

2026 Visitor Experience Grant

Travel Portland

Application Instructions

Fill out the application questions below and click Submit when you are ready to submit your application. [Click here for a tutorial of this website.](#)

Language

If you would like to view this page in another language, please click on the Select Language dropdown in the upper left-hand corner and select the appropriate language.

Character Limits

Our application portal requires us to place character limits on written responses. Please take note of the limits for each question and ensure your response fits within it, or you will not be able to submit your application.

Collaboration

If you would like to invite others to collaborate on this application, click the blue Collaborate button in the upper right-hand corner of this page. You can then invite others to view, edit or submit the application. [Click here for a tutorial for using this feature.](#)

Project Summary

Project Name*

Character Limit: 100

Grant Amount Requested*

Amount should range from \$25,000–50,000.

Character Limit: 20

Estimated Project Start Date*

Character Limit: 10

Estimated Project Completion Date*

Completion date should be before May 1, 2027.

Character Limit: 10

Project Location (District)

Select the district where your project is located within the City of Portland, if applicable. For help identifying your district, please visit <https://www.portland.gov/council/districts>.

Choices

District 1

District 2

District 3

District 4

N/A - Outside the City of Portland

What type of organization are you?*

Choices

Nonprofit - 501(c)(3)

Nonprofit - 501(c)(6)

For profit - with fiscal sponsor

For profit - no fiscal sponsor

Federally recognized tribe

Tourism Impact

Project Description*

Describe your project, explaining what it is, why it's needed, how it will help attract visitors to the region, and how it will enhance the visitor experience. (500 words)

Character Limit: 3000

Project Goals*

Describe how you define the project's success. (500 words)

Character Limit: 3000

Economic Benefit*

How will this project increase overnight stays and provide economic benefit for the Portland community? (500 words)

Character Limit: 3000

Marketing Strategy

Marketing Plan*

Please upload your organization's **marketing plan** that outlines how you will promote your project, if funded by this grant. Your marketing plan should demonstrate how you will reach your intended audience, raise awareness, and achieve your outreach goals.

Your plan should include (as applicable):

- Target audiences and key messaging
- Marketing and communication goals
- Strategies and tactics (e.g., advertising, social media, partnerships, events, PR)
- Timeline of marketing activities
- Methods for measuring success or impact

If your organization does not have a formal marketing plan, you may use [this template](#) or include the requested information in the text box below.

Character Limit: 2000 / File Size Limit: 5 MB

Project Readiness and Feasibility

Project Timeline*

Provide a proposed timeline for project implementation. Be sure to include:

- Key project milestones
- Any permits or partnerships that are already secured or pending approval
- Any potential issues that could inhibit project completion by May 1, 2027 and how they will be mitigated

(500 words)

Character Limit: 3000

Project Team*

Describe the project team that will be responsible for implementing this project. Be sure to include:

- Roles and responsibilities of key team members
- Their relevant qualifications or experience
- How their expertise will contribute to the success of the project

(500 words)

Character Limit: 3000

Equity, Diversity & Inclusion

Advancing Equity, Diversity & Inclusion*

Describe how your project will contribute to our goal of making Portland a more welcoming destination to visitors from all backgrounds. Consider including the following:

- How does your project reflect or promote diversity, equity, and inclusion (e.g., in content, staffing, audiences, or partnerships)?

- How have you engaged underrepresented or marginalized groups in the design or delivery of this project?
- How will your project ensure equitable access and benefits for all communities?

(500 words)

Character Limit: 3000

Accessibility

Accessibility Considerations*

As we work to make Portland more welcoming to visitors of all abilities, what accessibility considerations or plans are in place for your project? Examples could include providing tactile/Braille maps (vision), wheelchair access (mobility), or low-sensory hours (cognitive). (500 words)

Character Limit: 3000

Budget

Estimated Total Project Cost*

Character Limit: 20

Use of Funds*

Outline specifically how the grant funds will be used. (500 words)

Character Limit: 3000

Financial Sustainability*

What is your plan to sustain the project financially after the grant period ends? (500 words)

Character Limit: 3000

Project Budget*

Provide a detailed project budget, using one of the linked templates below. Budgets that do not use one of these templates will not be reviewed.

Please include all confirmed and pending funding sources.

[Microsoft Excel Template](#)

[Google Sheets Template](#) (If using Google Sheets, be sure to make a copy, add your budget details and then download the file as a .pdf so you can upload it here.)

File Size Limit: 5 MB

Community Support & Partnerships

Partner Organizations*

List all partnering organizations for this project, including:

- A description of their roles and responsibilities
- Any financial or in-kind commitments (i.e., payments received in goods or services as opposed to money)

(500 words)

Character Limit: 3000

Letters of Support (Optional)

If you have letters of support for your proposal, combine them into one file and upload it here.

File Size Limit: 5 MB