

# CLACKAMAS COUNTY TOURISM STRATEGIC INVESTMENT PROGRAM WEBINAR

FY 2025-2026





# ABOUT CLACKAMAS COUNTY TOURISM

The Clackamas County Office of Tourism (*Tourism*), branded as Oregon's Mt. Hood Territory, is the destination management and marketing organization for Clackamas County.

Staff work under the direction of the County's Tourism Development Council.

Members are appointed by the Board of County Commissioners.

Funding for Tourism's programs comes from the County's 6% Transient Lodging Tax that was approved by voters in May of 1991.





# ABOUT CLACKAMAS COUNTY TOURISM

## MISSION

Our mission is to enhance the quality of life for residents by optimizing the economic impacts of the tourism industry derived by the County's Transient Room Tax and to support the County Board of Commissioner's 2025-2030 Strategic Plan.

As we work toward our mission, we engage on issues, consider opportunities, and develop plans and strategies through several lenses that include:

- Impact to Visitors, Residents, Partners, and Place
- Global Sustainable Tourism Practices
- Diversity, Equity, and Inclusion





# TOURISM STRATEGIC OUTCOMES

- Supporting the tourism industry and asset recovery while responding to evolving conditions.
- Driving visitors to identified areas as informed by the unique needs of individual tourism assets to optimize positive impacts and mitigate negative impacts.
- Enhancing the experiences and awareness of Mt. Hood Territory as a desirable, safe, and inclusive destination for visitors and residents.







# RURAL PROSPERITY PARTNERS

Rural Prosperity Partners is leveling the playing field for rural communities. We offer technical assistance focused on resource development and new initiatives for rural, small and medium-sized jurisdictions, special districts, and non-profits.

**For more information, go to [www.ruralprosperity.com](http://www.ruralprosperity.com)**



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# FUNDING AVAILABLE

The Clackamas County Tourism FY 2025-26 Strategic Investment Program is funded with \$500,000 in total funds for qualifying projects this cycle.

- The grant period for project execution is 18 months.
- The minimum request is \$25,000.
- There is no maximum grant request.





# KEY DATES

<b>Grant Information Webinar 1</b>	October 22, 2025 9:00 a.m. – 10:00 a.m.
<b>Online application opens</b>	October 27, 2025
<b>Grant Information Webinar 2</b>	November 5, 2025 Noon – 1:00 p.m.
<b>Online application closes</b>	December 4, 2025 5:00 p.m. Pacific Time
<b>Grant decision notifications</b>	Week of February 16, 2026
<b>Grantee orientation</b>	February 25, 2026 1:00 p.m. – 2:00 p.m.
<b>Initial disbursement of funds (50%)</b>	Mid-April 2026





# STRATEGIC INVESTMENT PROGRAM PILLARS

All grant applications must align with one of three Tourism Pillars:

1. Outdoor Recreation
2. Agritourism
3. Cultural/Heritage Tourism





# STRATEGIC INVESTMENT PROGRAM FUNDING PRIORITIES

All grant applications must also align with one or more of the five Funding Priorities:

1. Building Value
2. Thriving Economy
3. Environment
4. Access and Inclusion
5. Flow





# CLACKAMAS COUNTY TOURISM 5-Year Strategic Priorities



Build local tourism value through relevant tourism resources and awareness.

Enhance authentic experiences so businesses, communities and the economy thrive.

Encourage behaviors and practices that benefit the natural environment.

Improve the awareness and experience of Mt. Hood Territory as an inclusive and accessible destination.

Drive visitation that aligns with the specific needs of a place including regional and seasonal needs.

Clackamas County Tourism is the destination organization for the county, with the destination brand Oregon's Mt. Hood Territory. Overseen by the Tourism Development Council, Tourism's mission is to enhance the quality of life for residents by optimizing the economic impacts of the tourism industry derived from the County's Transient Room Tax. The [Tourism Master Plan](#) guides Tourism's work. Five-year strategic priorities support the implementation of the Tourism Master Plan.

The Tourism Development Council is updating the strategic priorities. Five primary objectives emerged after evaluating the destination from the visitor, resident and partner perspective and considering the impacts on the place. This process included gathering input and recommendations through:

Resident survey of more than 1,800 current residents

Tourism industry partner survey

Discussions with community tourism leads

Oregon's 2023 visitor profile

Industry best practices

Global Sustainable Tourism Council (GSTC) sustainable destination assessment

County-specific visitor trends and forecasts for the sector

Achieving these objectives requires building on the strengths of the destination and organization. The tourism pillars for the destination remain outdoor recreation, agritourism and cultural/heritage tourism. A vibrant destination and thriving communities require effective marketing and development grounded in sustainable tourism best practices. Success continues to depend on strong partnerships.





# CLACKAMAS COUNTY TOURISM

## 5-Year Strategic Priorities

### Objectives with Supporting Strategies



#### BUILDING VALUE

Build local tourism value through relevant tourism resources and awareness.

Provide programs focused on partners' needs to meet future demands by building relationships with businesses, community partners and industry leaders.

Leverage larger efforts to benefit the destination by fostering partnerships locally and regionally.

Align visitor demand with community needs by providing and utilizing meaningful data and industry best practices.

Increase engagement with tourism by proactively communicating tourism benefits and opportunities with community leaders and residents.



#### THRIVING ECONOMY

Enhance authentic experiences so businesses, communities and the economy thrive.

Distinguish the destination by highlighting authentic and local experiences reflective of the area.

Foster a resilient destination by preparing for change and crisis, supporting resilient infrastructure, prioritizing recovery and adapting programs as needed.

Support local visitor-facing businesses and sites through opportunities specific to the site and collaborations.



#### ENVIRONMENT

Encourage behaviors and practices that benefit the natural environment.

Educate visitors, residents and partners in behaviors that positively impact the environment.

Support systems that make having a positive impact easier than activities with a negative impact.

Engage in collaborations that support quality outdoor experiences and the integrity of the natural environment.

Implement strategies informed by the changing climate.



#### ACCESSIBLE & INCLUSIVE

Improve the awareness and experience of Mt. Hood Territory as an inclusive and accessible destination.

Build interest and confidence in visiting by representing the destination accurately to inspire and inform both trip planning and while in the destination.

Broaden the benefits of tourism by working with communities defined by more than geography.

Expand opportunities to experience diverse heritage and culture by elevating underrepresented voices, businesses and cultural opportunities.

Reduce barriers to travel by collaborating with diverse communities to address the wide range of traveler needs and improve access to destination assets.



#### FLOW

Drive visitation that aligns with the specific needs of a place including regional and seasonal needs.

Identify opportunities by participating in community efforts and understanding resident, partner, community and visitor needs.

Expand the benefits of tourism to underutilized assets by supporting projects that drive visitation and promoting to audiences that strongly align with the product.

Support the needs of high-use sites through messaging and experience improvements.

Encourage visitors at popular sites to frequent local businesses in nearby communities.





# FUNDING PRIORITY 1: BUILDING VALUE

Building local tourism value through relevant tourism resources and awareness.

Examples of eligible projects include:

- Rebuilding campgrounds or day-use areas destroyed by wildfires.
- Adding additional parking spaces to a popular trailhead.





# FUNDING PRIORITY 2: THRIVING ECONOMY

Enhance authentic experiences so businesses, communities, and the economy thrive.

Examples of eligible projects include:

- Installation of infrastructure that allows water trail users or cyclists to secure craft/bicycles and equipment while they explore local communities.
- Community wayfinding to help direct visitors from an attraction to a downtown area.





# FUNDING PRIORITY 3: ENVIRONMENT

Encourage behaviors and practices that benefit the natural environment.

Examples of eligible projects include:

- Completion of a multi-modal path that links to existing trails, so visitors have non-motorized access to multiple communities and points of interest.
- Installation of EV charging stations at popular point of interest.





