



Willamette Valley

Willamette Valley Visitors Association
2026-27 Strategic Investment Fund

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ABOUT WVVA

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.

OUR 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.

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OUR 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.

WHAT IS THE WILLAMETTE VALLEY 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.

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ABOUT THE 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.

AVAILABLE FUNDING

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.

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FUNDING PRIORITIES: DESTINATION MARKETING

- 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)

FUNDING PRIORITIES: DESTINATION DEVELOPMENT

- Niche and secondary visitor experience development
- Venue accessibility improvements (hearing loops, multilingual signage, etc.)
- Trail stewardship investments (wayfinding, accessibility improvements, etc.)

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FUNDING PRIORITIES: MEETINGS, EVENTS, & SPORTS

- Bid fee support for new/expanded multi-day sports and meeting tourism events
- Scholarships for lodging partners to attend B2B conferences (Go West Summit, NTA, ABA, etc.)

HOW TO APPLY

- Applicants must submit an application to describe the scope of the proposed project and how the Strategic Investment Fund dollars will be spent.
- All projects must submit a grant budget.

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TIMELINE

October 1 to November 15, 2026. WVVA SIF applications opens.

November 15 to December 15, 2026. Application review and award decisions by SIF committee. WVVA may request a collaborative meeting with the applicant if needed.

January 2027. WVVA will create an MOU for awarded projects, including reporting and budget tracking requirements. On completion of the MOU, WVVA will disburse the first 90% of funds. Event bid fees will be earmarked and awarded upon a successful bid.

December 31, 2027. All awarded funds must be spent, projects completed, and final receipts, recaps, and deliverables submitted. Once complete, WVVA will disburse the remaining 10% of funds.

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ELIGIBILITY

- Non-profit organizations, for-profit visitor-facing businesses, federally recognized Tribes, and local governments serving or providing a visitor experience in the Willamette Valley.
- Applicants must serve the Willamette Valley and be located in the following counties: Southwest Clackamas, Yamhill, Marion, Polk, Linn, Benton, and East (non-coastal) Lane (see map on page 1).
- DMOs may apply as a fiscal agent for a project without an official organization sponsor, or apply for bid fee support, but are otherwise ineligible to apply. A DMO is an organization that receives lodging tax dollars, uses those funds for tourism marketing or development, and serves visitors from 50 miles or more away.
- Entities may submit multiple projects, but only one project per entity may be awarded each funding cycle.
- Ineligible projects include fundraising campaigns, staffing capacity, organizational operations and development, event sponsorships, and website / app development.

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REQUIRED PROJECT CRITERIA

The application will ask about these criteria:

- Does the project attract visitors to your community from 50 miles away or more?
- Does the project align with WVVA priorities in destination marketing or development?
- Does the project clearly benefit the visitor industry in the Willamette Valley?
- Does the project introduce a new idea, enhance existing offerings, or fill a gap?
- Does the project support long-term regional economic sustainability?
- Can the awarded funds be spent and projects accomplished by Dec. 31, 2027?

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ENHANCED CONSIDERATION

These criteria can elevate your application but are not required:

- Does the project incorporate sustainable tourism practices?
- Does the project contribute to accessibility, diversity, equity, and inclusion in tourism?
- Does the project leverage partnerships and collaboration within the Willamette Valley?
- Does the project benefit more than one Willamette Valley county?

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MARKETING PRIORITIES

- 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

MEETINGS, EVENTS, & SPORTS PRIORITIES

- Multiday events that draw visitors from outside 50 miles
- FAMs for meeting, event, and sports planners
- B2B travel trade conferences to expand regional tourism product

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DEVELOPMENT PRIORITIES

- 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

BUDGET
TEMPLATE

{insert org name}					
{project title}					
INCOME					
	BUDGET			Actual	
	Cash	In-Kind		Cash	In-Kind
Willamette Valley Visitor Association Strategic Investment Fund					
OTHER INCOME					
SUB TOTAL INCOME	\$0.00	\$0.00		\$0.00	\$0.00
TOTAL INCOME	\$0.00			\$0.00	
EXPENSES					
	BUDGET			Actual	
	Cash	In-Kind		Cash	In-Kind
SUB TOTAL EXPENSES	\$0.00	\$0.00		\$0.00	\$0.00
TOTAL EXPENSES	\$0.00			\$0.00	

LEAVE "ACTUAL" COLUMNS (F & G) BLANK FOR GRANT APPLICATION
(ONLY USE ONCE AWARD IS MADE TO TRACK ACTUAL
INCOME/EXPENSES)

SAMPLE
PROJECT
BUDGET

SAMPLE ORG Budget Trailhead Intreprative Sign Update					
INCOME					
	BUDGET			Actual	
	Cash	In-Kind		Cash	In-Kind
<i>Willamette Valley Visitor Association Strategic Investment Fund</i>	<i>\$2,500.00</i>				
OTHER INCOME					
Sample ORG Contribution	\$270.00				
Volunteer Support Implement new website theme & SEO work for new website (\$33.49/hr @ 4 hours)		\$133.96			
SUB TOTAL INCOME	\$2,770.00	\$133.96		\$0.00	\$0.00
TOTAL INCOME	\$2,903.96			\$0.00	
EXPENSES					
	BUDGET			Actual	
	Cash	In-Kind		Cash	In-Kind
Design Consultant Design update for trailhead intreprative sign (\$70/hr @ 25 hours)	\$1,750.00				
Sign Printing Printing of new sign	\$890.00				
Web Theme	\$130.00				
Volunteers to install new sign		\$133.96			
SUB TOTAL EXPENSES	\$2,770.00	\$133.96		\$0.00	\$0.00
TOTAL EXPENSES	\$2,903.96			\$0.00	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" COLUMNS (F & G) BLANK FOR GRANT APPLICATION (ONLY USE ONCE AWARD IS MADE TO TRACK ACTUAL INCOME/EXPENSES)

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2025-2026 FUNDED PROJECTS

- Cascades Raptor Center - South Hill Accessibility Project
- City of Wilsonville / Explore Wilsonville - Wilsonville Area Wheel the World Project
- Gilbert House Children's Museum - GHCM Video Marketing Plan
- Marion Berries Baseball Club - Chemeketa Baseball & Multi-Use Facility Renovation
- McKenzie River Chamber of Commerce - Marriage on the McKenzie Marketing Campaign
- National Forest Foundation - Blue Pool Accessible Trail Bridge
- Oregon Rides & Events - Ride the Dirt Wave - Alsea Falls
- Oregon Truffle Festival - Joriad North American Truffle Championship Promotional Video
- Theatre 33 - Theatre 33 2026 Regional New Play Festival
- Westfir Lodge - Go West Summit 2026

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GRANTSMITHING 101 TRAINING

with Travel Oregon

Wednesday, October 7

9 a.m. to 12:30 p.m.

Chemeketa Eola, Salem

Free for industry partners

Click to Register

<https://www.eventbrite.com/e/grantsmithing-101-with-travel-oregon-tickets-1999576726817>



Scan to Register

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QUESTIONS?

- Please contact Karen Olson, Destination Development Manager, at karen@willamettevalley.org.



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