VISIT BUCKS COUNTY
Pennsylvania

Bucks County Tourism Grant Program

<u>Application Preview</u>

<u>Applicant Information</u>
Name of Organization Applying:
Chief Officer of Organization:
Organization's Street Address:
City:
State:
Zip:
Website:
EIN Number:
Organization Status:
- ☐ Nonprofit
- ☐ For-profit

Organization Type:
- ☐ Attraction
- ☐ Business Association
- ☐ Arts and Culture
- ☐ Event Venue
- ☐ Food & Beverage
- ☐ Lodging
- ☐ Museum/Historic Venue
- ☐ Historical Societies
- ☐ Performing Arts Venue or Group
- ☐ Retail
- ☐ Other:

<u>Contact Information</u>
Primary Contact (Individual Submitting Application):
    Suffix:
    First Name:
    Last Name:
    Title:
    Phone:
    Email:
Program Director (Individual designated for grant program implementation, if different from above):
    Suffix:
    First Name:
    Last Name:
    Title:
    Phone:
    Email:

Project Description and Specifics
1. Briefly describe your organization and its mission.
2. Project name and brief description with goals.
3. Detail specifically how the grant funding will be used.
4. How does this project accomplish your organization's mission?

Key Performance Measures
1. What are the key performance indicators to measure the project's success?
2. Describe how your organization will measure and track the project's impact on tourism (methods for tracking may include audience reach, attendance numbers, room nights booked.)

Tourism Impact
1. Describe the project's benefit to the local, Bucks County economy.
2. How will this project increase or enhance visitation to Bucks County?
3. Approximate number of visitors impacted.
4. Project's impact on area accommodations and hospitality businesses.

Project Type
Complete all sections that apply to your project.
1. **Capital improvements** (not applicable to for-profit organizations)
   a. How will these improvements enhance the visitor experience at your location?
   b. How will the work be completed?
2. **Marketing and Promotion**
   a. What is your specific media / public relations plan, target markets, and advertising plans? Include target audience and advertising radius placed outside Bucks County.
   b. Have you had success using these media outlets in the past?
3. **Special Programs & Events / Sports Tournaments**
   a. Has this event taken place in the past? If yes, please provide brief history, including attendance numbers.
   a. Is this an annual program or event?
   b. Describe the anticipated audience profile.
   c. For sport tournaments, what sponsorship benefits will be provided if your tournament is awarded funding?
4. **New or Enhanced Product Development**
   a. Explain how your project fits into the current tourism and events landscape. Is there a need for this kind of program/event?
   b. Do you have a business plan for this project?
   c. If applicable, has a feasibility study been conducted? If yes, please submit with application as an attachment.
   a. How can your organization demonstrate the ability that this project will be sustainable and financially and conceptually viable?
   b. Will this project create new jobs? If so, how many?

Grant Request and Funding
1. Grant Request Amount.
2. Total Project Cost.

a. Note: Grant minimum and maximum award amounts will be announced prior to the grant application open date. Requested amount may not exceed 75% of the total project cost for nonprofit organizations and 50% of total project costs for for-profit organizations.
3. List the sources for the required matching funds. See Rules and Regulations for allowable matching funds.
4. Detail any additional funding sources that will support this project.
5. Have these funding sources been secured? If no, please explain.
6. When is the grant funding needed?
7. When will the grant funding be expended?
8. If your request cannot be fully met, would the project need to be adapted to be completed? If so, how?
9. Have you previously received a Bucks County Tourism Grant for this project?

Attachments
Please attach the following documentation:
- Comprehensive project budget provided on Budget Template.
- List of officers. (if applicable)
- List of owners. (if applicable)
- Copy of 501-C3, 501-C6 (U.S. Department of Treasury IRS Tax-Exempt Status Determination Letter) (if applicable)
- Articles of Incorporation/Articles of Organization
- Subsistence Certificate (https://www.corporations.pa.gov/search/corpsearch)
- W9
- Marketing piece or photos if related to grant request

Certification and Signature:
- I certify with my signature that:
  - I read, understand and acknowledge all of the Rules and Regulations of the Bucks County Tourism Grant Program.
  - An award received through the Bucks County Tourism Grant Program will be used in accordance with the Rules and Regulations.
  - All funds received from an approved tourism grant application will be used by my organization as proposed and outlined on the submitted grant application and budget.
  - A program director has been designated for the implementation of this project and any awarded funding.
  - I understand that grant funds will be disbursed after all applications are reviewed and will be at the discretion of the Bucks County Grant Committee.

Name of Chief Executive of Organization:

Electronic Signature of Chief Executive Officer of Organization:

Date: