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OCVA
STRATEGIC
INVESTMENT FUND

ABOUT



WHO WE ARE

The Oregon Coast Visitors Association (OCVA) is the official Regional Destination Management Organization for the entire Oregon Coast as designated by the Oregon Tourism Commission (dba Travel Oregon). OCVA has the honor of working with coastal communities to align partnerships, destination development projects, and destination marketing with the vision of creating "a coastal utopia for all."

MISSION

Purpose: An annual Strategic Investment Fund (SIF) has been created to rapidly and surgically respond to coastal tourism needs and priorities. OCVA has committed to the [Glasgow Declaration](#) and has released a 10-year [Mitigation, Adaptation and Resiliency Plan](#).

For the 2023 cycle, funds will be focused on Sustainable Storytelling on the Oregon Coast. According to a 2022 report by Expedia Travel Group, 90 percent of consumers look for sustainable options when traveling. We want to help those consumers find coastal businesses prioritizing sustainability. A great way to do that is by developing marketing content.

Eligibility: Any Tribe or private business operating on the Oregon Coast may apply.

Allocations: The total funds available are \$100,000. No limit on grant requests but projects between \$10,000 and \$20,000 are ideal.

Deadline: Opens March 13, 2023 until funds are gone or June 23, 2023, whichever comes first. Applications approved on a rolling basis.

Completion: Allocated funds must be spent and intended purpose accomplished within 11 months of being dispersed. Funds are distributed upon approval of project proposal.

Process:

Phase I. [Complete this Google Form application](#), which will ask you to a) explain how this project meets our sustainability priorities, and b) describe your desired marketing content.

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



ELIGIBILITY

WHAT SHOULD MY APPLICATION INCLUDE?

01

WHO IS ELIGIBLE?

- Any tourism business or Tribe on the Oregon Coast.

02

DESCRIBE YOUR SUSTAINABLE INITIATIVE(S)

We are specifically looking for projects that align with the following categories:

- EV education, infrastructure, events
 - a. Examples: EV Charger Festival, EV charger
- System, program or initiative that encourages visitors to contribute to restoration/regeneration of the local environment.
 - a. Examples: donation system that contributes to restoration work, voluntourism program that plants trees, etc.
- Innovative business practice(s) that lead to carbon capture or carbon reduction.
 - a. Examples: Carbon neutral hotel, capturing carbon of beer production, etc.

03

PRIORITY MARKETING CONTENT

According to a report by Expedia Travel Group, 90 percent of consumers look for sustainable options when traveling (2022). We want to help those consumers find coastal businesses prioritizing sustainability. One way to do that is by developing marketing content.

- Describe what kind of marketing content you would like to acquire.
 - a. Examples: photography, videography, written content.
- Identify if you need help finding high-quality content creators.
 - a. We realize businesses don't have a lot of extra time to identify content creators. If you need us to help you find a photographer or travel writer, we can do that: we [already have a vetted list](#)
- Confirm understanding that marketing deliverables would be given to both the applying business and the Oregon Coast Visitors Association to use in marketing channels like websites, social media and campaigns.

BREAKING DOWN THE TERMS

What is the definition of a "visitor"?

A visitor travels at least 50 miles from home, or they stay overnight at their destination

Why focus on electric vehicle charging stations?

Reducing greenhouse gas emissions from transportation is a key way to curb pollution and fight climate change, and electric vehicles help reach that goal. EV users need a convenient and reliable charging network.

What are examples of restoration and regeneration on the Oregon Coast?

Restoration efforts are focused on improving the health and wellbeing of the planet. Some tourism businesses give back to restoration efforts like the Elakha Alliance, Oregon Kelp Alliance, and the Tillamook Estuaries Partnership, to name a few.

What are examples of innovative business practices that reduce or capture carbon?

A few examples: WildSpring Guest Habitat in Port Orford is carbon neutral; Buoy Beer made the news for capturing its own carbon; Oregon Seaweed captures carbon from the air to make delicious products.

What is marketing content?

For this project, we are prioritizing photography, videography (short videos), and written content (blog posts or travel writing).

What is the role of tourism in climate action?

We recognize that the tourism industry is contributing to and impacted by a changing climate. As one of the leading industries on the Oregon Coast supporting rural frontline communities and domestic and international visitors, we have a responsibility to lessen our industry's carbon footprint while adapting to our changing environmental conditions.

[Learn more about our work by reading our 10-year Mitigation, Adaptation and Resiliency Plan.](#)