Willamette Valley Visitors Association FY26-27 Agritourism Access Fund

Guidelines

About the Willamette Valley Visitors Association.

The Willamette Valley Visitors Association (WVVA) is a Regional Destination Management Organization (RDMO) focused on promoting responsible tourism and regional economic well-being that benefits residents and visitors alike.

Mission.

Our mission is to enhance the region's vitality by cultivating authentic experiences to support local communities, ensuring the Willamette Valley's long-term resilience. We are dedicated to fostering the prosperity of the Willamette Valley as a welcoming and inclusive year-round destination.

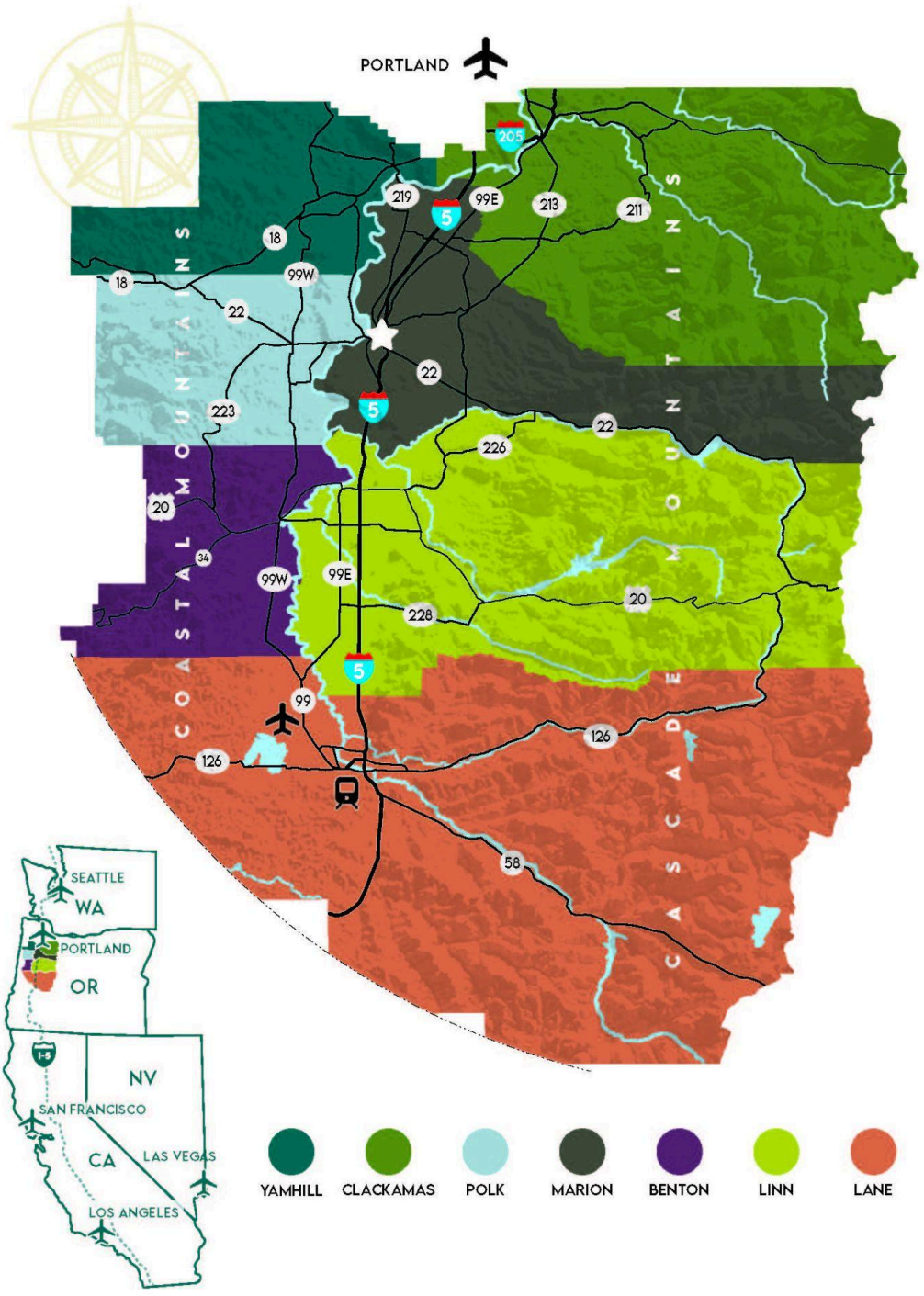
Funding.

Our funding comes from Oregon's Regional Cooperative Tourism Program, which requires Travel Oregon to pay 20% of the statewide lodging tax back to the regions where it is collected. As the manager of the Willamette Valley regional resources, WVVA is required to spend 10% of our annual RCTP budget via a Strategic Investment Fund.

Region.

WVVA represents the region from Wilsonville to Cottage Grove and the crest of the Coast range to the crest of the Cascade mountains. Our service area includes Southwest Clackamas, Yamhill, Marion, Polk, Linn, Benton, and East (non-coastal) Lane counties.

Willamette Valley Visitors Association Region Map.



About the Agritourism Access Fund

Purpose.

The Agritourism Access Fund provides matching funds to agritourism businesses in the Willamette Valley region to help purchase and install accessibility tools such as Mobi-mat, Access Trax, Access Rec, EnChroma Colorblind Glasses, Freedom Trax, Hero Door Opener, hearing loops, accessible hayride trailer, accessible handwash station, etc.

Goal.

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.

Funding.

Applicants can request up to $5K to purchase and install accessibility tools to improve access to agritourism experiences for visitors with disabilities. A 50 percent match is required. *(ex: Your farm has $4,000 to invest. You can request up to $4,000 from WVVA, for a total accessibility investment of $8,000).* Total funds available to be awarded this cycle: $19,500.

Funding Priorities.

Funded projects will increase access to agritourism experiences such as flower fields, U-pick farms, vineyard tours, etc. in the Willamette Valley region.

How to apply.

Applicants must submit an application form to describe the scope of the proposed project and how the Agrigourism Access Fund dollars will be spent. Applicants must submit a quote for the product(s) to be purchased and a plan for how and where the product will be used to increase access for visitors.

Timeline.

The Agritourism Access Fund will open on November 1, 2026. Funds will be available on a first-come, first-served basis, subject to committee review, until the fund is expended.

Process.

Awarded applicants must save receipts from their project and submit them for reimbursement.

Project reporting.

Applicants must submit a project report after the season in which the access tool was purchased and implemented, via a brief form. They are encouraged to share photo and video content of the accessibility tool(s) and any learnings that could help others successfully make similar investments in accessibility infrastructure.

Questions?

Please contact Tori Middelstadt, Executive Director, at tori@willamettevalley.org.

Resources.

- Bringing Mobi-mats to Your Community: A Step-by-Step Guide
- Creating an Inclusive Agritourism Experience
- Agritourism and Accessibility: What Small Farms Need to Know
- Cultivating Accessibility: ADA Guidelines for Agritourism
- Navigating ADA Compliance for Agritourism Guests