2016 Tourism Grant Application

Sponsored by Cumberland Valley Visitors Bureau

Intent to File Deadline: May 27, 2016
Application Deadline: No later than 5:00 p.m. on June 3, 2016

Any application received after the deadline will not be considered.

Section One: Grant Overview

Title of Project:_____

Organization Name: _____

Non-Profit (yes/no)? If yes, list your 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 2014 and 2015? Provide any demographic information you have about your visitors, i.e. age, income, geographic scope, etc.**

    _____
    _____
    _____
    _____

5. **What was your promotional budget for 2015? 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.

_____
_____
_____
_____

9. If project cannot be fully funded, how would you adapt the project scope?

_____
_____
_____
_____

10. If your project is weather-dependent, what is your inclement weather plan, or how will you adapt your project?

_____
_____
_____
_____

11. 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 Request	$_____	
Your Organization's Cash Match	$_____	_____
Your Organization's In-Kind Match	$_____	_____
_____	$_____	_____
_____	$_____	_____
Total Project Cost	**$**_____	

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			
Expense	**Selected Quote**	**Second Quote**	**Notes/Quantities**
_____	$_____	$_____	_____
_____	$_____	$_____	_____
_____	$_____	$_____	_____
_____	$_____	$_____	_____
_____	$_____	$_____	_____
_____	$_____	$_____	_____
_____	$_____	$_____	_____
Total Project Cost	**$**_____	**$**_____	

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 an August 2016 grant award, and end with the submission of the Final Project Report, no later than March 12, 2018.

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Section Seven: Application Checklist

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

   Ashley Kurtz, Promotions Manager
   (717) 240-7192 | akurtz@visitcumberlandvalley.com

2. **Submit your completed application to akurtz@visitcumberlandvalley.com:**

   If you are unable to complete the PDF document, or provide digital files of attachments, contact the Ashley Kurtz for further instructions. 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 May 27, 2016. The deadline to submit the application is Friday, June 3, 2016 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: _____ Title:_____

Signature:_____ Date:_____