



2025 VISITOR EXPERIENCE ENHANCEMENT GRANT 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 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 2025 grant cycle is up to \$250,000. Requests between \$25,000 to \$50,000 will be accepted. Projects must be complete by May 1, 2026.

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

Project Eligibility

Eligible project proposals must:

- Be related to tourism infrastructure (examples include, but are not limited to, new visitor attractions, capital improvements to visitor facilities, permanent installations);
- Serve visitors and possess the potential to increase tourism to Portland;
- Include a complete plan that covers feasibility, schedule and budget; and
- 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.

Ineligible Projects and Activities

The following activities are not eligible for grants:

- Events / temporary activations or exhibits lasting less than 8 weeks
- Film and video projects
- Marketing campaigns
- Mobile app development
- Cannabis or tobacco tourism-related projects
- Staff salaries and other ongoing operational costs
- Deferred, regular or ongoing maintenance and upkeep

AVAILABLE FUNDING

The total funding available for the 2025 grant cycle is up to \$250,000. Funding requests must range from \$25,000 to \$50,000. A maximum of one grant 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.

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 PROGRAM TIMELINE

Nov. 7, 2024 – Grant guidelines available online

Jan. 13, 2025 (9 a.m. PST) – Eligibility quiz and application form available online

Jan. 15, 2025 (12 p.m. PST) – Virtual information session

Feb. 3 – Feb. 7, 2025 – Travel Portland staff available for final draft review (via phone or Zoom during normal business hours)

Feb. 10, 2025 (5 p.m. PST) – Deadline to submit application

March 28, 2025 – Awards announced

April 14, 2025 – Grant agreement due

June 30, 2025 – Grant funds disbursed

May 1, 2026 – Project completion deadline (grant funds spent)

June 1, 2026 – Final project report due (includes final budget and proof of spending)

HOW TO APPLY

Eligibility Quiz

In order to access the online application form, all applicants must submit an eligibility quiz to ensure that the project 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)

DECISION-MAKING PROCESS

Funding decisions will be made by Travel Portland leadership, based on the recommendations of a cross-departmental committee of Travel Portland staff members. 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.*
- Positive impact on the visitor experience in Portland.
- Contribution to differentiating Portland from other destinations.
- 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.
- Ability of the project to leverage investment and ROI through 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.

GRANT AWARD PROCESS

Grant Agreement

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

Disbursement of Grant Funds

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, 2026.

QUESTIONS / ASSISTANCE

View the [2025 Visitor Experience Enhancement Grants web page](#) for commonly asked questions. Submit additional questions via email to grants@travelportland.com.