



## 2016 Tourism Grant Program Details

Sponsored by Cumberland Valley Visitors Bureau

### Eligibility

In order to be eligible to participate, the applicant must be:

- Located in Cumberland County, PA.
- A for-profit, not-for-profit or governmental enterprise.
- Meet Eligibility criteria.
- Must be a partner in good standing.
- Must be submitting an application that directly impacts Cumberland County, PA.
- Must be submitting an application that increases tourism or enhances the visitor experience.
- Must not have any open grants with the CVVB at the time of grant award.
- Additionally, the project begin date cannot be prior to September 1, 2016.

### Areas of Interest

#### A. MARKETING INITIATIVES

##### 1. Media Development

- Professional Photography
- Professional, Finished Video

##### 2. Tourism Product Development and Experiences

- Creation of factory, production, history, architectural and other experience-based tours
- Creation of farm or agricultural experiences
- Brochures, guide training, exhibit creation and other associated materials that support an experience

##### 3. Advertising for Major Events (Attendance of 500+) or to Promote Overnight Stays

- In CVVB approved local or regional target markets

## **B. TOURISM CAPITAL IMPROVEMENTS**

### **1. Signage** (excludes application fees)

- Historic Markers
  - <http://www.phmc.pa.gov/Preservation/Historical-Markers/Pages/Nominate.aspx#.VvrXrHobizF>
- Wayfinding Signage
  - Tourist Oriented Directional (TOD) Signage
    - <http://palogo.org/tods-program>
  - PA Logo Program
    - <http://palogo.org/logo-program>
  - PA Turnpike Logo Program
    - <http://www.travelboards.com/advertise/state.asp?state=PA>
- Interpretive Signage
- Building Signage
- Banner Flags
- Trailhead Information Centers or similar, non-electronic kiosks

### **2. Transport**

- Outdoor Recreation – for borrow or rental by visitors for use on nearby trails
  - ATVs, Bicycles, Kayaks, Canoes, Inner Tubes
  - Safety Equipment
  - Shuttles for transporting visitors and borrow/rental equipment to trails, streams or rivers
- Shuttles for visitors to and from attractions and/or guided tours

### **3. Product**

- Handicap accessible, i.e. electric doors, ramps
- Restore/Repair significant tourism attraction (based on attendance records)
- Expand the facilities, i.e. new room, terrace, gardens, other visitor-centric amenities
- Permanent Facility Improvements for Annual Outdoor Events
  - Parking, traffic management and traffic control improvements
  - Permanent restrooms
  - Information Centers

#### **4. Technology**

- Upgrades in technology that will allow attractions to better serve visitors with everyday operations including:
  - Ticketing
  - Making Reservations
  - Communications with Attraction
  - Audio/Visual Conference or Group Support Systems

#### **5. Outdoor and Agricultural Support**

- Special considerations will be made for programming, projects and historical preservation that will *enhance* the visitor experience along key Cumberland Valley PA outdoor areas and greenways and agricultural assets including:
  - Farms and other Agricultural Sites
  - National and State Parklands and Forests
  - Land or Water Trails
  - Unique interest attractions
  - Visitors Centers supporting Outdoor and Agricultural sites

#### **6. Façade Beautification and Specialty Seating**

- Local or regional-chain restaurants and specialty shops in downtowns or downtown gateways
- Attractions including performing arts, museums and historical sites
- Hotels, Motels, Hostels, Resorts and Bed & Breakfasts
- Specialty Seating – outdoor patio, rooftop, specialty indoor

*Please note that this list is not all-inclusive.*

## What we will NOT Fund with this Grant Cycle

- Annual fund drives **ALTHOUGH** special considerations may be made for events that align with tourism interests
- Application fees for signage programs
- Applications for national chain attractions, restaurants or shops
- Capital Improvement Projects stemming from Deferred Maintenance **ALTHOUGH** special considerations may be made on a case-by-case basis for Outdoor Support and Historic Preservation projects
- Direct lobbying to influence legislation or funding appropriations
- General operating costs such as rent, utilities, wage and benefits, general office administrative costs, fuel and travel, meals and entertainment, membership or dues, professional services, working capital and debt payment **ALTHOUGH** special considerations may be made on a case-by-case basis for Outdoor and Agricultural projects
- Kitchen-specific appliances or needs **ALTHOUGH** specialty needs that enhance visitor experience may be considered (I.E. table-side cooking demonstrations)
- National and statewide umbrella organizations (unless directly tied to tourism mission in Cumberland County, PA)
- Non-permanent event improvements like portable toilets
- Park maintenance, playground equipment or benches at Municipal Parks
- Performances
- Planning, research, survey or study projects
- Professional development or training programs
- Public transportation projects
- Purchase of promotional products like pens or apparel
- Website, mobile website or application creation, upgrades or hosting fees **UNLESS** ticketing or reservation technology is being implemented
- Retroactive projects
- RFPs for services
- Tradeshow attendance, travel costs or fees

## Criteria and Guidelines

This is the only grant cycle in 2016. Applicants must submit the Summer 2016 Tourism Grant Application within the timeframes described in this document for consideration. Incomplete applications will not be considered. Applications that include two or more partners collaborating on a project will be given higher consideration than single applicants. Applications from non-profit organizations will be given higher consideration than for-profit applicants. Applications for projects that will increase the number of visitors traveling to Cumberland Valley from outside areas will be given higher consideration than those that do not. Applications that include cash matches will be given higher consideration than those with in-kind matches. Only one application per applicant will be considered unless the applicant is also applying as part of a collaborative grant application.

The applicant must be able to match each grant dollar by half (\$2 grant request requires a \$1 match). Requests must be for at least \$2,500 and may not exceed \$25,000.

