

**2017 Tourism Grant Application**Sponsored by Cumberland Valley Visitors Bureau

**Intent to File Deadline:** March 17, 2017

**Application Deadline:** No later than 5:00 p.m. on March 31, 2017

*Any application received after the deadline will not be considered. No hand-written applications will be accepted. Do not change font type or size. Application length may not exceed 10 pages.*

**Section One: Grant Overview**

**Title of Project:**

**Organization Name:**

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

**Street Address:**

**City/State/Zip:**

**Website:**

**Contact Name & Title:**

**Contact Phone & E-mail:**

**Total Project Budget: $**

**Grant Request: $**

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

 Media Development

 Tourism Product Development and Experiences

 Advertising for Major Events or to Promote Overnight Stays

 Signage

 Transport

 Product

 Technology

 Outdoor and Agricultural Support

 Façade Beautification and Specialty Seating

**Section Two: Grant Project Partners**

If your application is for a cooperative project involving more than one organization, please list the names of the additional participants below. A letter of support must be attached to your grant application for each organization.

**Organization One:**

**Contact:** **Phone:**

**Brief Description of Organization’s Involvement:**

**Organization Two:**

**Contact: Phone:**

**Brief Description of Organization’s Involvement:**

**Organization Three:**

**Contact: Phone:**

**Brief Description of Organization’s Involvement:**

**Section Three: About Your Organization**

Please answer all of the following questions as completely as possible.

1. **List your board member names and terms.**
2. **What year was your organization established? How long have you been involved in the organization?**
3. **Provide a brief description of your organization. Attach a photo of your enterprise to your application. If your application is for signage, include where the signage will be located.**
4. **How many visitors did your business or event receive in 2015 and 2016? Provide any demographic information you have about your visitors, i.e. age, income, geographic scope, etc.**
5. **What was your promotional budget for 2016? What percentage of that budget was utilized to attract visitors outside of Cumberland County?**

**Section Four: About Your Project**

Please answer all of the following questions as completely as possible.

1. **Describe the scope of this project. Using two to three sentences to outline the current need, problem or opportunity and how grant funds will address these issues.**
2. **What are the core goals of this project and the strategies you will use to meet them?**
3. **Who is the target audience of this project and what is the demographic and geographical reach?**
4. **How will this project affect your organization?**
5. **Describe how your project meets the criteria defined for your particular area of interest.**
6. **How will this project increase tourism? How will this project enhance the visitor experience?**
7. **What are the deliverables of this project? For example, number of ads placed, signs printed, etc.**
8. **How will your organization judge the effectiveness of this project? How will results be measured?

Include as appropriate: number of additional visits, percent increase of daily visits, percent increase of overnights anticipated, estimated economic impact (EEI) and amount of new tourism revenue that this will generate.**

**If your project is awarded, you will be required to compare your results to this projection in your final report.**

1. **If project cannot be fully funded, how would you adapt the project scope?**
2. **If your project is weather-dependent, what is your inclement weather plan, or how will you adapt your project?**
3. **What is the sustainability of your project? For example, how long will it be until you print a new brochure, maintenance a sign, etc. and how will the activity be funded?**

**Section Five: Project Budget**

Please complete the below budget as completely as possible. Any budgeted expense for your project must have two quotes, with at least one quote being from a Cumberland County vendor.

|  |
| --- |
| **Funding Sources** |
| **Source** | **Funding Source** | **Funds Confirmed?** |
| CVVB Grant Funds | $ |  |
| Your Organization’s Cash Match | $ |  |
| Your Organization’s In-Kind Match | $ | Please describe here. |
| Matching Funds 1 | $ |  |
| Matching Funds 2 | $ |  |
|  |  |  |
| **Total Project Cost** | **$** |  |

A Letter of Support will be required for any funding source listed that is not the CVVB Grant Funds or your organization’s cash or in-kind contribution. Both cash and in-kind contributions should be listed on this sheet.

|  |
| --- |
| **Project Expenses** |
| **Source** | **Quote One** | **Quote Two** | **Notes** |
| Expense 1 | $ | $ |  |
| Expense 2 | $ | $ |  |
| Expense 3 | $ | $ |  |
|  |  |  |  |
| **Total Project Cost** | **$** | **$** |  |

Copies of quotes are not required with the Application, but if your project is funded, will be required as part of your agreement.

**Section Six: Project Timeline**

Please provide a month-by-month timeline below outlining high-level activities. The timeline should begin with a June 2017 grant award, and end with the submission of the Final Project Report, no later than December 21, 2018.

**Section Seven: Application Checklist**

1. **Convey your intent to file an application to:**

Ashley Kurtz, Promotions Manager

(717) 240-7192 | akurtz@visitcumberlandvalley.com

1. **Submit your completed application to 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.

The deadline to convey intent to file is March 17, 2017. The deadline to submit the application is Friday, March 31, 2017 by 5 pm. Applications received after the deadline will not be considered.

I/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 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 regulation as they apply. I/We understand that the Tourism Grant Review Committee may request additional information and/or personal interview from applicants.

Name (print): Title:

Signature: Date: