

# Oregon Destination Marketing Organizations

## Scholarship Program

### Summary of Scholarship Program

The Oregon Destination Marketing Organization (ODMO) – with generous support from the Oregon Restaurant & Lodging Association (ORLA) – is pleased to offer an exciting opportunity for DMO staff to earn scholarships to attend ODMO Conferences. The educational conference brings together Oregon's top destination marketing executives and staff and includes seminars on tourism, management, sales and marketing strategies, and ample networking opportunities.

Scholarship recipients will be eligible to receive complimentary conference registration, hotel accommodations, and scheduled meals at the conference.

### Purpose

To enable CEOs and staff members of qualifying DMOs to attain a higher level of performance and industry knowledge by participating at ODMO conferences.

To assist DMOs with the cost of offering quality professional development opportunities and continuing education to their staff and CEOs, thereby raising the level of professionalism for the industry.

### Scholarship Applicant Criteria

The ODMO Scholarship Committee will select up to four applicants as scholarship recipients and provide registration and hotel accommodations expenses for selected applicants that meet the following criteria:

1. Applicant must be employed at least 20 hours a week at a destination marketing organization (association, authority, council, or chamber) responsible for destination marketing.
2. Applicant or bureau may not have received a scholarship to attend ODMO conferences during the previous two years.
3. DMO must be financially unable to pay the registration fee, hotel accommodations, and scheduled meals at the conference. (No financial documentation required, honesty appreciated.)
4. Applicants working for a member of ODMO will receive preference.

### Awards

Scholarships are for attendance at the ODMO conference. The ODMO Scholarship Committee selects the recipients.

Each scholarship includes ODMO conference registration fees, scheduled conference meals and lodging expenses (room and tax only). Any other meals, travel expenses, activities, or incidentals not part of the conference will be the scholarship recipient's responsibility.

ODMO will coordinate lodging arrangements for scholarship recipients.

### **Responsibilities of Recipients**

Scholarship recipients must attend the full conference program.

Scholarships are nontransferable.

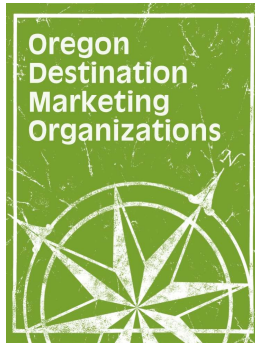
Each recipient must complete the evaluation form provided by ODMO after the conference.

No bureau may receive more than one scholarship per conference.

### **Deadline and Notice of Selection**

The scholarship application deadline is **November 6, 2016** prior to the conference.

Recipients will be notified of their selection no later than **November 10, 2016**.



## ODMO SCHOLARSHIP APPLICATION

Name of Applicant \_\_\_\_\_

Title \_\_\_\_\_

DMO \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Number of years in the DMO industry \_\_\_\_\_ Number of years with current DMO \_\_\_\_\_

Brief job description (primary responsibilities)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have you attended other ODMO conferences? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please specify? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Continued

How will attending this conference benefit you in the current position?

---

---

---

How will this conference benefit your DMO?

---

---

---

Will other staff members from your DMO be attending? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please list names:

---

---

I understand the basis for the scholarship is financial need. I certify the above is true and correct and I agree to the condition as outlined.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Executive Director/CEO Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Oregon Destination Marketing Organizations (dba OACVB)  
114 Coolidge St, Silverton, OR 97381  
P 503-873-5384 F 503-873-9389 Email [bill@wvcross.com](mailto:bill@wvcross.com) Tax I.D#35-2353909