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Eight Projects Awarded Through the Oregon Wine Country License Plates Matching Grants Program

All projects will support the advancement of culinary tourism in Oregon

PORTLAND, Ore. – April 22, 2020 — The Oregon Wine Country License Plates Matching Grants Program has been awarding grants to local communities since 2015. In light of recent events and understanding how much the culinary community needs support right now, Travel Oregon is pleased to announce that eight projects have been awarded a total of \$243,000 in grant funding through the Oregon Wine Country License Plates Matching Grants Program.

Funded through revenue generated by the sale of Oregon Wine Country specialty license plates, this matching grants program helps advance wine and culinary tourism projects that improve and strengthen local economies and communities by growing and promoting Oregon's tourism industry. Submissions for this grant cycle were received in February and awarded projects will be completed by August 2021.

Grant awardees and projects:

Oregon Coast Visitors Association to host and facilitate Live Culture Coast, a two-weekend food festival that showcases the culinary richness and cultural heritage of the Southern Oregon Coast, in spring 2021.

Oregon Wine Board to support the development of a compelling Oregon wine brand and style identity.

Rogue Valley Vintners to continue work on a 2019 brand and marketing development project and launch the brand to domestic and international visitors and markets.

Tillamook Coast Visitors Association (dba Visit Tillamook Coast) to produce three new promotional videos to support new businesses and food producers that have joined the North Coast Food Trail.

Travel Salem to help fund the Polk County Tourism Alliance's efforts to produce content to support the launch of the Great Oaks Food Trail.

Umpqua Valley Winegrowers Association (UVWA) to host a new event in Eugene that will help familiarize a new demographic with Umpqua Valley wines, ultimately promoting wine tourism to the nearby region.

Visit Corvallis to create two new videos that will support the Mid-Willamette Valley Food Trail by providing an overview of the wine and culinary experiences available throughout the year.

Willamette Valley Wineries Association to create three new wine experience weekends under the brand “Cellar Season” that highlight the diversity, accessibility and beauty of winter in Willamette Valley Wine Country.

The Oregon Wine Country License Plates Matching Grants Program is tentatively scheduled to open in fall of 2020 for a special funding cycle to bolster economic recovery efforts following the COVID-19 pandemic.

To learn more about Travel Oregon’s grant programs, please visit industry.traveloregon.com/grants.

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