



MATCHING GRANTS PROGRAM

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MISSION

“To encourage economic growth and to enhance the quality of life in Oregon through a strengthened economic impact of tourism throughout the state.”

Award grants **“to eligible applicants for projects that contribute to the development and improvement of local economies and quality communities throughout this state by means of the enhancement, expansion and promotion of the visitor industry.”**

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FUNDS AVAILABLE

- \$100,000 during the fiscal year
- \$10,000 maximum with a 50% match (up to half may be in-kind)
- 2007-08 cycle: Announced in June 2007; Application due September 2007; Finished up by June 2008

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ELIGIBLE APPLICANTS

- Cities
- Counties
- Port districts
- Federally-recognized Tribes
- Non-profit entities located in Oregon and involved in tourism
- Must have a federal tax ID#

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ELIGIBLE APPLICANTS

- What if you are not a non-profit?
 - Partner with a non-profit for your project (i.e. Willamette Valley Birding Trail)
 - Work with your regional destination marketing organization
 - Get creative!

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ELIGIBLE PROJECTS

- Projects must be NEW!
 - New events that bring people into your area
 - New components to existing projects (media kit, advertising campaign, etc.)
 - New promotion aspect (brochure printed in different language, bicycling or birding focus because of new trails in area, etc.)

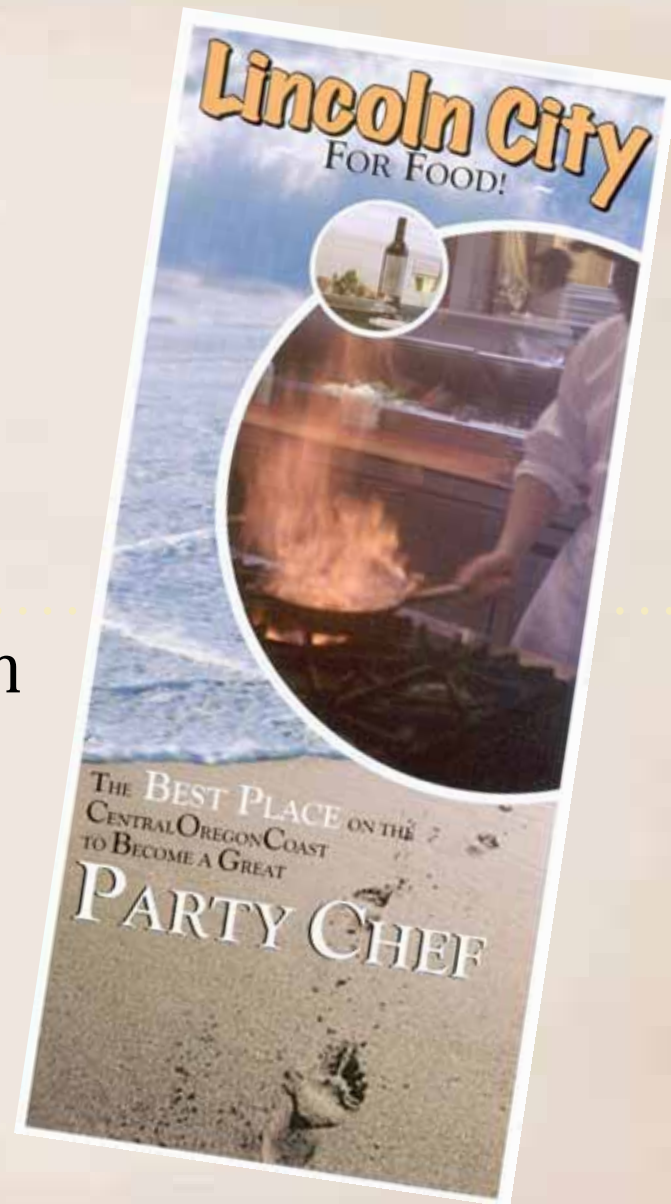
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ELIGIBLE ACTIVITIES

