

STRATEGIC INVESTMENT PROGRAM:

FOUNDATION AWARD (PROJECTS UP TO \$20K)



**EXPLORE
TUALATIN
VALLEY**

ABOUT EXPLORE TUALATIN VALLEY

Established in 1983 as “Washington County Visitors Association”, Explore Tualatin Valley (ETV) is a non-profit destination marketing and destination development organization, funded by 2.33% of the transient lodging tax (TLT) generated and collected in Washington County. ETV’s role is to identify and market to out-of-area-visitors, with the mission to increase overnight visitation in Washington County, (known as “Tualatin Valley” to consumers).

VISION

Tualatin Valley is known as a diverse and inspiring Oregon destination where urban sophistication and rural authenticity meet.

MISSION

Explore Tualatin Valley cultivates a thriving destination through approachable and inclusive visitor experiences, sustainable economic impact, and exceptional quality of life.

CORE VALUES

Foundation

We serve as a platform for cultural and economic growth

Inspiration

We spark big ideas and big experiences

Relevance

We focus on what truly matters to our visitors and our communities

Tomorrow

We propel our destination forward with vision and agility

Heart

We are rooted in—and connected to—our place

ELIGIBLE FOUNDATION AWARD PROJECTS

Explore Tualatin Valley’s (ETV) Strategic Investment Program is a competitive award program offered to Washington County, Oregon, based non-profit 501(c) organizations, confederated tribes, and government partners. ETV is seeking engaged, enthusiastic, collaborative partners in tourism who are rooted in—and connected to— Tualatin Valley, as we are.

We seek projects that will inspire awareness and overnight visitation to Washington County, Oregon, and that serve as a platform for cultural and economic growth.

Organizations that have an inspirational project that will collaboratively propel Explore Tualatin Valley forward in our efforts to promote the destination to visitors and enhance the quality of life of our residents are encouraged to apply.

PRIORITY GIVEN TO PROJECTS ALIGNING WITH THE FOLLOWING:

- Generates overnight stays in paid accommodations (e.g. hotels, motels, B&B, RV parks, camping)
- Serves unmet visitor needs
- Creates, inspires, and/or improves a tourism-facing business activity
- Has clear objectives and deliverables
- Supports off-season and lower demand visitation periods
- Leverages support from other sources
- Lacks access to existing taxing or community-funded mechanisms
- Is collaborative in nature and/or linked with or supported by existing multi-community, regional, or statewide programs and efforts
- Provides evidence of support, endorsement, and demand by the communities or constituencies the project is proposed to serve
- Fosters the areas of sustainability and accessibility
- Enhances diversity, equity and inclusion

OUR PRIORITIZED AREAS OF DEVELOPMENT

Tualatin Valley as a Wine and Craft Beverage Destination

Tualatin Valley is the closest wine destination to Portland and PDX. ETV supports and promotes wine tourism and is working to increase visibility and accessibility to our unique wine region. Similarly, ETV recognizes the abundance of craft breweries and cideries, and aims to explore opportunities to showcase the craft beverage segment in Washington County.

Tualatin Valley as an Arts & Culture Destination

ETV supports the creativity and diversity of our local arts and cultural assets. We recognize Washington County's unique positioning as a wine destination with access to a variety of arts and cultural experiences. ETV supports the enrichment of our arts and culture organizations.

Tualatin Valley as a Recreational Destination

ETV is a proactive partner with local and state parks, refuges, riverkeepers, and other organizations to work towards conserving and developing recreation options. ETV is looking to further support and promote the outdoor and indoor recreation sector in Washington County.

Tualatin Valley as an Agritourism Destination

Washington County has diverse agricultural offerings, including vineyards, orchards, farms, and artisanal producers, attracting visitors who seek immersive rural experiences. By showcasing the intersection of farming traditions, culinary delights, and natural beauty, ETV aims to position Tualatin Valley as an agritourism hub, stimulating awareness, preserving agricultural heritage, and offering visitors enriching and memorable opportunities.

PROJECT ELIGIBILITY

Explore Tualatin Valley's Strategic Investment competitive **Foundation Award** may support **up to \$20,000** of funding. Eligible projects include any project that will encourage and inspire tourism to Washington County. All projects must be compliant with the Americans With Disabilities Act.

Consideration for strategic investment is given to activities that may include (but are not limited to):

- Small capital projects
- Marketing collateral and promotional materials

Strategic Investment Funds will not be provided for routine operational expenses such as salaries, business operating costs, travel and mileage. See FAQs for other restrictions.

