



2025-2026 STRATEGIC INVESTMENT FUND GUIDELINES

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 “an enriched coastal experience for all.”

PURPOSE

The Strategic Investment Fund (SIF) is an annual program created to strategically and thoughtfully support shovel-ready destination development opportunities along the Oregon Coast.

For the 2025–2026 funding cycle, the SI-Fund will support two focus areas:

1. Tribal Tourism Opportunities (by invitation only)
2. Public Art (open application process)

FUNDING

The SIF fund totals \$212,000. With a portion of this fund already going towards tribal tourism projects, there is a remaining \$100,000 available and open for applications. Public art project proposals should be in the range of \$10k - \$20k.

FOCUS AREAS

Tribal Tourism Opportunities (Invite Only)

- Funding for Tribal Tourism opportunities will be managed through a direct invitation process.
- Eligible projects may include: Tribal tourism comprehensive planning, interpretive signage, exhibits, cultural events, or other initiatives led by or in collaboration with Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians; the Confederated Tribes of Siletz Indians; the Coquille Indian Tribe; The Confederated Tribes of Grand Ronde.
- Invitations will be extended directly to Tribes or partners identified by the Oregon Coast Visitors Association.

Public Art (Open Application)

- Public art is any creative work located in a public space, accessible to everyone, and approved by local entities like a city or county government. It includes a wide variety of permanent works, such as sculptures, murals, and even functional art like artistic benches, intended to be a form of community expression that enhances the environment and promotes tourism.
- Applications open July 1, 2025 and close on a rolling basis until May 30, 2026 or until funds are fully allocated (whichever comes first).
- Eligible projects may include: murals, sculptures, interpretive art connected to local flora/fauna, outdoor recreation-themed works, cultural heritage exhibits, or community-centered art events.
- We are looking for public art projects in the \$10k - \$20k range.

WHO IS ELIGIBLE

Nonprofits, Tribes, government organizations and businesses located on the Oregon Coast.

APPLICATION & REVIEW PROCESS

Phase I – Application

Applicants complete a Google Form that asks you to:

- Explain how your project meets the Eligibility Criteria.
- Describe what stage your project is in.
- List active partnerships and/or describe community support.
- Clearly identify the need addressed by your project.

Phase II – Follow-Up

If selected, OCVA will request additional details about project viability, timeline, and expected outcomes before final award decisions are made.

WHAT SHOULD MY APPLICATION INCLUDE?

Your application should:

- Demonstrate a clear connection to tourism on the Oregon Coast.
- Identify if your project involves collaboration with an Oregon Coast Tribe.

Example Projects

- Tribal Tourism (Invite Only): Comprehensive planning, interpretive signage, cultural exhibits, or events that highlight Tribal heritage and experiences.
- Public Art (Open): Murals, sculptures, outdoor recreation-themed works or art focused on local flora, fauna, and cultural heritage.