Brochure production
and distribution

Lincoln City Chamber of Commerce Pacific Coast
Center for Culinary Arts Brochure



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ELIGIBLE ACTIVITIES

Media production
and placement



Wallowa County Chamber of Commerce Promotional Folder

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ELIGIBLE ACTIVITIES

Informational
tourism
signage



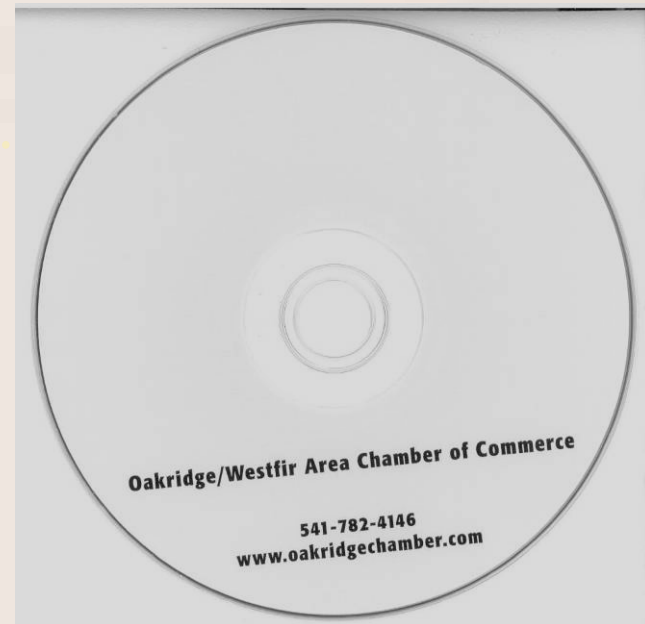
Harney County Chamber of Commerce
banner displays

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ELIGIBLE ACTIVITIES

Video production
and distribution



Oakridge/Westfir Area Chamber of Commerce DVD

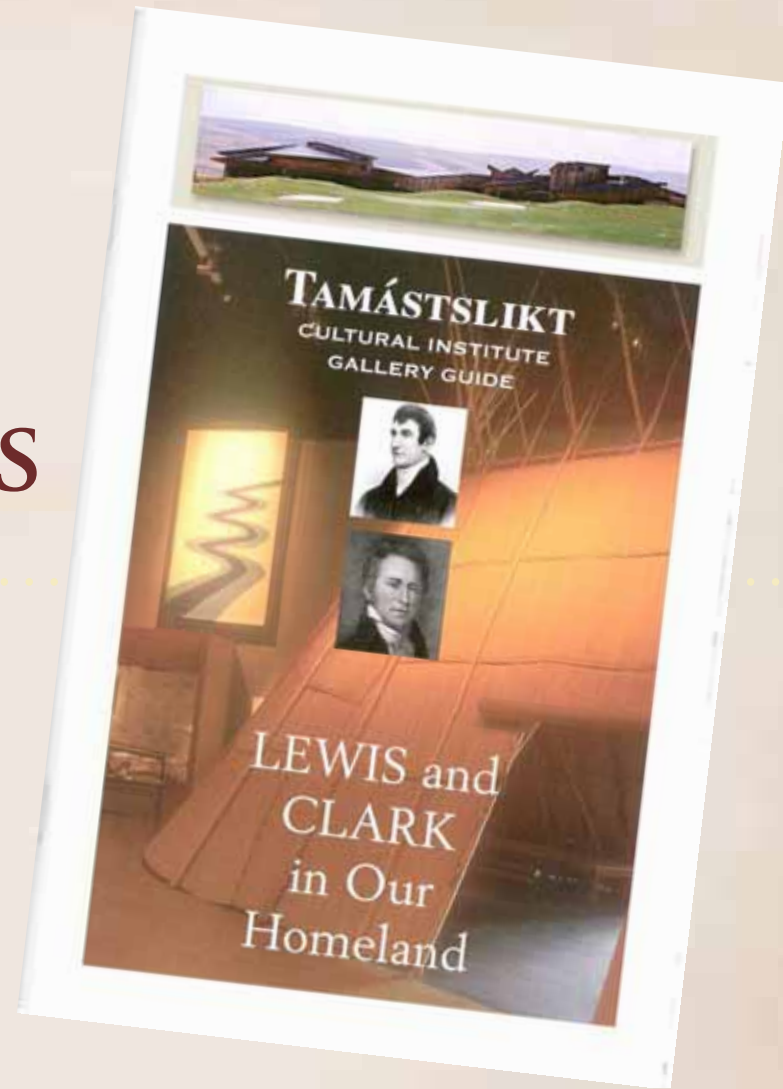
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ELIGIBLE ACTIVITIES