# FUNDING PRIORITY 4: ACCESS & INCLUSION

Improve the awareness and experience of Mt. Hood Territory as an inclusive and accessible destination.

Examples of eligible projects include:

- Adding ADA accessibility improvements to campgrounds, sites, or amenities.
- Creation of an exhibit at a local museum that highlights the experiences and contributions of under-represented groups.





# FUNDING PRIORITY 5: FLOW

Drive visitation that aligns with the specific needs of a place including regional and seasonal needs.

Examples of eligible projects include:

- Making improvements to a boat ramp or landing located along a water trail that creates dedicated loading/unloading areas for non-motorized watercraft that will alleviate conflicts with motorized watercraft users.
- Projects that support congestion mitigation specifically for tourism-related sites or activities.





# ELIGIBLE APPLICANTS

Eligible applicants include those listed below whose project benefits the greater public interests of tourism development within Clackamas County.

- Nonprofit organizations (*with evidence of IRS tax-exempt status and current registration with the Oregon Corporation Division*).
- Federally recognized tribal entities
- Cities, counties, and special districts
- State and federal agencies





# INELIGIBLE APPLICANTS

- Private, for-profit entities
- Organizations that received a SIP award in the last two consecutive funding cycles
- Organizations that have a bankruptcy or other financial discrepancies within the past five years
- Organizations that failed to fulfill or reconcile past grant award requirements in the last three years (*includes: project completion, submission of required grant reports, proper use of grant funds*)





# ELIGIBLE PROJECTS

## Projects must:

- Align with at least one of the three tourism pillars
- Align with at least one of the five-year strategic priorities
- Project or a key phase of a project can be completed within 18 months of funding
- Have clear and detailed budget specific to proposed project (*scope of work*)
- Demonstrate long-term sustainability





# ELIGIBLE PROJECTS (continued)

Projects must meet the criteria below:

- Include Letter(s) of Partnership from partners, if named in application
- Include Letter(s) of Partnership from relevant cultural or accessibility organizations if content is being created or site improvements are to be made on their behalf.

**NOTE – Letters of Partnership are not the same as letters of support.**

- Include documentation of approval from land management agencies or other jurisdictions that have authority over project site, and/or permits needed to execute project, if applicable.





# INELIGIBLE PROJECTS AND COSTS

The following types of projects are ineligible for consideration, and their applications will not be processed for review:

- Requests for events or entertainment at events  
*(We have a separate Event Sponsorship program. See [mthoodterritory.com/grant-programs](http://mthoodterritory.com/grant-programs).)*
- Requests for research, studies or master planning
- Requests for capital fundraising campaigns
- Requests for marketing or advertising





# INELIGIBLE PROJECTS AND COSTS *(continued)*

- Requests for deferred or regular/ongoing maintenance of existing facilities, assets or attractions
- Existing staff, consultants, contractors (*capacity*) already doing work relevant to a project
- Costs associated with a project incurred prior to application approval





# INDIRECT COSTS

You may include up to 15 percent (15%) indirect costs for projects, if included in total ask on Application and as a line item on Budget Form.

Indirect is a percentage of the funds being requested and/or of final approved award.

If requesting indirect, do not also include general overhead (*non-direct project costs for organizational management/admin, insurance, utilities, travel, grant management, etc.*) to your request and Budget Form.





# CASH MATCH

No matching funds are required, but additional consideration is given for projects that have a 10% or greater documented cash match.

Cash Match is a percentage of the funds being requested in your application.

Cash Match is defined as a) funds on-hand for project execution and/or b) grant funds that have been awarded by other funders.

Include information about undecided grants in your narrative responses. Do not include on your Budget Form.

There is a place to include information about *In-Kind* support for your project on the Budget Form, but it does not count as Cash Match.





# HOW TO APPLY (*Opens October 27, 2025*)



**OREGON'S MT. HOOD TERRITORY**

Logon

Email Address\*

Password\*

[Forgot your Password?](#)

[Log On](#) [Create New Account](#)

Welcome to the Clackamas County's Online Portal.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials.

