



2017 TOURISM GRANT OVERVIEW

Sponsored by the Cumberland Valley Visitors Bureau

Timeline

Call for applications will be announced:	Tuesday, January 17, 2017
Deadline for communicating intent to file:	Friday, March 17, 2017
Deadline for applications to be submitted:	Friday, March 31, 2017
Awards will be announced:	Friday, May 12, 2017
Award letters will be distributed:	June 2017
Grant Award Breakfast:	January 2018
Final Project Report:	No later than December 21, 2018

FINAL RELEASE VERSION 2.7
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Cumberland Valley Visitors Bureau

53 W. South Street, Suite 1
Carlisle, PA 17013
P 717.240.7190
F 717.243.6928

www.visitcumberlandvalley.com
www.cumberlandbusiness.com

Introduction

The Cumberland Valley Visitors Bureau (CVVB), created in 2005 under the umbrella of the Cumberland Area Economic Development Corporation (CAEDC), is the official Destination Marketing Organization serving Cumberland County. The CVVB exists to generate visitor volume and spending by attracting business and leisure visitors, meetings or conventions and events to Cumberland Valley. The CVVB is funded by a county lodging tax that is assessed on each overnight stay in Cumberland Valley.

Mission

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.

Grant Purpose

Since 2010, the CVVB has awarded nearly \$500,000 in grants to fund nearly 80 projects representing heritage, cultural, agricultural and experiential tourism.

In the 2017 grant program, up to \$125,000 of the Cumberland Valley's Lodging Tax Income will be designated for a grant program to support Marketing Initiatives and Tourism Capital Improvements in Cumberland County.

The purpose of this grant program is to increase visitation and enhance the visitor experience in Cumberland Valley through Marketing Initiatives and Tourism Capital Improvements.

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.

Detailed information about what projects are and are not considered for this grant can be found in the **2017 Tourism Grant Project Details** document.

In Short

Grant awards are chosen on the basis of merit and determined by an independent Grant Review Panel. Applications that closely align with the CVVB Mission are stronger candidates than those that are not. When submitting an application, keep in mind that the end goal should be to promote and attract visitors to the area that will generate overnight stays, or enhance the visitor's experience.

For Smaller Projects

For smaller projects, CVVB encourages partners to consider the Seasonal Application Program (SNAP). The SNAP was established by CVVB to provide financial assistance to partners to print brochures, place advertising, complete professional photography and video projects and manufacture signage.

For Larger Projects

For larger projects that need \$50,000-\$100,000 in funding, CVVB encourages partners to consider the Tourism Infrastructure Loan Fund (TILF). The TILF was established by CVVB to provide capital to businesses in the tourism industry for acquisitions and facility improvements.

Next Steps

Find information for all three tourism funding opportunities at

<https://www.visitcumberlandvalley.com/newsroom/tourism-funding/>

1. Review the **2017 Tourism Grant Program Details**
2. Communicate your intent to file an application by e-mailing (akurtz@visitcumberlandvalley.com) or calling (717-240-7192) Ashley Kurtz
3. Complete and submit the **2017 Tourism Grant Program Application**
4. Review the **Tourism Grant Program Final Project Report** and **Tourism Grant Program Final Project Report Budget** templates to ensure you are capable and willing to complete this requirement should your project be awarded