Tourism event
promotion

Tamastlikt Cultural Institute Gallery Guide
for Tent of Many Voices



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ELIGIBLE ACTIVITIES

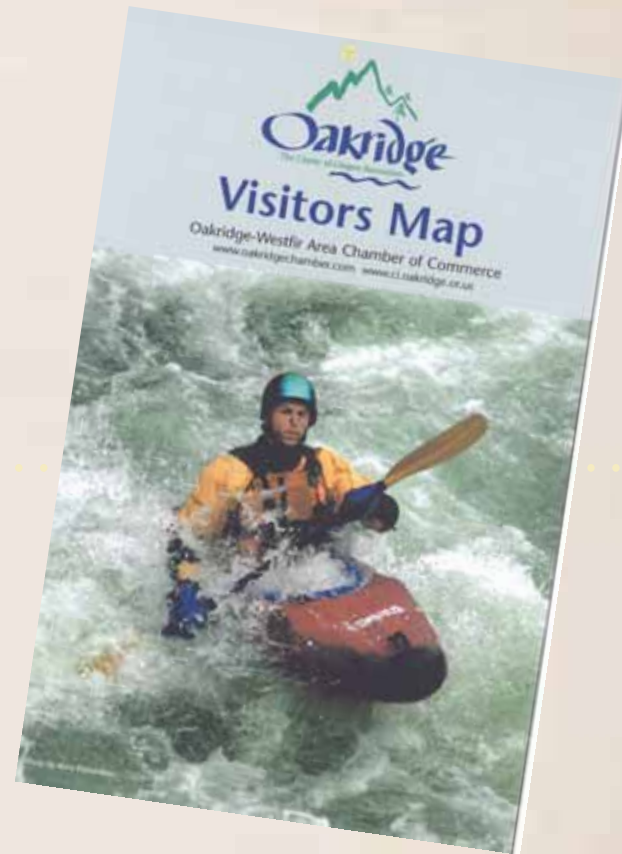
- Market research
- Market feasibility studies
- Marketing consultants
- Asset development

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ELIGIBLE ACTIVITIES

Visitor services
projects



Oakridge/Westfir Area Chamber of Commerce map

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NON-ELIGIBLE ACTIVITIES

- Construction of facilities
- Breaking ground
- Modification of historic structures or items

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ELIGIBLE-BUT- CHALLENGING ACTIVITIES

- Signs
- Websites



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GRANT APPLICATION

- Cover page
- Narrative response
- Project budget
- Board members
- Certified audit or board-approved financial statement
- Copy of current IRS tax-exempt determination letter (federal tax ID #)
- Letters of support (RDMO most important)
- Signed statement of financial commitment for matching funds from each contributing partner

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A WORD ABOUT SUSTAINABILITY

- Need to be able to maintain the momentum after the initial project is completed
- Need to have a long-term plan for funding and staffing

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REVIEW PROCESS

- Matching Grant Program Review Committee evaluates applications and makes recommendations (no presentations necessary)
- Oregon Tourism Commission approves recipients
- Contracts signed by all parties (50% of funds distributed)

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BUDGET FOR PROJECT

- Cash and in-kind (50% of match)
- Income and expenses need to match
- Specific project expenses, not overall budget
- The simpler the budget, the better it is for you (it is best for you if you don't roll this grant project into bigger projects)

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TIMELINE

- Be as realistic as possible
- Timeline of MGP – designed to finish your project just before the busy season (not ideal for all projects!)
- Work with your vendors, committee members BEFORE submitting grant to finalize your timeline so it can be implemented immediately upon signed agreement with Travel Oregon

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TRACKING YOUR PROGRESS

- Mid-Project Report (40% of funds)
- Accomplishment Report (10% of funds) with Invoice
- Final Grant Project Report (due 3 months after project completed)
- Success Report (1 year after)

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LET YOUR COMMUNITY KNOW ABOUT IT!

- Big check presentations
- Invite legislators, local politicians, local leaders, media, partners
- Tie in with a local event

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ONCE YOUR PROJECT IS COMPLETED

- Photo/work samples appreciated for press releases (yours and Travel Oregon's)
- Feedback appreciated
- Invite the industry, community, Travel Oregon to view completed project (for signage, visitor centers, etc.)

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OTHER GRANT SOURCES

- Industry side of Travel Oregon website (coming soon!)
- Internet search
- Talking to others in the industry
- Partnering and co-oping with regional organizations
- Look into grant writing workshops (there are many being offered out there, OPRD, Heritage Commission, etc.)

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LOOKING FORWARD TO THE 2007-08 CYCLE

- Pre-qualifying (send your ideas to us NOW to get started early!)
- With new website, we'll have more forms online to make it easier for you
- Requiring stronger RDMO involvement in the future

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2006-07 GRANTS

- Coos Art Museum: Marketing brochure
- Lincoln City Visitor & Convention Bureau: Culinary Arts Center brochure
- Sherman County: Media kit
- South Columbia County: Asset Development Plan for St. Helens
- Siskiyou Field Institute: Marketing Plan



MORE GRANT EXAMPLES

- Oregon Golf Association: Golf Database designed for inclusion on Travel Oregon website, sustainable after implementation
- Cascade Pacific Resource Conservation & Development: Willamette Valley Birding Trail Development



SUCCESSFUL GRANT COMPONENTS

- Main purpose of your project must be to generate NEW visitors to your region/area and not just re-circulating them from within your region
- Overnight room stays increased



ASK YOURSELF

- Is the project unique?
- Is the project sustainable?
- Is it clearly tourism development?

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CONTACT US ANYTIME

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(new site coming soon – old information on here now)

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