

TRAVEL PORTLAND VISITOR EXPERIENCE ENHANCEMENT GRANTS

2024 GUIDELINES

MISSION AND VISION

Travel Portland generates travel demand that drives economic impact for Portland. We do that by promoting the destination in bold, innovative and collaborative ways that harness Portland's personality and values and connect visitors to authentic experiences. We do it because we believe in the good of Portland and the transformative effects of travel.

PROGRAM OUTLINE

Visitor Experience Enhancement Grants are made possible through lodging taxes and fees collected from hotels and short-term rentals in Portland. Travel Portland established this grant program to help fund projects that will create new tourism infrastructure or enhance existing tourism infrastructure in Portland in alignment with the following strategic objectives:

- Create mainstream awareness of Portland as a Destination
- Strengthen Portland's brand
- Elevate the visitor experience

The total funding available for the 2024 grant cycle is up to \$150,000. Requests between \$10,000 to \$25,000 will be accepted. Projects must be complete by May 1, 2025.

ELIGIBILITY

Entity Eligibility

Eligible applicants include those listed below who are doing business in Portland and must be able to demonstrate direct work in support of improving the economic impacts of Portland's travel and tourism industry:

- Non-profit organizations that have been registered with the Oregon Secretary of State's Office for at least two years
- For-profit entities that have been registered with the Oregon Secretary of State's Office for at least two years
- Federally recognized tribes

Project Eligibility

Eligible projects must clearly show alignment with tourism infrastructure and meet the following requirements:

- The project must have a visitor-facing (tourism) element and possess the potential to achieve visibility and recognition nationally or internationally as evidenced by current programs and management structure.
- The project proposal must include a complete plan that covers feasibility, schedule and budget and must be completed within one year of grant disbursement.

For examples of eligible projects, please reference the list of past grant recipients at www.travelportland.com/grants. Eligible projects are not limited to the types of projects listed there.

Successful applications will incorporate tourism best practices, innovation, collaboration and business ideas with strong commercial potential for the local tourism economy.

Ineligible Projects and Activities

The following activities are not eligible for grants:

- Events / temporary activations
- Mobile app development
- Cannabis or tobacco tourism-related projects
- Staff salaries and other ongoing operational costs
- Deferred, regular or ongoing maintenance and upkeep

REQUESTS FOR FUNDING

Funding requests must range from \$10,000 to \$25,000. A maximum of one grant project per organization per grant cycle will be awarded.

No match is required for any funding request. However, applications that show additional funds provided through cash or in-kind contributions may be given preference.

DECISION-MAKING PROCESS

Funding awards will be based on a project's alignment with Travel Portland's mission of strengthening Portland's economy through tourism, being intentional about how the quality of life for residents can be balanced with the quality of the visitor experience and responsibly growing Portland's tourism industry for the benefit of all.

The decision to fund a grant proposal will be determined by its strength in the following areas:

- Likelihood of the project to clearly increase overnight stays in the city of Portland either in the near term or in the long-term, depending on the project's development phase. Due

to the immediate need for increased tourism activity, near-term projects may be given preference over long-term projects in this cycle.

- Creating new tourism demand in alignment with at least one of Travel Portland’s focus areas for leisure travel promotion:
 - Food and beverage (The Foodie)
 - Outdoor recreation (The Adventurer)
 - Tax-free shopping and makers (The Shopper)
 - Culture, arts and entertainment (The Culturist)
- Ability to advance the destination in welcoming visitors and locals with diverse ethnic, racial and cultural backgrounds and varied abilities and ensure that projects are barrier-free, affordable and inclusive wherever possible.
- Positive impact on the visitor experience in Portland; differentiating factor from other destinations.
- Ability of the project to leverage investment and ROI by matching other organizations' in-kind and/or financial contributions.
- Demonstrated ability of the project to become financially self-sufficient after the term of the grant request is complete.
- Readiness of project to commence in a timely manner with initial objectives as identified in the grant application upon receipt of grant funding.

Travel Portland reserves the right to award grants in amounts totaling less than all funds available under the Visitor Experience Enhancement Grants Program, to award a different amount than is requested in a grant application, to make changes to the Grant Guidelines or to cancel the Grants Program in its entirety.

GRANT AWARD PROCESS

Grant Agreement

Upon selection, grant recipients shall sign an agreement that includes a scope of work, terms of the project, payment timeline and reporting requirements.

Grant Funds Disbursement

Awarded grant funds will be disbursed upon receipt of a signed grant agreement, invoice and W-9. These funds may only be used for costs related to the project and clearly identified in the grant budget. Any grant funds not used as approved shall be returned to Travel Portland in accordance with the grant agreement.

Summary Report

A final summary report must be submitted through Travel Portland’s online grant management system, with copies of detailed project expenses (receipts). The report is due by June 1, 2025.

GRANT TIMELINE

Thursday, December 14, 2023 – Grant guidelines available online

Monday, Jan. 8, 2024 (9 a.m. PST) – Eligibility quiz and application form available online

Wednesday, Jan. 10, 2024 (12 p.m. PST) – Virtual information session

Monday, Feb. 12, 2024 (5 p.m. PST) – Deadline to submit application

Friday, March 22, 2024 – Application status notification

Monday, April 15, 2024 – Grant agreement due

April 30, 2025 – Project completion deadline (grant funds spent)

May 15, 2025 – Final summary report due (includes final budget and proof of spending)

GRANT APPLICATION CHECKLIST

Eligibility Quiz

In order to access the online application form, all applicants must submit an eligibility quiz to ensure that the entity is eligible for consideration. Upon completion of the eligibility quiz, the applicant will receive access to the application.

Application Information / Required Documentation

Before beginning the online application, we encourage applicants to [review the application questions in advance](#) and gather all information and/or documents required to submit the application:

- Federal W-9 Form – form must be complete, signed and dated
- Project budget (must use the [required budget form](#))
- Project timeline with milestones
- Project support letters (recommended, not required)
- Marketing plan (if applicable)

QUESTIONS

View the [2024 Visitor Experience Enhancement Grants web page](#) for commonly asked questions. Submit additional questions via email to grants@travelportland.com. Please be aware that email response time may be delayed, but questions will be answered as quickly as possible.