



## Strategic Investment Fund

**Purpose:** A Strategic Investment Fund (SIF) of \$72,000 annually has been created to rapidly and surgically respond to high value destination development projects in critical moments of need to sustain their viability and/or momentum. Any NGO may apply.

**Allocations:** No limit, up to total fund amount.

**Deadline:** Rolling deadline until all funds are allocated.

**Completion:** Allocated funds must be spent and intended purpose accomplished within 11 months of being dispersed.

**Process:** **Phase I.** Submit a *Letter of Intent* which briefly and concisely **a)** explains how this project meets the below Eligibility Criteria, **b)** describes what stage this project is in, **c)** lists active partnerships and/or describes community support of the project and **d)** clearly identifies a need addressed by this project. 2 page max length.

**Phase II.** If your project is selected, the Oregon Coast Visitors Association will follow up with additional questions related your project viability and completion timeline.

### Eligibility Criteria

**1) Directly address one or more Goals in the 2017-2019 RCTP OREGON COAST PLAN**

- *Identify and Execute Strategies to Increase Off-peak Season Visitation.*
- *Identify and Execute Strategies to Increase Availability of Skilled Workforce.*
- *Develop New Tourism Products and Experiences.*
- *Enhance Sustainability Programs.*

**2) Directly compliments a current RCTP tactic or project in the 2017-2019 RCTP OREGON COAST PLAN:**

<http://visittheoregoncoast.com/content/uploads/2017/08/2017-2019-RCTP-OREGON-COAST-PLAN-FINAL.pdf>

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