-round destination-oriented travel from Oregon's key domestic & international markets by aligning & optimizing local opportunities

3. Develop destination-based products that are in concert with Oregon's natural environment, support the stewardship of the state's resources & its rich history

4. Provide strategic industry professional development & training opportunities



# ELIGIBLE PROJECT TYPES

All grants must be **new** projects or initiatives, with the intended meaning to allow for enhancements or Improvements.

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## MARKETING

- Production
- Print collateral
- Broadcast
- Social, web, mobile
- Content
- Branding
- Visitor/consumer outreach
- Co-Ops

## DEVELOPMENT

- Community-based trainings
- Strategic planning or concept planning
- Feasibility studies or research
- Visitor access improvements
- Mapping
- Wayfinding signage design or construction
- Development of visitor amenities or infrastructure

## SALES

- Events
- Trade show participation
- Trade-show related production or shipping
- Hosting and sponsorship fees
- Bid fees
- Fam support, tour operator support
- International visitor trainings
- Receptive-trade related trainings

## INDUSTRY SERVICES

- Technical Assistance
- Professional development
- Conference and trainings (individual participation)
- Visitor center improvements  
(*excluding structural*)



## PREPARE FOR THE APPLICATION – ALL GRANTS

1. Review the Grant Guidelines specific to the grant you are applying for; review the sample application questions & become familiar with what will be asked of you during the application process
2. Connect with your regional & local destination management organization
3. Submit your **Project Idea Worksheet**, including project goals & outcomes, & proof of eligibility (*excludes small competitive grants*)

*\*You will need to wait for Travel Oregon's feedback before proceeding to the actual application*

4. Gather your supporting documentation



# GRANT GUIDELINES & SAMPLE APPLICATION QUESTIONS

## INDUSTRY.TRAVELOREGON.COM/MATCHING-GRANTS

- Our industry site will be the best resource for all grant-related materials and FAQ
- Each grants program will have its own Grants Guidelines, set of timelines & requirements of the applicant
- All questions that come in from the industry will be posted & answered on the FAQ page within the Matching Grants section of our website – *use this as a tool*
- Sample application questions will be posted to the website for applicants to become familiar with the narrative questions before accessing the actual application





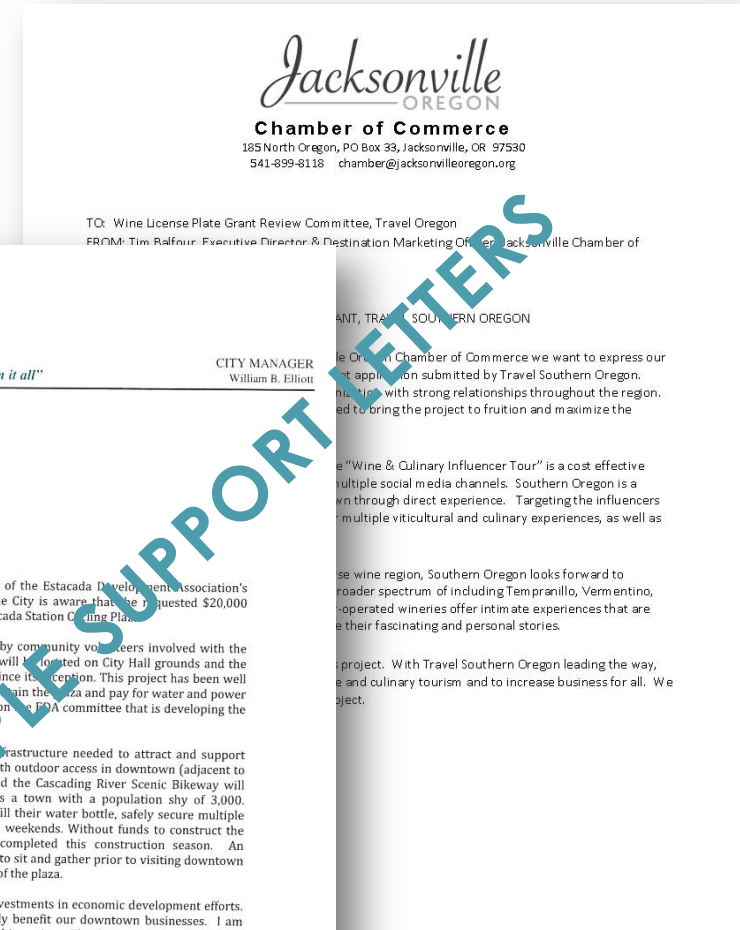
# SUPPORTING DOCUMENTATION

- Proof of Federal Tax ID
- Entity's W-9
- Project timeline
- Project budget
- Copy of most recent financials (one full year)
- Letter(s) of commitment from entity providing cash match
- Project Support Letters
- *Signage Project: Evidence of approval from all parties involved*
- *Historical Structure Project: Additional documentation, including approval, as required by governing entity*

