



Tourism Product Development Grant Guidelines

Sponsored by Cumberland Area Economic Development Corporation (CAEDC)

Eligibility

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

- submitting an application that directly impacts Cumberland County, PA;
- a for-profit, not-for-profit or governmental enterprise;
- a partner in good standing;
- closed out of any open CAEDC Tourism Product Development Grants at the time of grant application submittal; and
- applying for funds for a non-retroactive project.

Project Criteria

For a project to be considered it should **meet the following basic criteria:**

- increases visitation or the visitor experience;
- the tourism sector supports it and it does not create an unfair competitive disadvantage to other local businesses;
- integrates well with the existing destination product;
- generates economic benefits and/or quality of life improvements for local community; and
- is sustainable, and financially and conceptually viable.

Goals of Tourism Product Development

1. Increase the number of products, experiences and services available for visitors and residents.
2. Grow the number of visits, length of stay and spending by visitors.
3. Improve the profitability of tourism businesses.
4. Keep Cumberland Valley competitive with other destinations.

Match Required

The applicant must be able to match each dollar by a quarter (\$75 grant request + \$25 your match = \$100 project cost). Requests may not exceed \$100,000. Applications that include cash matches will be given higher consideration than those with in-kind matches. If you are a for-profit business, requesting over \$25,000 you will need to submit financial information, including three years of federal tax returns (business & personal), current personal financial statement, interim balance sheet and interim P&L.

Timeline

Applications for the Tourism Product Development Grant are accepted monthly and are reviewed by an independent committee.

Applications Due:	Second Friday of the month
Applications Reviewed:	Fourth Friday of the month
Awards Made:	First Friday of the month

Tourism Product Development Focus Areas

Tourism Product Development comprises those experiences, activities and products that are specifically provided for the visitor and community.

Please note that this list is not all-inclusive.

1) Soft Product Development

- a) Event development (500+) that could be expanded to create overnight stays
- b) Thematic trails and factory, production, history, architectural and other experience-based tours that create reasons to visit
- c) New conferences and meetings that create overnight stays

2) Asset Product Development

- a) Facilities
 - Meeting Venue
 - Sports Complex
- b) Lodging
 - Waterfront
 - Unique to our marketplace - boutique, full-service
- c) Recreational Trails and Resources
 - Multimodal trails
 - Trails that connect to other trails
 - Resources that improve experience, such as boat launches or trailhead access
- d) Development and/or Redevelopment of an area with tourism potential
 - Downtowns and trail towns
 - Waterfront Development
- e) Attractions, including vineyard, waterpark, museum, performing arts, raceway
- f) Food & Beverage / Retail
 - Breweries, distilleries, wineries
 - Waterfront restaurants and specialty retail
 - Outdoor Outfitters with rentals, such as tubing, boating, bicycles, ATVs

Application Process

1. Interested applicants need to schedule an in-person meeting with the Senior Director of Marketing and Tourism prior to submitting an application. All applicants must receive approval to file before the application will be considered for funding.
2. The application is a Microsoft Word document and must be submitted to the Senior Director of Marketing and Tourism electronically and in typed form. **No handwritten applications will be accepted.**
3. If possible, all attachments should be digital files. If it is not possible to submit an attachment digitally, contact the Senior Director of Marketing and Tourism for further instructions.
4. It is the responsibility of the grant applicant to confirm receipt of the grant application. CAEDC will not be held responsible for any missing applications.

Guidelines and Requirements

Applications from non-profit and government organizations will be given higher consideration than for-profit applicants. A for-profit business that receives a grant is required to treat the grant as income and is responsible for paying any applicable taxes.

This grant program is not an entitlement program. 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 grant program a permanent addition to their annual budget. Applicants that can communicate a compelling need that directly enhances CAEDC's tourism mission with quantifiable results will be given higher consideration.

Additional criteria may be required for your grant application. The award letter and agreement will clearly outline all criteria.

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. If the funds are not expended within the 18-month period, the Grantee must inform the Senior Director of Marketing and Tourism in writing that the project has been canceled or to request an extension. CAEDC 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. CAEDC reserves the right to audit the Grantees records and use of funds.

A Final Project Report is required within 45 calendar days of the completion of the project. A template will be provided to the Grantee.

Grant funds will be awarded on a reimbursement basis or as a direct pay out. A minimum 10% of grant funds will not be released until the final report is received and approved by CAEDC.

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

Pennsylvania Prevailing Wage Act – In the event the Pennsylvania Prevailing Wage Act applies to this project, the Grantee, its subgrantees, contractors and subcontractors shall comply with the provisions, duties, obligations, remedies, and penalties of the Pennsylvania Prevailing Wage Act, 43 P.S. § 165-1 et seq. The general prevailing minimum wage rates, as determined by the Secretary of Labor and Industry, shall be paid for each craft or classification of all workmen needed to perform work on the Project during the term hereof for the locality in which the work is to be performed.

Grant Recognition

Grantees shall publicly acknowledge the support that the Cumberland Area Economic Development Corporation grant program provided through all reasonable vehicles as a stipulation of accepting such awards. Required recognition will be outlined in your award letter and agreement. CAEDC reserves the right to promote this grant program and the recipients as deemed appropriate or beneficial to the CAEDC. Any media obtained through this grant program must be shared with CAEDC for promotional use.

Organizations that are awarded grant monies are required to have a hyperlinked Cumberland Valley PA destination logo on their website following the award of the grant. Rules regarding use of the destination logo are available at <https://www.visitcumberlandvalley.com/newsroom/media-kit/>.