



LAUREL HIGHLANDS VISITORS BUREAU

Reneé Seifert
President and CEO



The Economic Impact of Tourism in Laurel Highlands



March 2015



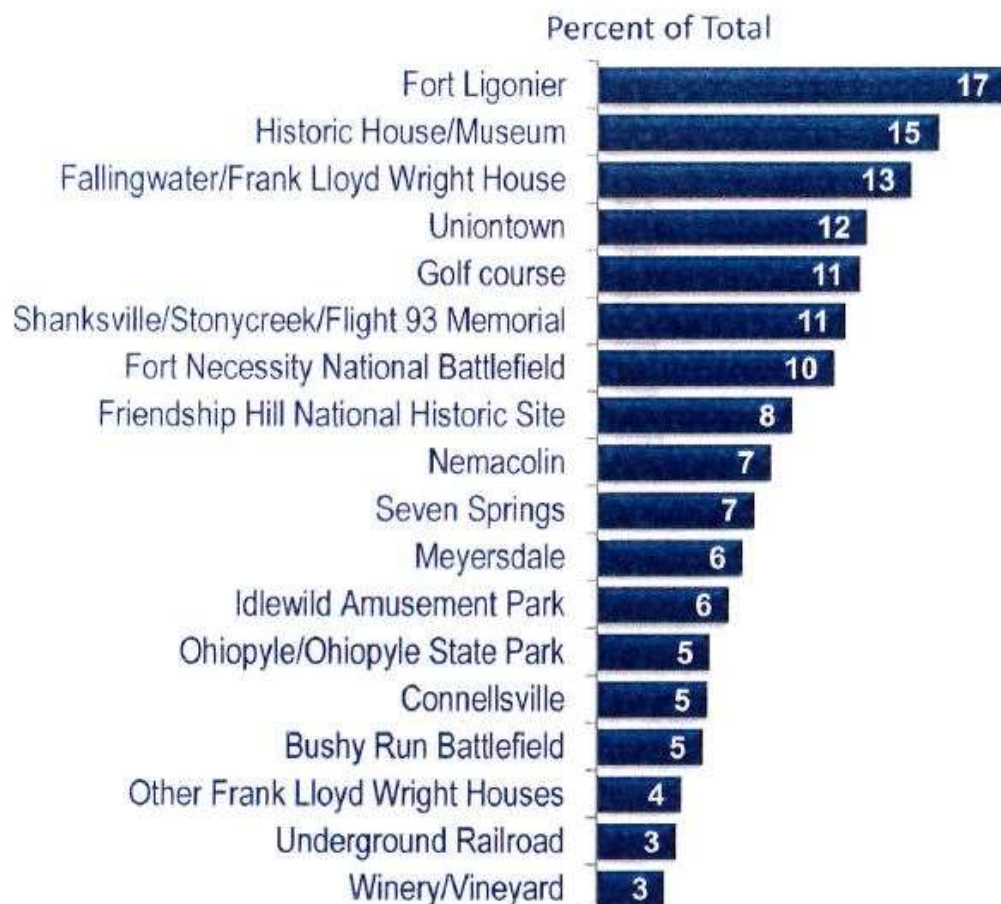
TOURISM
ECONOMICS

AN OXFORD ECONOMICS COMPANY

Pennsylvania Attractions/Events — Laurel Highlands Region



Base: Overnight Trips

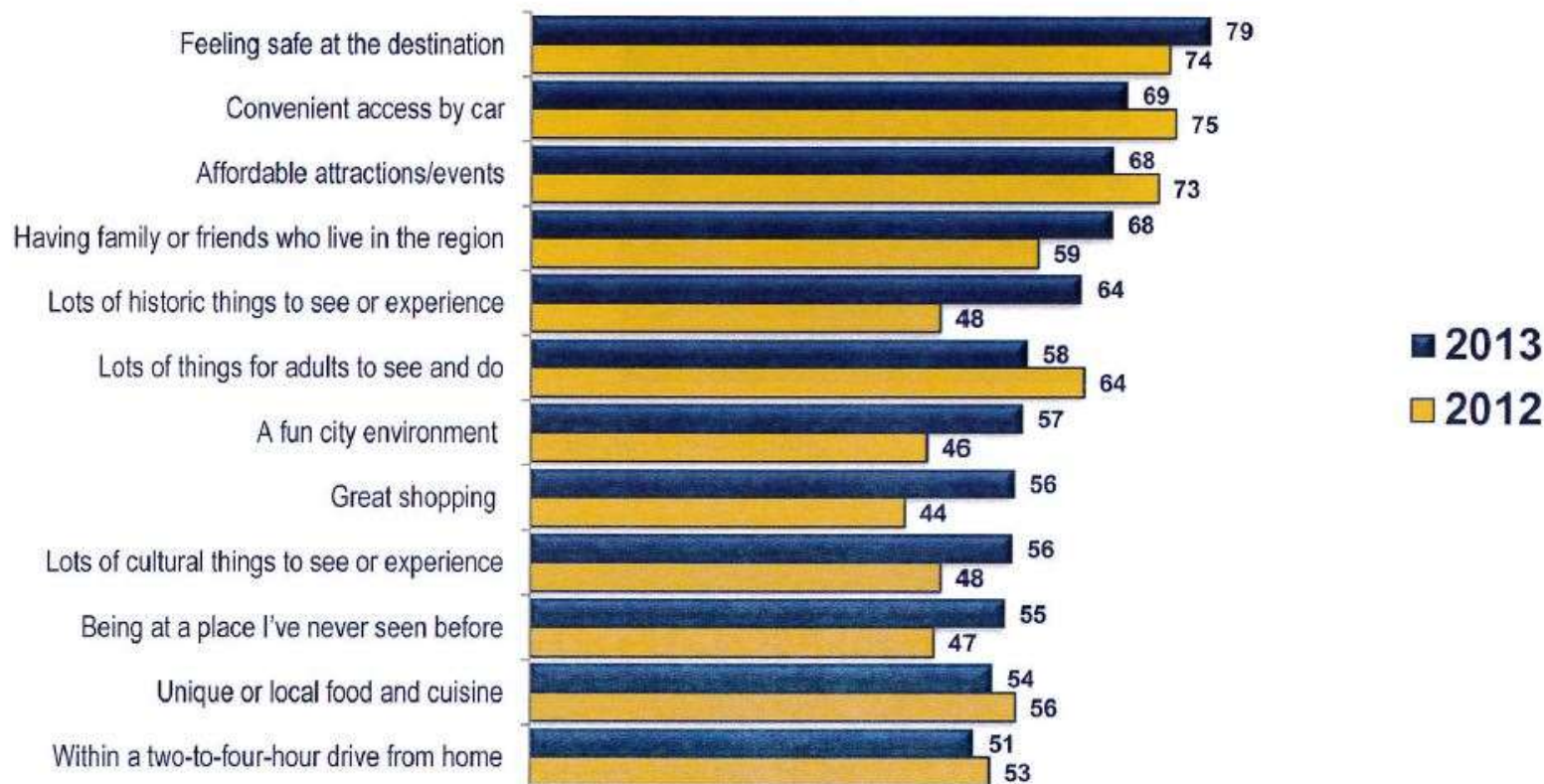


Importance of Factors In Choosing to Visit Laurel Highlands Region



Base: Overnight Trips

% Rating Factor As Very Important*



* Rated 8, 9 or 10 on 10-pt. Importance scale