This grant program is not an entitlement program and applications will be accepted and reviewed annually by an independent committee. Awards will be merit based. Applicants should not assume that they will be awarded a grant on an annual basis, nor should they consider this tourism grant program a permanent addition to their annual budget. Applicants that can communicate a compelling need that directly enhances the CVVB's tourism mission with quantifiable results will be given higher consideration. A for-profit business that receives a grant is required to treat the grant as income and is responsible for paying any applicable taxes.

## Timeline

Call for applications will be announced:	Monday, April 4, 2016
Deadline for communicating intent to file: <i>(More information found on next page)</i>	Friday, May 27, 2016
Deadline for applications to be submitted:	Friday, June 3, 2016
Awards will be announced:	Friday, July 15, 2016
Award letters will be distributed:	August 2016

## **Application Process**

1. Interested applicants should confirm they are eligible by checking Eligibility requirements listed on page one (1) of this document.
2. Interested applicants should confirm their project is eligible by checking funded and non-funded projects listed on pages four thru eight (4-8) of this document.
3. Interested applicants must communicate intent to file with CVVB Promotions Manager via phone or e-mail. The Promotions Manager will confirm applicant has an eligible project by scheduling a meeting in person or by phone. All applicants must receive approval to file before application will be considered for funding.
4. The CVVB will provide the application in a PDF document so that the applicant can supply the necessary information in typed form. Applicants should follow all directions as listed on the application. If an applicant is unable to complete the PDF document, contact the Promotions Manager for further instructions.
5. All applications must be submitted electronically to the Promotions Manager. If possible, all attachments should be digital files. If it is not possible to submit an attachment digitally, contact the Promotions Manager for further instructions.
6. It is the responsibility of the Grant Applicant to confirm receipt of the grant application. CVVB will not be held responsible for any missing applications.

## **Application Submission & Contact Information**

All grant correspondence and applications should be submitted to Ashley Kurtz, Promotions Manager, [akurtz@visitcumberlandvalley.com](mailto:akurtz@visitcumberlandvalley.com) or (717) 240-7192.

The deadline to convey intent to file is May 27, 2016. The deadline to submit the application is Friday, June 3, 2016 by 5 pm. Applications received after the deadline will not be considered.

## **Award Requirements**

An independent grant review committee will make the final determination for awards.

Additional criteria may be required for your grant application. The Award Letter and Agreement will clearly outline all criteria. Signing the Agreement indicates that your organization has agreed to those criteria.

Additional criteria may be required for some Tourism Capital Improvements. For example, signage may need approval from the municipality or building owner. Capital Improvement grants may require all or a portion of the grant to be repaid in the event the property is sold within three years of receiving the grant. Rented buildings pending façade beautification or interior improvements may need a Support Letter from the building owner. These requirements will be outlined in funded project Award Letters and/or Agreements, as needed. Projects requiring additional criteria will have no more than 90 days from the postmark date of the Award Letter to execute the agreement. Intent to award will be rescinded on projects that cannot meet the criteria in less than 90 days, and applicants will be eligible to apply for future grant cycles.

Once approved, a grant agreement will be mailed to the Grantee for execution. Upon execution of the grant agreement, programs must be executed and award amount must be used within 18 months of the award announcement date. Grants may not be publically announced until after the CVVB publishes a Press Release recognizing the 2016 Grantees (August 2016).

If the funds are not expended within the 18 month period, the Grantee must inform the CVVB Promotions Manager in writing that the project has been canceled or to request an extension. The CVVB reserves the right to reject a request for extension and cancel the grant.

As a provision of accepting these funds, Grantees must provide adequate proof that the funds received were used for their intended purpose. A Final Project Report is required within 45 calendar days of the completion of the project, no later than March 12, 2018. This report is a pre-formatted form that can be downloaded at [visitcumberlandvalley.com/newsroom/tourismfunding/tourismgrants](http://visitcumberlandvalley.com/newsroom/tourismfunding/tourismgrants). The CVVB reserves the right to audit the Grantees records and use of funds.

Grant funds will be awarded on a reimbursement basis unless otherwise stated in Grant Agreement. The last 10% of grant funds will not be released until the Final Report is received and approved by the CVVB.

All final artwork must be reviewed and approved by the Tourism Grant Review Committee.

Grant recipients that do not meet the Summer 2016 post-award requirements will be deemed ineligible to apply for future cycle grant rounds.

## **Grant Recognition**

Grantees shall publicly acknowledge the Cumberland Valley Visitors Bureau Grant program support through all reasonable vehicles as a stipulation of accepting such awards. Required recognition will be outlined in your Award Letter and Agreement. CVVB reserves the right to promote this grant program and the recipients as deemed appropriate or beneficial to the CVVB.

Organizations that are awarded grant monies are required to have a hyperlinked Cumberland Valley PA destination logo on their website for three years following the award of the grant. Rules regarding use of the CVVB logo are available at [visitcumberlandvalley.com/newsroom/media-kit](http://visitcumberlandvalley.com/newsroom/media-kit).

## **Printed Materials**

Ads, brochures, signs and other printed items must include the Cumberland Valley destination logo. Some printed materials may also need to include "This project was financed in part by a grant from the Cumberland Valley Visitors Bureau. For more things to do, VisitCumberlandValley.com." Copies of printed materials must be provided to the CVVB for promotional use. In special circumstances, the Cumberland Valley Trail Network logo may be required.

## **Other Projects**

Grant recognition will be determined on a case-by-case basis for non-printed material grant projects, and could include recognition in press releases or use of destination logo on plaques or signs.

Any media obtained through this grant program must be shared with the CVVB for promotional use.