

Fayette County
2016 Tourism Grant Application
Tourism Education

Sponsored by: Fayette County Board of Commissioners
and administered by the Laurel Highlands Visitors Bureau

You must submit **FIVE (5)** copies of this application with attachments to:

Laurel Highlands Visitors Bureau (LHVB)
Fayette County Tourism Grant Program
120 East Main Street
Ligonier, PA 15658
Phone – 724.238.5661, Extension 101

Deadline for receipt at LHVB Offices:
No later than 4:30 PM on FRIDAY, March 4, 2015

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 in mid to late April 2016.

ALL APPLICANTS MUST BE A 501(c)(3) NON-PROFIT RECOGNIZED BY THE IRS.

NOTICE: HANDWRITTEN APPLICATIONS WILL NOT BE CONSIDERED

STATEMENT OF PURPOSE

Funds distributed in the form of grants are a portion of the hotel room occupancy tax collections. Grant funding should be used for:

- Tourism and educational projects that will provide training and educational events with the purpose of building and enhancing the Fayette County tourism infrastructure.

There is a high probability the state law will require a 25% match. Please prepare the application with that expectation. Half of the match can be in-kind services and/or donated materials; however, documentation must be provided for any in-kind match. Volunteer work is valued at \$10/hour and must be documented, including dates and list of volunteers, the services they provided, and their hours of service. If you receive a grant, you can incur expenses eligible for assistance immediately after grant notification. (Expenses cannot be incurred before notification date.)

Grant Guidelines

- No more than one grant application of each type will be accepted from any single applicant.
- Grants are available for non-profit organizations, according the County MOU.
- A federal identification number is required to submit an application.
- A credit line for the Fayette County Tourism Grant Program must be included on any advertisement or literature paid for by the grant.
- Once notification is given to grant applicant selected for a grant, a contract between the Fayette County Grant Committee and the applicant will be signed and the applicant will be notified of approved expenditures funded with grant dollars.

Please refer to the Fayette County Tourism Grant Program Criteria and Guidelines for more detailed information.

Grant Application Instructions

Applications must include:

- Completed cover page.
- No more than two (2) typed pages of narrative to describe the project, answering the questions specific to the application grant category.
- A budget worksheet specifically listing the projects' activities for which the grant will be used.
 - Must include copy of quotes and bids for all project activities identified in the budget worksheet.

Submit five (5) copies of the entire application, with each individual copy paper clipped. **DO NOT** staple set together and **DO NOT** place applications in folders or binders.

Key criteria grant committee members will take into account when reviewing and selecting tourism projects for funding:

- **The project has the ability to draw or increase the number of tourists.**
- **The project provides a distinctive experience.**
- **The project has the potential to appeal to various age groups or to educate/develop appreciation by future generations.**

2016 Fayette County Tourism Education Grant Cover Page
(Complete This Page of Each Grant for Which You Are Applying)

Name of Grant Application/Project _____

Legal Name of Sponsoring Organization _____

Contact Person/Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Web Site _____ Email _____

Federal ID # _____

Business/Organization Federal ID # Assigned To: _____

Grant Amount Requested \$ _____

Cash Match \$ _____ In-Kind Match \$ _____

Category (check)

_____ Tourism Grant

Signature of Applicant _____ Date _____

If selected to receive a 2016 Grant, **the grant check will be made payable to the organization/applicant/business whose name appears in the legal name section above.** Non-profit organizations are also required to provide a copy of their IRS 501(c)(3) Determination Letter and a list of their current Board of Directors, with names, addresses, and phone numbers as well as when directors' terms of office expire.

Submit five(5) copies of the entire application, with each individual copy paper clipped. **DO NOT** staple set together and **DO NOT** place applications in folders or binders.

DEADLINE: If submitting via US Postal Service, the application must be postmarked no later than **March 4, 2016.** If delivering application by hand, the application must be turned into the Laurel Highlands Visitors Bureau office no later than 4:30 pm on **March 4, 2016.**

Office mailing and delivery address:

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

SECTION I: Cooperative Information

If a cooperative project involving more than one organization, please list the names of the additional participants below [include organization name(s) and contact(s) and phone number]:

Organization #1

Contact

Phone #

Organization #2

Contact

Phone #

(Additional organizations may be added here)

SECTION II: Tourism Education Grant Request

Tourism Education Grant Requested: \$ _____

Total Projected Budget for this Project: \$ _____

Other funding sources and amounts include:

SECTION III: Project Information

Please answer all of the following questions as completely as possible; you may attach additional pages if necessary.

- Mission of this project. In two or three sentences, describe the current need, problem, or opportunity and how grant funds will address these issues.
- *****How will this project enhance or increase tourism in Fayette County?*****
(Your response to this question is vitally important to the committees' decision relative to your application!)

SECTION IV: Tourism Education Plan

1. Please provide a detailed tourism education plan which includes:
 - a. Target audience – location, gender, age and number of individuals to be targeted for education
 - b. Proposed forum or media to be used to conduct the education
 - c. Budget details (using attached Grant Budget Worksheet)
 - d. Timeline – include anticipated start of project and project completion date

SECTION V: General Information

1. If you have received a tourism education grant in the last five years, how much did you receive and how many individuals did you present to or educate?
2. List all third-party partners or entities you intend to use to assist with this project and the specific role each will play. (Attach documentation evidencing their agreement to participate in the project.)
3. In the twelve months following receipt of a grant, how many individuals do you anticipate will be educated through the project?
4. How will your organization judge the effectiveness of this project? How will results be measured?

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 receipts and a certification to verify the expenditure of any grant funds received, and I/we agree to furnish said documentation. 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.

Name (print): _____ Title: _____

Signature: _____ Date: _____

Applicant is a non-profit organization and:

- A copy of applicant's non-profit organization IRS 501(c)(3) Determination Letter is attached
- A list of applicant's Board of Directors with addresses, etc., is attached

Date Received by LHVB: _____ By: _____

2016 Tourism Education Grant Budget Worksheet
(Include Advertising and Contractor Bids if Applicable)

Be specific regarding line item costs associated with this Tourism Education Grant.

You must show how both the grant amount requested and the matches (both cash and in-kind) will be allocated among activities. Remember that the match must be at least 25% of the total cost and that at least half of the match (or 12.5% of the total cost) must be in cash. The other half of the match can be "in-kind," consisting of volunteer services and donated materials. Volunteer services should be valued at \$10 per hour.

Application/Project _____ County _____
 Name of Grant _____

City/Town of Applicant _____ Federal ID# _____

Activity	Grant Amount Requested	Match (Cash)	Match (In-Kind)	Source of Match	Total Funds
Column Totals:					

(Total of Grant Amount Requested + Match (Cash) + Match (In-Kind) Must Equal Final Column Total.)