# Sponsored by Cumberland Area Economic Development Corporation (CAEDC)

# Timeline

Applications due: Third Friday of the month

Awards made: First Friday of the following month

# Eligibility

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

* A for-profit, not-for-profit or governmental enterprise.
* A partner in good standing.
* Submitting an application that directly impacts Cumberland County, PA.
* Submitting an application that increases visitors to Cumberland County or enhances the visitor experience.
* Applying for a non-retroactive project.

**It is required that you contact the Marketing Manager before submitting your application to discuss your project.**

**Introduction**

The Cumberland Area Economic Development Corporation, d/b/a the Cumberland Valley Visitors Bureau (CVVB) is the official Destination Marketing Organization serving Cumberland County.

The CVVB’s mission is to promote Cumberland Valley as a tourist destination, attract visitors to the area, enhance the visitor’s experience, and encourage and promote overnight stays.

The Tourism Sales & Marketing Grant is designed to help partners enhance the visitor experience or increase tourism to Cumberland County, PA. A visitor is defined as an individual or group from at least 50 miles away from Cumberland County.

**FINAL RELEASE VERSION 2.9**

**January 8, 2020**



**Grant Guidelines**

Grant applicants may request $500-$10,000. The applicant must be able to match each dollar by a quarter ($75 grant request + $25 your match = $100 project cost) with either cash or in-kind services. A for-profit business that receives a grant is required to treat the grant as income and is responsible for paying any applicable taxes.

Grant awards are chosen on the basis of merit and determined by an independent Review Panel. **Grant funds may not be applied to retroactive projects.** A retroactive project is a project that has been started without a signed agreement. Eligible applicants may have one Tourism Sales & Marketing Grant open at a time, and may not receive more than $10,000 in grant awards in a calendar year.

**All visual projects, including collateral, advertisements, signage and websites, must contain the Cumberland Valley Pennsylvania destination logo.** Collateral must include the phrase, “For more things to do VisitCumberlandValley.com”. All final artwork must be approved by the Tourism Grant Review Committee in writing, either with the application, or during the process, as indicated in the Grant Agreement. Collateral may be required to be provided to CAEDC for promotional use and/or distribution. Organizations that use grant dollars to attend Tradeshows must provide leads that were gathered at the show. Grant dollars requested to pay for tradeshow registration must be at the early-bird rate. Organizations that are awarded a grant are required to have a hyperlinked Cumberland Valley PA destination logo on their website for three years following the award of the grant. The destination logo is available at [VisitCumberlandValley.com/newsroom/media-kit](http://www.visitcumberlandvalley.com/newsroom/media-kit).

Additional criteria, including the grant terms, will be clearly outlined in an Award Letter. Signing the Award Letter indicates that your organization has agreed to those criteria. Grant recipients that do not meet post-award requirements will be ineligible to apply for future grants.

**Tourism Sales & Marketing Grant Timeline**

Awarded projects may begin once the award letter is signed by the applicant. If the funds are not expended within the term outlined in the Award Letter or Agreement, the Grantee must inform the CVVB Marketing 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 12 months from the application award date. This report is a pre-formatted form. 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 the Award Letter.

**Section One: Overview**

**Organization Name:**

**Non-Profit (yes/no)? Tax EIN:**

**Physical Address:**

**Mailing Address:**

**Contact Name & Title:**

**Contact Phone & E-mail:**

**Request ($500-$10,000): $**

**Total Project Cost: $**

**Anticipated Completion Date:**(*Terms of the award will be determined based on project type and timeline.)*

***Please check the appropriate category (ies).***

Experiential Collateral and/or Distribution ($2,500 maximum request)

Professional Photography, Videography or Website Design ($2,500 maximum request)

Advertising for Major Attractions, Events (500+ attendees) or to Promote Overnight Stays

Signage for Historical, Outdoor or Major Attractions and/or Promotional Signage

Tradeshow Support (Please Complete Section Below)

Other (Must be pre-approved prior to application submission):

***If applying for Tradeshow Support, please answer the questions below.***

1. **Show Name, Location & Date:**
2. **How many times have you attended this show in the past?**
3. **Participating Partners:**

**Section Two: Project Details**

*Section two may not exceed three pages in length.*

1. **Provide a (1) description, including history/background of the project, (2) how your project will increase visitation and/or enhance the visitor experience and (3) how it will impact your business.** Include as appropriate, projected number or percentage of increased daily and overnight visitation, prior tradeshow attendance and estimated economic impact.
2. **How many customers/visitors did your business or event receive the past two full calendar year?** If your business is new, please include projected numbers for the first two years. Provide any demographic information you have about your customers/visitors, i.e. age, income, geographic location of residency, etc.
3. **If your project cannot be fully funded, how would you adapt the project?**
4. **Please provide a month-by-month timeline below outlining high-level activities.** The timeline should begin with your grant award, and end with the submission of the Final Project Report.

**Section Three: Budget**

|  |  |  |
| --- | --- | --- |
| **Project Funding** | | |
| **Funding Source** | **Amount** | **Notes** |
| CAEDC Grant Request | $ |  |
| Your Organization’s Cash Match | $ |  |
| In-Kind or Other Funding | $ | \_\_\_\_ hours @ $\_\_\_\_\_\_/hr |
|  |  |  |
| **Total Funding** | **$** |  |
|  |  |  |
| **Project Expenses** | | |
| **Expense Description** | **Amount** | **Notes (Quantity, etc.)** |
| 1 | $ |  |
| 2 | $ |  |
| 3 | $ |  |
|  |  |  |
| **Total Expenses** | **$** |  |

If your match for a visual project (Advertising, Collateral, Signage or Website) is graphic design costs, please provide the completed artwork with your application.

**Section Four: Application Checklist**

**Attach the following items to your completed application (as applicable):**

All Projects

* Quote(s) from selected vendor(s)

Advertising

* Detailed Advertising Information

Signage for Historical, Outdoor, or Major Attractions and/or Promotional Signage

* Letter of support from landowner giving permission to place signs

Tradeshow Support

* Copy of application

Visual Projects (Advertising, Collateral, Signage and Website)

* Artwork

Website Creation

* Site Map

**Submit a digital copy of this application with attachments to:**

Cumberland Area Economic Development Corporation (CAEDC)

Ashley Kurtz, Marketing Manager

(717) 240-7192 | [akurtz@visitcumberlandvalley.com](mailto:akurtz@visitcumberlandvalley.com)

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.

We affirm that all information in this application and all attachments are true and correct to the best of my/our ability, and that the receipt of any 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 regulation as they apply. I/We understand that the Tourism Grant Review Committee may request additional information and/or personal interview from applicants.

Name: Title:

Signature: Date: