

Willamette Valley Visitors Association FY26-27 Strategic Investment Fund

Application Questions

Section 1: Willamette Valley Visitors Association Strategic Investment Fund

The annual Willamette Valley Visitors Association Strategic Investment Fund focuses on direct investment with partners within the Willamette Valley to fuel community-driven work in support of destination marketing and development. Please refer to the guidelines for more details about funding, priorities, eligibility, and timeline.

[WVVA SIF 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

These criteria are required for projects to be considered for funding.

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.

Which WVVA destination marketing funding priorities apply to this project? (choose all that apply)

- Marketing materials and campaigns for shoulder and off-season, niche and secondary visitor experiences, and emerging markets
- Marketing asset acquisition (photography, videography, user-generated content)
- None of the above
- Other

Which WVVA destination development funding priorities apply to this project? (choose all that apply)

- Niche and secondary visitor experience development
- Venue accessibility improvements (hearing loops, multilingual signage, etc.)
- Trail stewardship investments (wayfinding, accessibility improvements, etc.)
- None of the above
- Other

Which WVVA meetings, events, and sports funding priorities apply to this project? (choose all that apply)

- Bid fee support for new/expanded multi-day sports and meetings tourism events
- Scholarships for lodging partners to attend B2B conferences (Go West Summit, NTA, ABA, etc.)
- None of the above
- Other

Which WVVA destination marketing priorities apply to this project? (choose all that apply)

- Promoting shoulder and off-season visitation.
- Promoting visitation to lesser-known destinations in the Willamette Valley.
- Promoting inclusive and accessible travel.
- Promoting sustainable visitation.
- Promoting visitation aligned with destination development priorities.
- None of the above
- Other

Which WVVA destination development priorities apply to this project? (choose all that apply)

- Outdoor recreation (hiking, cycling, paddling, wildlife viewing, etc.).
- Culinary & agritourism (sustainable agricultural experiences, Willamette Valley-grown products, restaurants and chefs serving Willamette Valley- and Oregon-grown products).
- Arts, culture, & heritage (visual arts and performing arts, history and cultural heritage, museums and attractions, mainstreet experience enhancement).
- Expansion or enhancement of current destination assets to be more inclusive, welcoming and/or accessible.
- None of the above
- Other

Which WVVA meetings, events, and sports priorities apply to this project? (choose all that apply)

- Multiday events that draw visitors from outside 50 miles.
- FAMs for meetings, event, and sports planners.
- B2B travel trade conferences to expand regional tourism product.
- None of the above
- Other

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 supports long-term regional economic sustainability. *

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

Section 5: Enhanced consideration.

These criteria can elevate your application but are not required.

Describe how the project incorporates sustainable tourism practices.

Does your organization have an equity/inclusion policy?

If yes, please provide below. If no, please describe your organization's equity/inclusion work.

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

Describe how the project leverages partnerships and collaboration within the Willamette Valley.

Describe how the project benefits more than one Willamette Valley community or county.

Section 6: 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 between \$5,000 and \$50,000 to support their project. Applicants may request an administration fee of up to 10 percent of the requested project amount. Total funds available to be awarded this cycle: \$95,176.

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 letters of support or any other supporting documents.