

Willamette Valley Visitors Association

FY26-27 Strategic Investment Fund

FAQs

How is a visitor defined?

A visitor is anyone who travels 50 miles or more from home, or who stays in a hotel room or other lodging accommodations overnight. For this grant, a visitor is anyone who travels 50 miles or more from where the project takes place, even if that is within the Willamette Valley.

What does “seasonal” mean?

Seasonality of tourism varies by region. In your project pitch form, please explain how your project supports tourism in a shoulder or off season for your location.

What documentation do I need to submit?

If your project is selected for funding, you will need to submit a W9. We will verify your active business or entity status with the Oregon Secretary of State Business Registry Database.

When does my project need to be completed?

Your project needs to be completed and funds spent by December 31, 2027.

If I am partnering on a project with another organization, can I also submit a project under my own entity?

Each entity may be awarded funds for one project per fiscal year. If you are a partner organization on another organization's project, ensure you are not the lead applicant on two projects for both projects to receive consideration.

What is an administration fee?

Applicants may request an administration fee of up to 10 percent of the requested project amount. This fee can be used to cover organizational costs associated with executing the granted project.