Existing Users: Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.

Not Sure? If you think that you or someone at your organization has already registered in the system, do not create a new account. Please contact our Grant Administrator to receive your username.

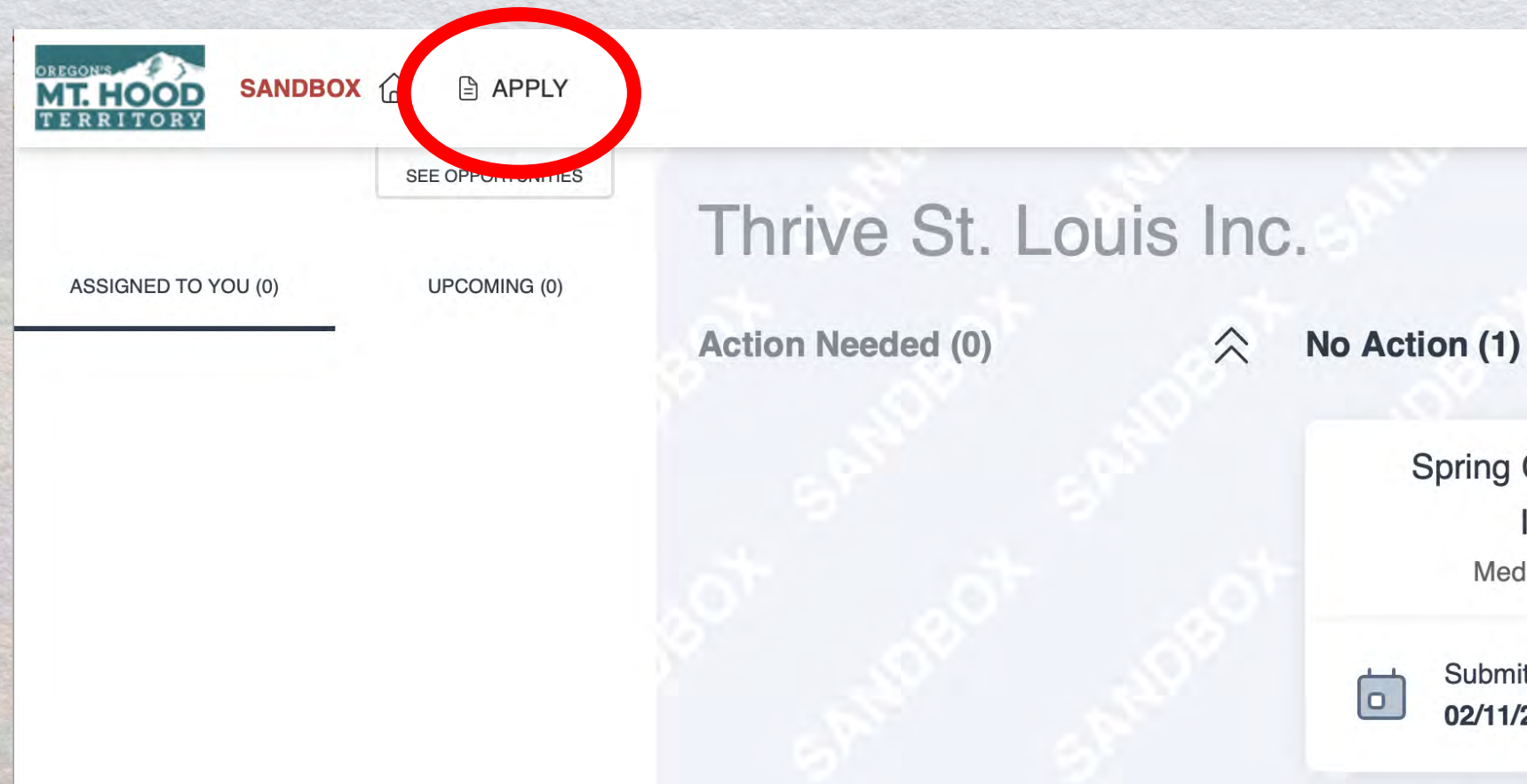
- Use link in Guidelines PDF: <https://omht.us/StratInvestAp>
- Click on “Create New Account”
- Input name, email, and basic organization information and click “Submit”
- Check your email and spam box for an email confirming your registration.
- Log on using your registered email and password





# HOW TO APPLY – *Find Open Opportunities*

When you log on, you will see “APPLY” on the top left of the navigation bar. Click this button to see available grants.





