



TRAVEL



OREGON

Stewardship Investments
COMMISSION BRIEFING

12.3.24

Brooke Weber



DAWN SMALLMAN

dawns@traveloregon.com
(971) 260-9856

STEWARDSHIP INVESTMENTS MANAGER

**Manage Oregon Wine Country License
Plates Matching Grant and Tourism
Promotion Distribution Programs**

**Collaborate across all Stewardship
Investments programs to build transparent,
equitable processes for funding awards.**

Professional Background:

Grant Program Manager, Oregon Humanities

Fiscal Sponsorship Program Manager & Director of the
Portland EcoFilm Festival, Hollywood Theatre

Producer / Director of documentary media for public lands
visitor centers and museums

2024-25 OREGON WINE COUNTRY LICENSE PLATES MATCHING GRANTS

\$433,831.60 IN TOTAL AWARD

(14) Awarded Grantees

(27) Eligible Applications Submitted

Total Request for Funding: \$764K

Funding Distributed on Nov. 21

Celebrating the largest award in the program's history!



Michelle Horsey

2024-25 WINE COUNTRY LICENSE PLATE MATCHING GRANT AWARDEES

Applegate Valley Vintners Association
\$6,575

Astoria-Warrenton Area Chamber of
Commerce
\$15,000

City of Dayton
\$23,500

City of Dundee
\$50,000

City of Lincoln City
\$12,000

Eastern Oregon Visitors Association
\$15,746

Oregon Wine Board:
2 awards / \$50,000 each

Tillamook Coast Visitors Association,
dba Visit Tillamook Coast
\$10,000

Travel Medford
\$47,500

Travel Southern Oregon
\$10,000

Umpqua Valley Winegrowers
Association \$47,510

Visit Newberg
\$46,000

Willamette Valley Wineries Association
\$50,000

Gwyneth & Amiana Manser

COLLABORATION WITH NEW RECREATION READY PROGRAM

Program helps rural and tribal communities develop outdoor recreation visitor experiences that drive economic prosperity and respect natural environments while increasing access and equity.

Collaborating with Destination Services team to create transparent, equitable funding guidelines, standards and processes for the selection of program participants.

Program closes for applications on Dec. 6



Dylan VanWeelden / Travel Oregon



SUPPORTING COLLABORATIVE REGIONAL INVESTMENTS PROGRAM

Regional Services' CRI program allocates financial resources to projects, programs and investments intended to advance the state's 10-year Strategic Vision.

Incorporating Stewardship Investment's processes that will benefit applicants and program participants by providing a single access point to efficiently manage their funding awards across multiple programs and funding cycles.

60 radio episodes
co-hosted

719 books read
since Nov. 2007

10.5 grant dollars
awarded
(in millions)

1 yarn bomb alias

34 years since my musical stage debut in 2nd grade
as "The Balloon Man"

Deb Vaughn, MFA | CNPE
(she/her)

Grants Manager | Travel Oregon
971-717-6199
debv@traveloregon.com





COMPETITIVE GRANTS CELEBRATING THE 2023 CYCLE

Requests: \$14M over 216 projects

Awarded: \$3.6M to 56 projects

Planned Awards for 2024: \$5.2M

COMPETITIVE GRANTS 2023 SUCCESS STORIES

"Jackalope Jamboree is the only music festival in rural Eastern Oregon that places an emphasis on promoting underrepresented artists, notably female artists, LGBTQ artists, Native American artists, and artists of color. As a result, this event attracts a different tourism demographic . . . compared to the traditional events."

- Pendleton Chamber of Commerce

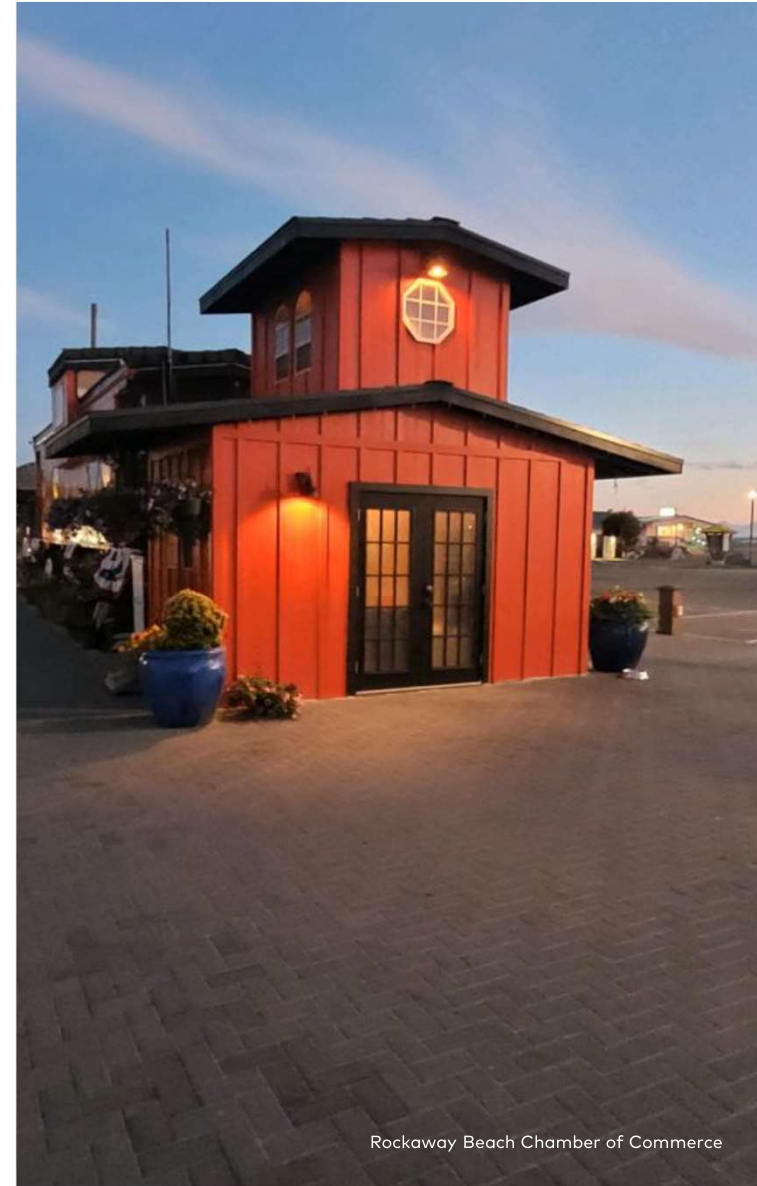


Joni Kabana

COMPETITIVE GRANTS 2023 SUCCESS STORIES

"The project allowed us to connect with underrepresented community members."

- Rockaway Beach Chamber of Commerce



Rockaway Beach Chamber of Commerce

COMPETITIVE GRANTS

KEY LEARNINGS: EXPANDING ACCESS

In the 2023 grant cycle,

80% of projects included services to "people with disabilities"

>50% of projects were infrastructure improvements to support visitors with reduced mobility



Joseph Blake

COMPETITIVE GRANTS KEY LEARNINGS: INCREASING SUCCESS

- Rubric of scored criteria
- "Developing a Strong Proposal" resources
- RDMO meetings
- Applicant information sessions

2024 COMPETITIVE GRANTS PROGRAM MODEL

GOAL: Oregon is known as a welcoming destination for all

OBJECTIVE: Increase access and inclusion

STRATEGIES:

INFRASTRUCTURE PROJECTS

MARKETING PROJECTS

↓
ENHANCE

*improve an
experience*

↓
EXPAND

*create something
that
doesn't exist or
reach a new audience*

↓
PROMOTE

*share an
asset*

COMPETITIVE GRANTS PROGRAM TIMELINE

Dec. 2, 2024	LOI available online
Jan. 15, 2025	Deadline to submit LOI
Feb. 27, 2025	Deadline to submit application
June 17, 2025	Funding decisions announced
Nov. 3, 2026	Project completion date

<https://www.grantinterface.com/Home/Logon?urlkey=otc>

An aerial photograph of a landscape featuring a winding river or stream that flows from the left towards the right. The river is dark blue, contrasting with the surrounding green and brownish grass. The terrain is dotted with small, dark green shrubs and some bare, light-colored patches of ground. The text "Thank you" is centered over the middle of the river in a white, serif font.

Thank you