

# MEETINGS & MOTORCOACH APPLICATION PROGRAM (MMAP) OVERVIEW

Sponsored by the Cumberland Valley Visitors Bureau

## Timeline

<b>Application process to be announced:</b>	<b>Every January</b>
<b>Applications accepted:</b>	<b>Monthly by the 15th</b>
<b>Applications reviewed:</b>	<b>Within 30 days of receipt</b>

## Eligibility

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

- A Tourism partner in business for one year.
- A for-profit, not-for-profit or governmental enterprise.
- Meet eligibility criteria.
- Must be a partner in good standing.

VERSION 1.7



### Cumberland Valley Visitors Bureau

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## 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, 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.

## Meetings & Motorcoach Application Program (MMAP) Purpose

Over the past ten years, the CVVB sales staff has consistently made an effort to attend a variety of tourism marketplaces and tradeshow conferences selling Cumberland Valley as a tourism destination. Upon the completion of the 2016 Destination Sales Analysis a new tourism tradeshow partnering program emerged. The study showed that market tradeshow participation is important in capturing business. However, the CVVB sales department is limited and can't manage a full tradeshow schedule alone. Collaborating with our attraction and lodging partners is key for our destination to have a quality tradeshow presence.

The MMAP is designed to help Cumberland Valley partners select and register for tourism tradeshow events targeting the market segments in the CVVB sales plan. **The MMAP does not cover any tourism tradeshow travel costs or expenses.**

## MMAP Application Guidelines

When submitting an application, ensure that the tradeshow early bird registration deadline can be met. **Submitting an application does not guarantee tourism tradeshow registration funding will be received.** A tourism tradeshow representative must be active in the sales efforts of applicant for one year to attend a tourism tradeshow as a CVVB representative.

The MMAP program is a first-come, first-serve, rolling program that accepts applications by the 15<sup>th</sup> of each month and will be reviewed within (30) days. MMAP awards are chosen on the basis of merit and determined by an independent Review Panel. There is no limit of

applications per eligible applicant per year. MMAP funds may vary annually and will be limited.

The MMAP is a tourism tradeshow reimbursement program. Once awarded, MMAP applicants will receive the individual tradeshow procedure. This is a form outlining partnership requirements for the tourism tradeshow you've requested to attend.

Once you have participated and completed a tourism tradeshow, a list of LEADS (if applicable) will need to be submitted to the Tourism Development Manager along with proof of payment (check, cc statement) from your organization showing a paid registration for reimbursement. Funding will be received as a reimbursement once all required materials have been submitted.

## **MMAP Partnerships**

The goal of this program is for a partner to collaborate with the CVVB as a tradeshow representative to promote Cumberland Valley as a destination that will appeal to planners and their customers to generate overnight stays. In order to be eligible to participate in the MMAP Grant, lodging and meeting partners must be located in Cumberland County, PA. Attraction partners, in or out of county must be an active partner with the CVVB. All partners need to be a for-profit, not-for-profit or governmental enterprise.

## **MMAP Material Guidelines**

Tradeshow attendees will be responsible for any Cumberland Valley branded exhibit booth display materials needed for the event. Individual partner tradeshow materials are permitted based on tourism tradeshow, but must be submitted for approval by the Tourism Development Manager. All tradeshow materials produced specifically for a designated tourism tradeshow must contain the Cumberland Valley destination logo. A final printed copy of all tradeshow materials must be provided to the Cumberland Valley Visitors Bureau prior to tourism tradeshow. Submit applications early to ensure your business ample time in creating tradeshow materials.

## **Apply Now**

Download the application at – [VisitCumberlandValley.com/newsroom/tourismfunding.com](http://VisitCumberlandValley.com/newsroom/tourismfunding.com)

## **Contact/Learn More**

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