# HOW TO APPLY – *Start an Application*

After you click “APPLY” in the navigation bar, you will see open grants. Click the black “Apply” button to start an application.

The screenshot shows a web application interface for Oregon's Mt. Hood Territory. At the top, there is a navigation bar with the logo, 'SANDBOX', and 'APPLY' links. A user profile for 'RYAN BAILEY' is visible in the top right. The main content area displays a grant titled 'Clackamas County Tourism Strategic Investment Fund FY2025-26 - EXAMPLE'. Below the title, it says 'Sample process for Clackamas County Tourism Strategic Investment Fund FY2025-26.' At the bottom of the grant card, there is a 'Closes 12/31/2025' date, a 'Preview' button, and a black 'Apply' button. A red arrow points from the 'APPLY' link in the navigation bar to the 'Apply' button on the grant card.





# HOW TO APPLY – *Fill in Application*

Fill out the application and upload the required attachments.

Be aware of character limits; they vary by question. You can see a count of how many characters you have left directly below each text box.

**Project Location\***  
Describe your project location.

Project location ...]

✔ 2,980 characters left of 3,000





# HOW TO APPLY – *Required Information*

Application requirements include:

- Completed online application
- Completed Project Budget Form (*use provided Excel template*)
- Proof of eligible entity (*tax-exempt letter, EIN, OR Corp. filing*)
- Letters of Partnership (*if applicable*)
- Documentation of approval from land management agencies (*if applicable*)
- Permits and planning documents (*if applicable*)





# HOW TO APPLY – *Upload Attachments*

- Click on “Upload a file” button.
- Locate your saved attachment and click open.
- Allowable file type for uploading letters and other documentation is PDF. Only use provided Excel template for budget.
- Bundle letters and other documentation into one single upload.

## Q43 - Upload Letters of Partnership

Upload Letters of Partnership from each named partner as one combined

NOTE – Letters of Support from organizations that will not be contributing

Upload a file [3 MiB allowed]





# APPLICATION SCORING

Projects will be evaluated based on the following scoring:

Clackamas County Tourism Alignment	8		Visitor Access	8
Program Strategic Priorities Alignment	8		Budget	4
Project Need	3		Cash Match of 10% or Greater	4
Project Timeliness	6		Project Sustainability	4
Project Plan	16		Impacts More than One Community	4
Project Evaluation	3		Located in an Unincorporated Area	4
Visitation Driver	8		Collaboration with Partners	4
Overnight Stays	8		TOTAL POINTS POSSIBLE	100
Benefit to Visitors	8			





# TIPS FOR A COMPETITIVE APPLICATION

- Create a strong case statement (*use data, both quantifiable and qualitative*) through the lens of tourism.
- Be concise and direct when providing narrative responses.
- Make sure budget is reasonable and your numbers are correct.
- Use provided Budget Form and submit in Excel format.
- Have clearly defined goals and outcomes that are achievable and focused on the visitor experience/tourism.
- Explain how partners will contribute toward project execution.
- Include Letters of Partnership if named in your application.
- Start early to gathering letters, governing body/land management entities approvals and permitting documentation (*if applicable*).





# TECHNICAL ASSISTANCE & QUESTIONS

Send grant-related questions to  
***[funding@mthoodterritory.com](mailto:funding@mthoodterritory.com)***

## QUESTIONS?





# THANK YOU FOR YOUR TIME!

OREGON'S   
**MT. HOOD**  
**TERRITORY**