THE APPLICATION & EVALUATION PROCESS

Explore Tualatin Valley's competitive Strategic Investment Program applications will be accepted during the following periods:

Fiscal Year 2025 Awards

- **October 2024 awards:** June 1 - August 31, 2024 submissions. **Applications due by August 31, 2024.** Strategic investments will be awarded by October 31, 2024.

The Strategic Investment Foundation Award application can be found on ETV's website at tualatinvalley.org. We encourage you to fill out the online form. If you need a hard copy, please email engage@wcva.org. [Download the application questions here.](#)

Explore Tualatin Valley Staff will present applications to the Executive Committee. The Board of Directors will then review the Committees' recommendations and final proposals before voting on what strategic investments to approve.

THE FOUNDATION AWARD PROCESS

Strategic Investment Agreements

Successful applicants will enter into an award agreement with ETV. Our agreement will specify the scope of work, allocation of funds, terms of the project, reporting, project performance and expectations.

Once the award agreement is signed, the project will have one year to be completed. The ETV staff may check-in on projects as needed.

Award Funds Disbursement

Awarded funds will be dispersed upon receipt of signed award agreement, invoice and W-9. These funds may only be used for costs related to the project and clearly identified in the award budget.

Unused Funds and Non-Compliant Fund Usage

Any award funds not used by the one year contract anniversary shall be returned to Explore Tualatin Valley in accordance with the award agreement.

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Summary Report

A final summary report must be submitted one year from the date of the fully-executed award agreement. Summary should include:

- Summary of project to include but not limited to, if applicable, associated hotel room nights, media results, etc.
- Project budget
- Summary listing of all expenses incurred with a description of the purpose of the expense
- Copy of invoices
- Copy of checks or other proof of payment

EXPLORE TUALATIN VALLEY RECOGNITION

As your partner in tourism, ETV requires recognition in the promotion of projects and recognition of the financial contribution and support provided by ETV. Where possible, credit should say: **“This project is funded in part using strategic investment funds from Explore Tualatin Valley,”** to and will include the Explore Tualatin Valley logo, provided by ETV.

FAQs:

1. **Question:** Can I preview the application questions before filling out the official application?

Answer: Yes. We encourage you to [download the application questions](#) before filling out the application.

2. **Question:** Where can I access the application and what are the methods of submission?

Answer: You can find the application on [ETV's website](#). You can fill out the application online, or you can submit your completed application to engage@wcva.org.

3. **Question:** If we received a strategic investment award in a prior cycle, does that make us eligible for the current cycle?

Answer: Yes. If your organization has previously been awarded a tourism award by ETV, it will be considered for strategic investment funding if all previously awarded funds complied with agreement requirements and procedures.

4. **Question:** Can our organization submit more than one application in this cycle?

Answer: Only one strategic investment project per organization per cycle will be awarded. We recommend that organizations submit an application for the project that aligns most closely with the guidelines.

5. **Question:** Are there restrictions to what the strategic investment awards can support?

Answer: Yes. Some of these restrictions include, (but are not limited to): Administrative or membership fees, salaries, business operating costs, travel and mileage, apparel for volunteers and/or staff, non-visitor events (examples include, but are not limited to: dinners, auctions, fundraisers, galas, school events, classes/workshops, clinics, camps, etc.)

6. **Question:** Does Explore Tualatin Valley require recognition for funds awarded?

Answer: Yes. ETV requires recognition in the promotion of projects recognizing the financial contribution and support provided by ETV. Where possible, credit should say: "This project is funded in part using strategic investment funds from Explore Tualatin Valley," and will include the Explore Tualatin Valley logo, provided by ETV.

7. **Question:** Are there legal compliance guidelines that I need to be aware of?

Answer: Yes. Legal requirements/compliance/guidelines: Recipient hereby certifies that it has complied, and agrees that it shall comply, with all applicable federal, state, and local laws, regulations, executive orders and ordinances related to expenditure of the Strategic Investment moneys and the activities financed with the Strategic Investment moneys. Without limiting the generality of the foregoing, Recipient expressly agrees to comply with (a) Title VI of the Civil Rights Act of 1964, (b) Section V of the Rehabilitation Act of 1973, (c) the Americans with Disabilities Act of 1990 and ORS 659A.142, (d) all regulations and administrative rules established pursuant to the foregoing laws, and (e) all other application requirements of federal and state civil rights and rehabilitation statutes, rules and regulations.

8. **Question:** Are government projects excluded from eligibility?

Answer: The Foundation Strategic Investment Award is designed to support underserved or under-funded projects and is not intended to be a replacement for government funding. Priority will be given to projects that lack access to existing taxing or community-funded mechanisms.