Willamette Valley Visitors Association FY26-27 Agritourism Access Fund

Application Questions

Section 1: Willamette Valley Visitors Association Strategic Investment Fund

The goal of the Agritourism Access Fund is to expand access to a breadth of diverse agritourism experiences in the Willamette Valley region, supporting both traditional farm and specialty crop agritourism, and dispersing the experiences throughout the region. Please refer to the guidelines for more details about funding, priorities, eligibility, and timeline.

WVVA Agritourism Access Fund FY26-27 Guidelines

** starred questions are required*

Section 2: Applicant Information

Please help us get to know your organization.

Organization Name *

Organization Address *

Organization Type *

- Non-profit organization
- For-profit business
- Federally recognized tribe
- City or county government
- Government agency
- Destination management/marketing organization
- Other:

Primary Contact Name *

Primary Contact Job Title *

Primary Contact Email *

Primary Contact Phone Number *

Who has contract signing authority (if different than above)?

Signer Name

Signer Job Title

Signer Email

Signer Phone Number

Section 3: Project Description

Use these questions to help us understand the project you are working on.

Project Name *

Total funding requested *

Describe your project. *

In which Willamette Valley county will your project take place? (Please select all that apply) *

- Benton
- Clackamas
- Lane
- Linn
- Marion
- Polk
- Yamhill
- Other

How will the work be completed for this project? *
Detail any volunteers, contractors or staff who will be completing this work.

How will you measure the success of this project? *

Will this project build long-term organizational capacity? *

Are you working on this project with your local Destination Marketing Organization (DMO)? If so, please describe. *

Section 4: Required Project Criteria

How does the project attract visitors to your community from 50 miles away or more? *
Explain your target markets, marketing plans, inclusion efforts for the project, etc.

Describe how the project benefits the visitor industry in the Willamette Valley. *

Describe how the project introduces a new idea, enhances existing offerings, or fills a gap in the regional tourism landscape. *

Describe how the project contributes to accessibility, diversity, equity, and inclusion in tourism. *

Describe your project timeline and any barriers you anticipate to spending the awarded funds and completing the project by Dec. 31, 2027. *

Section 5: Project Budget

Use this section to help us understand how WVVA's dollars will be implemented for your project.

Funding Amount Requested *
Applicants can request up to $5,000 to purchase and install accessibility tools to improve access to agritourism experiences for visitors with disabilities. A 50 percent match is required. Total funds available to be awarded this cycle: $19,500.

Describe how the funds will be used. *

Total Project Cost *

If WVVA funds are covering only part of the project, explain how the remaining funds will be secured.

Could you accept less money than the full amount requested and still achieve some or all of the project goals? *

Will the applicant be acting as a fiscal agent for a project without an official organization sponsor? *

Submit a project budget. *
Use your own budget or download a budget template. To use the WVVA budget template, download or save a copy of the Google Sheet, WVVA SIF FY26-27 Budget Template.

Submit supporting documents. *

Submit a quote for the project or any other supporting documents.