

Tourism Grants are made possible by an agreement between the Laurel Highlands Visitors Bureau and the county of Westmoreland. The money available for these grants is made possible by the collection of a room tax within the lodging community. This unique program allows for the enhancement and growth of a vibrant tourism product within the Laurel Highlands region. Grants are never a promise, but an opportunity.

For more detailed information refer to the Westmoreland County Tourism Grant Program Criteria.

GENERAL GUIDELINES:

- ✓ All tourism grants are required to have a 25% match. The match can be 25% cash or 12.5% cash and 12.5% in-kind match.
- ✓ Applicants with open grants prior to 2019 are not eligible to apply for a 2020 Grant.
- ✓ Events that will not be continued annually do not qualify for grant funds.
- ✓ Applicants must provide the exact information requested in order to not be disqualified.
- ✓ Cooperative grants (more than one tourism entity working together) are strongly encouraged.
- ✓ Applications may be mailed or personally delivered to the Laurel Highlands Office.
- ✓ Fax transmittals or e-mails will not be accepted.
- ✓ Any application received after the deadline will be disqualified.
- ✓ Granting decisions will be determined and notification will be announced early January 2020
- ✓ Note: Handwritten applications will not be considered.

Submit five (5) copies of the application and grant budget worksheet (individually paper clipped) DO NOT staple set together and DO NOT place applications in folders or binders.

For specific questions please contact Grant Administrator, Georgia Robinsky by e-mail at grobinsky@laurelhighlands.org.

***** Deadline for receipt at LHVB Offices: No later than 4:30 PM on Tuesday, November 12, 2019 *****

Laurel Highlands Visitors Center Bureau
120 East Main Street
Ligonier, PA 15658

PART 1

Contact Information

Full Legal Organization Name: (Grant Recipient) [text box]

Organization's Street Address: _____

City: _____ State: _____ Zip Code: _____

Organization Website: _____

Organization President / Executive Director Name: _____

Title: _____

Phone Number: _____

E-Mail Address: _____

Contact Person (if different than above): _____

Title: _____

Phone Number: _____

E-Mail Address: _____

Organization Information - Applications without proof of the Federal ID # will be disqualified.

Grant checks will be made payable to the holder of the Federal ID #.

501(c)(3): Yes No

Federal ID #: _____

Non-Profit - IRS Federal Type: _____ Federal ID #: _____

For Profit: _____ Federal ID #: _____

Fiscal Sponsor Name and Address:

[text box]

Fiscal sponsorship is a formal arrangement in which a 501(c)(3) public charity sponsors a project that may lack exempt status.

*****Character counts may be limited per box. Please fit explanation within allowed space.*****

Organization(s) Mission Statement:

Brief Description of Organization:

Grant Proposal Request

Description of Project and the need:

Describe the current need, problem, and/or opportunity and address how the grant will help with these issues or meet the goals stated here.

2020 WESTMORELAND COUNTY TOURISM GRANT APPLICATION

MARKETING

Total Projected Budget for Project: _____ Requested Amount: _____

Cash Match: _____ In-Kind Match: _____

Time Line:

Include anticipated start and completion date.

*****Grant dollars need to be spent by December 31, 2020*****

Other funding sources and amounts include:

Category (Check only one):

General Marketing

Promotion of an Event

Is this a Cooperative Project?

If a cooperative project involving more than one entity, please list names of additional participants; include organization name(s), contact(s) and phone numbers(s)

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How will this project enhance or increase tourism in your County?

(Your response to this question is vitally important to the committee's decision relative to your application)

Has your organization received a tourism grant in the past?

Yes

No

General Information

If you are a tourist attraction: Please provide your annual visitation numbers for the past 3 years.

2017 _____ 2018 _____ 2019 _____

How are the visitation numbers determined?

If your business is a lodging facility: How many rooms/beds/are at the facility?

What is your annual occupancy percentage for the past 3 years?

Target audience, gender, age, and number of individuals to be targeted?

If you are submitting volunteer or in-kind services as part of your grant match, please provide a breakdown of services including the hours donated, the hourly rate, total amount and a description of the service provided.

How will your organization measure the outcome of this project? How will the results/impact be measured?

PART 2

All grant applicants must complete and submit the Grant Budget Worksheet. The worksheet must contain a detailed project budget. Click on link for budget worksheet <http://www.laurelhighlands.org/partners/tourism-grant-program/>

PART 3

Applicants are reminded that this grant is not a permanent allocation and that there is no guarantee of a grant being made at any time in the future.

I/We affirm that all information in this application and all attachments are true and correct to the best of my/our knowledge, and that the receipt of any grant funds relative to this request will be used for the purpose detailed within this application. I/We agree to abide by all local, state, and federal laws and regulations. I/We understand that the Tourism Grant Review Committee will require a Second Half Reporting form (if applicable), Final Reporting form, Grant Expenditure form, copies of all expenditure invoices, proof of payment for all expenditures, and copies of materials produced for advertising and printed material, before and after photographs if applicable to verify the expenditure of any grant funds received, and I/We agree to furnish said documentation according to reporting dead-lines. I/We further understand that the expenditure of grant funds received might be subject to audit and/or further verification and I/We agree to cooperate with any such audit or verification process.

I/We agree to the grant terms and conditions as per the 2020 Criteria and Guidelines for the County Tourism Grant Program.

Name (print): _____

Title: _____

Signature: _____

****All Non-Profits must submit a copy of the IRS 501(c)(3) Determination letter.
All applicants must submit a list of the Board of Directors with addresses.
All applicants must submit 5 copies of the application and grant budget worksheet.

Date received by LHVB: _____

By: _____