# SUPPORTING DOCUMENTATION

## SUPPORT LETTERS

- Give your supporters enough information to make a well-rounded decision to support your project
- Give your supporters enough time to write & deliver a letter
- Do not send a template support letter for all to use & sign
- Ask for the letter to be printed on entity's letterhead



# PROJECT BUDGET

The Oregonia Winegrowers Association Interpretive Signage					
INCOME					
	BUDGET			Actual	
	Cash	In-Kind		Cash	In-Kind
The Oregonia Winegrowers Association	\$4,400			\$4,400	
The Oregonia Winegrowers Association Staff time for illustrations & content development (\$24/hr @ 250 hours)		\$6,000			\$6,000
Member Donations	\$1,000			\$2,000	
Valley Bistro	\$1,000				
Travel Oregon Matching Grant	\$12,000			\$12,000	
SUB TOTAL INCOME	\$18,400	\$6,000		\$18,400	\$6,000
TOTAL INCOME	\$24,400			\$24,400	
EXPENSES					
LINE ITEM	BUDGET			Actual	
	Cash	In-Kind		Cash	In-Kind
1 Staff time Design of 50 park signs (\$24/hr @ 250 hours)		\$6,000			\$6,000
2 Portland Marketing Services Project oversight, bilingual content editing (40 hours)	\$1,600			\$1,600	
3 Oregon Sign Company Printed & assembled 50 signs and sign stands	\$11,800			\$11,800	
4 Oregon Sign Company Installed 50 signs	\$5,000			\$5,000	
SUB TOTAL EXPENSES	\$18,400.00	\$6,000		\$18,400	\$6,000
TOTAL EXPENSES	\$24,400			\$24,400	

# GRANT MANAGEMENT SOFTWARE

- Each grant program has a specific URL to access the application
- This login will be where funded applicants will return to complete any required reporting during the grant lifecycle



## TRAVEL OREGON MATCHING GRANTS PROGRAM 2016 – 2017

**Welcome** to the Travel Oregon  
Matching Grant Program Application  
Login!

**To access the application, you will  
need to signup for an account here.**

You will be able to save and return to  
your application before submitting.

### CREATE A LOGIN

*(Note: Keep record of your login  
credentials. Travel Oregon does not  
have access to them if you lose  
them.)*

#### QUESTIONS?

Kendra Perry, Travel Oregon  
503.967.1561  
Grants@TravelOregon.com

#### LOGIN

Email

Password

Login

[Forgot  
Password?](#)

#### SIGNUP

Email

Password

Confirm  
Password

Signup

POWERED BY  
**wizehive**



# QUESTIONS & RESOURCES

Industry.TravelOregon.com

**TRAVEL OREGON** **INDUSTRY** **SALES & MARKETING** **RESEARCH** **PRESS** Governor's Conference News Events  
resources opportunities and reports room SEARCH

Destination Marketing Resources  
Oregon's Target Markets  
Education and Training  
Destination Development  
Product Development  
Sustainable Tourism Development  
Matching Grants Programs  
**Travel Oregon Matching Grants Program**  
Rural Tourism Studio Matching Grants Program  
Oregon Wine Country Plates Matching Grants Program  
Toolkits  
The Orb  
Oregon Tourism and Hospitality Industry Consortium  
Additional Resources

**Grants Program FAQs**

We want to make sure you are equipped to submit a competitive grant application so we have compiled a list of resources for you to utilize throughout the process.

**FAQ's**

The Grant Project Idea Worksheet

**Q:** Why do I need to complete the Grant Project Idea Worksheet in order to access the application?

**A:** Grant projects require many hours of preparation and time from your day. It's important to us that we ensure your grant project idea has been vetted through your local and regional destination marketing organizations and Travel Oregon before you spend the time developing the project beyond an idea.

**Q:** My funding request does not fall under any of your key initiatives or program niches. Am I still eligible to apply for a grant?

**A:** As long as the outcome of your project directly or indirectly promotes tourism and overnight stays in Oregon, your project may be eligible.

**Q:** I am the DMO/RDMO for my area. Who do I need to share my project idea with?

**A:** As a DMO, you will need to share your project idea with your RDMO only. As a RDMO, we encourage you to share your project idea with those DMOs and communities that the project would directly impact. We also encourage you to share the project idea with us.

**Q:** My organization represents the entire state of Oregon and therefore, I do not have an RDMO or DMO. Who do I share my project idea with?

**A:** Complete your online Grant Project Idea Worksheet and Travel Oregon will provide feedback on your project idea to you and make suggestions on connections with who makes the most sense if needed.

**The Application**

**Q:** How do I apply for a Travel Oregon grant?

**A:** The online application is available to those that complete and submit their Grant Project Idea Worksheet. Once the worksheet has been reviewed by the Travel Oregon Grants team, a link to the application will be emailed to you. (The deadline to submit the Grant Project Idea Worksheet is MAY 23, 2016)

*The application is entirely online. You must have access to the internet and be able to upload files in order to complete the application.*

**Q:** Once I start the application, will I be able to save my work and return at another time?

**A:** Yes. You will create an account through our online application system. Accessing the application through a secure login will enable you to save the application and return at a later time to complete. However, once you submit your application, you cannot make changes to it. You will only be able to view your submission.

**Q:** Can I view the application questions before I access the actual application?

**A:** Yes. We encourage you to download the application questions before you begin the application so you can

**IN THIS SECTION -**

- Grants Program Eligibility
- Grants Application Process
- Grants Program FAQs**
- Past Grant Projects
- Questions?

**REGISTER FOR A GRANTS PROGRAM WEBINAR**

Travel Oregon will hold webinars on February 24 and March 30 to outline the steps to take in order to apply for a grant.

**REGISTER NOW**

- sign up for our -  
**INDUSTRY ENEWSLETTER**

Stay up to date with the latest Travel Oregon Industry news and events via our eNewsletter.

**SIGN UP FOR THE ENEWSLETTER**

**TRAVEL OREGON** **INDUSTRY** **SALES & MARKETING** **RESEARCH** **PRESS** Governor's Conference News Events  
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Oregon Wine Country Plates Matching Grants Program  
Toolkits  
The Orb  
Oregon Tourism and Hospitality Industry Consortium  
Additional Resources

**Questions?**

**Questions About Our Grants Program?**

Please use this form to submit questions regarding the grant guidelines and required elements of the grant application.

**Name \*** (required)

First

Last

**Organization: \*** (required)

Enter Email

Confirm Email

**Phone**

**My question refers to**

- ☒ Travel Oregon Matching Grants Program
- ☐ Oregon Wine Country Plates Matching Grant Program

**Question: \*** (required)

**SUBMIT**

**IN THIS SECTION -**

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- sign up for our -  
**INDUSTRY ENEWSLETTER**

Stay up to date with the latest Travel Oregon Industry news and events via our eNewsletter.

**SIGN UP FOR THE ENEWSLETTER**



# TRAVEL OREGON 101

[INDUSTRY.TRAVELOREGON.COM](http://INDUSTRY.TRAVELOREGON.COM)

March 16 – Webinar  
June 22 – Ontario  
June 29 – Corvallis

WE LIKE IT HERE.



YOU MIGHT TOO.



A scenic landscape photograph of Crater Lake, Oregon. In the foreground, a steep, rocky cliff face rises from the right side, with two hikers standing on its peak. One hiker is wearing a backpack and holding a camera, while the other is standing next to them. The lake's deep blue water fills the middle ground, reflecting the sky. In the background, the rugged, forested rim of the volcano stretches across the horizon under a bright blue sky with scattered white clouds.

**INDUSTRY.TRAVELOREGON.COM**

**INDUSTRY E-NEWSLETTER**

## MY CONTACT INFO

**Carole Astley**

Director, Industry & Visitor Services

[Grants@TravelOregon.com](mailto:Grants@TravelOregon.com)