

Westmoreland County 2016 Tourism Grant Application Capital

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

You must submit **SIX (6)** copies of this application with attachments to:

Laurel Highlands Visitors Bureau (LHVB)
Westmoreland 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, January 29, 2016

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-March, 2016.

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 thus should be primarily used

- For capital improvements to attractions and visitor related sites (museums, trails, historic homes, wineries, etc.), or
- To build or expand tourism and recreation attractions.

Grant Match and Eligible Expenses

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)

A variety of tourism-related capital projects are eligible for funding under this program including:

- Acquisition or restoration of historic or cultural exhibits, demonstrations, or shows.
- On site signage.
- Physical improvement projects that will enhance the visitor experience.

Only direct costs associated with tourism expansion/capital projects qualify for grant funds.

Expenses not eligible for grant funding:

- Food, lodging, mileage and transportation costs.
- Purchase or rental of computers, software, projectors and other equipment.
- Telephone expenses.
- Postage and handling expenses, brochure racks.
- Envelops, letterhead, business cards, and miscellaneous office supplies.
- Membership dues, salaries and talent/dignitary honorariums.
- Rental of office space.
- Physical construction of billboards, and
- Gift cards, t-shirts and items for resale.

Grant Guidelines

- No more than two grant applications are accepted from any single applicant (1 of each type).
- Grants are available for for-profit and non-profit organizations, according the County MOU.
- A federal identification number is required to submit an application.
- A credit line for the Westmoreland County Tourism Grant Program and its official logo must be included on any advertisement or literature paid for by the grant.
- Once notification is given to projects selected for a grant, a contract will be made between the Westmoreland County Grant Committee and the applicant outlining what can be funded with grant dollars.

Please refer to the Westmoreland County Tourism Grant Program Criteria and Guideline 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 six (6) 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, and,**
- **The project has the potential to appeal to various age groups or to educate/develop appreciation by future generations.**

2016 Westmoreland County Tourism Capital 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)

_____ Capital 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 your IRS 501(c)(3) Determination Letter and a list of your current Board of Directors, with names, addresses, and phone numbers as well as when directors' terms of office expire.

Submit six (6) 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 January 29, 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 **January 29, 2016.**

Office mailing and delivery address:

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

Take up to two (2) typed pages to answer the following questions

SECTION I: *General Information*

1. Provide a brief description of the organization/applicant/business:
2. If a cooperative project involving more than one entity, please list the names of the additional participants below [include organization name(s) and contact(s) and phone number(s)]:

Organization #1
Contact
Phone #

Organization #2
Contact
Phone #

(Additional organizations may be added here)

SECTION II: *Capital Improvement Grant Request*

Capital Improvement Grant Requested: \$ _____

Total Projected Budget for this Project: \$ _____

Other funding sources and amounts include:

Please refer to the Westmoreland County Tourism Grant Program Criteria and Guideline for more detailed information.

SECTION III: *Capital Improvement Project Information*

1. Please provide detailed information relative to the capital improvement project for which you are seeking a grant including:
 - a. Project description and location.
 - b. Provide an explanation regarding why this project is necessary to support tourism.
 - c. Proposed budget details (spreadsheet preferred).
 - d. Time line – include anticipated start of project and project completion date.
 - e. Provide a breakdown of work to be provided by volunteers and that which will be provided by a paid contractor or craftsman.
2. How will your organization judge the effectiveness of this project? How will results be measured?
3. *****How will this project enhance or increase tourism in Westmoreland County?*****
(Your response to this question is vitally important to the committees' decision relative to your application!)

Complete this page, sign/date and check appropriate attachment boxes as the last page of your application

SECTION IV: General Information

1. If the applicant is a **tourist attraction**:

a. What were your annual visitation numbers for the past two years?

2014: _____

2015: _____

b. How are the visitation numbers provided above determined?

2. If your business is a **lodging facility**:

a. How many rooms/beds are at your facility?

b. What was your annual occupancy percentage for the past two years?

2014: _____

2015: _____

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 Capital Grant Budget Worksheet
(Include Advertising and Contractor Bids if Applicable)

Be specific regarding line item costs associated with this Capital Improvement Project. Be specific relative to the work to be provided by volunteers, as in-kind donations and that which will be provided by a paid contractor or craftsman

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 |
|-----------------------|------------------------|--------------|-----------------|-----------------|-------------|
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| Column Totals: | | | | | |

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