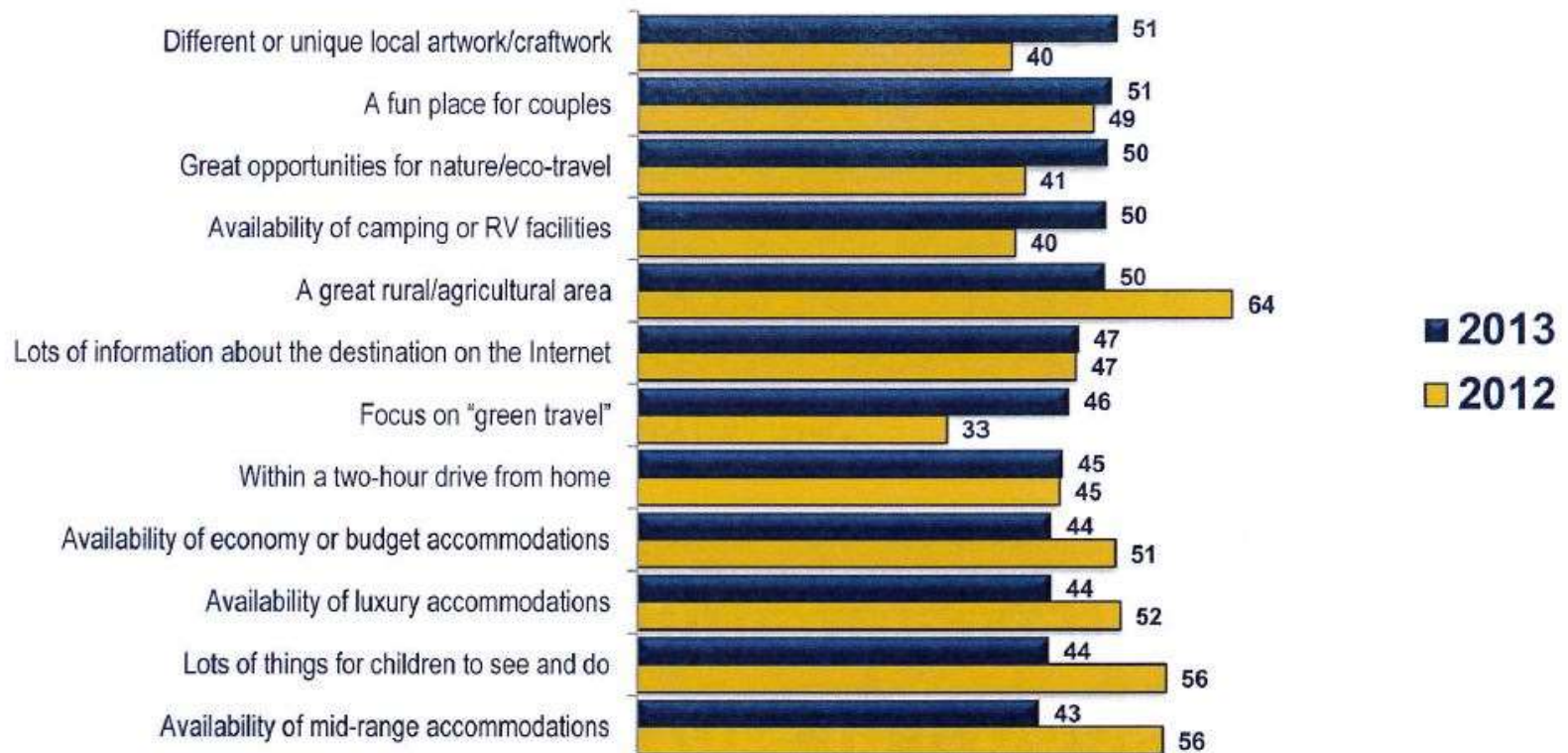
**Caution: low base*

Importance of Factors In Choosing to Visit Laurel Highlands Region (Cont'd)



Base: Overnight Trips

% Rating Factor As Very Important*



* Rated 8, 9 or 10 on 10-pt. Importance scale

**Caution: low base*

TOURISM MATTERS

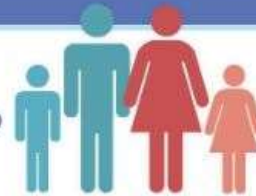
Laurel Highlands Visitor Profile
& Economic Impact Data



WESTMORELAND, JAYETTE & SOMERSET COUNTIES



72% INDICATED THEIR MARITAL STATUS AS MARRIED**



71% REPORT TRAVELING WITH THEIR SPOUSE OR HOUSEHOLD FAMILY**



REPORT AN EDUCATION LEVEL OF ASSOCIATE'S DEGREE OR HIGHER**



50% REPORTED AVERAGE HOUSEHOLD INCOME AS \$75,000+*

76% REPORT THEIR AVERAGE LENGTH OF STAY PER LEISURE VISIT AS 1-5 NIGHTS*



70% REPORT SPENDING \$100-\$400 PER DAY ON AVERAGE*

TOP 5 MOST SOUGHT-AFTER EXPERIENCES**



ECONOMIC IMPACT†

\$1.5 BILLION

2014 VISITOR SPENDING UP BY 4.2% OVER 2013

\$510

SAVED PER HOUSEHOLD IN THE REGION IN TAX PAYMENTS BECAUSE OF TOURISM

\$116 Million

FEDERAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2013.

19,200 JOBS

TOURISM-RELATED JOBS IN 2013 REPRESENTING 7.5% OF TOTAL EMPLOYMENT IN THE REGION - 1 IN 13 JOBS IN THE REGION IS SUPPORTED BY TOURISM.

\$120 Million

STATE AND LOCAL TAXES GENERATED BY TOURISM IN THE LAUREL HIGHLANDS IN 2013.

TOP STATES REPORTED - VISITOR ORIGIN**



* Laurel Highlands/Venues Bureau Market Survey, September 2014, 525 respondents

** Laurel Highlands/Venues Bureau Market Survey, August 2013, 495 respondents

† The economic impact of tourism is based on Laurel Highlands Report, Tourism Economics: An Annual Economic Impact Study 2013

I Want a Grant.
Now how do I go about getting it?

Tourism Grant Programs

Somerset County

Westmoreland County

Fayette County

Tourism Grant Program Overview

Pennsylvania Statute



Adopted by County



Tax Collected/Enforced by County



LHVB TPA for the County



Memorandum of Understanding

Role of the Laurel Highlands Visitors Bureau

- LHVB is the Administrator of the grant programs
- LHVB disburses the grants at the direction of the grant committee in each county
- LHVB oversees the documentation process and works with the grant recipients to ensure compliance with the Criteria and Guidelines
- LHVB provides guidance and responds to questions from grant recipients
- LHVB refers special requests or “change of use” requests to the grant committee

Main intent of the legislation...

- **Must advance/improve tourism in the county**
 - Primarily to attract visitors from outside the region
 - Encourage visitors to stay overnight
 - Market the region for leisure/business travel
 - Improve or expand the attractions in the county to accomplish all the above

Grant Criteria and Guidelines

- **Statement of Purpose**
 - The purpose of this grant program is to enhance the tourism experience, increase tourism, visitation, and overnight stays
- **Somerset and Westmoreland Counties**
 - Both for-profit and nonprofit entities can apply
 - Grants for marketing and capital*
 - Now permit grants to operate a visitors center in a Trail Town along the Great Allegheny Passage

*New rules for capital grants to for-profit entities in Somerset County.

Grant Criteria and Guidelines

- **Statement of Purpose**
 - The purpose of this grant program is to enhance the tourism experience, increase tourism, visitation, and overnight stays
- **Fayette County**
 - Nonprofit tourism assets can apply for any of the four types of grants: Marketing, Capital, Operations & Education
 - For profit tourism assets can apply for Marketing grants only which require a \$ for \$ match

New Requirements in 2016

A Budget Worksheet

Submit an easy-to-understand project budget.

- Provide a very detailed budget – more detail is better than less.
- For example, if you're requesting funds to advertise in five magazines, list the magazines in the budget and how much you plan to spend for each.
- Do not simply write "Magazine ad placements: \$10,000" in the budget worksheet.
- See budget example below:

| Activity ⁽¹⁾ | Grant Amount Requested | Match (Cash) | Match (In-Kind) | Source of Match | Total Funds |
|-------------------------|------------------------|--------------|-----------------|-------------------------|-------------|
| Magazine Ad Placements | | | | | |
| Magazine 1 | \$2,000 | \$500 | | Organization Budget | \$2,500 |
| Magazine 2 | \$1,000 | \$250 | | Organization Budget | \$1,250 |
| Magazine 3 | \$2,000 | \$500 | | Organization Budget | \$2,500 |
| Ad layout & design | \$0 | | \$2,000 | Local printer (in-kind) | \$2,000 |
| Totals | \$5,000 | \$1,250 | \$2,000 | | \$8,250 |

The budget worksheet is included in the application. If grant is funded, the worksheet will be returned with the contract indicating which expenditures are approved for funding.

New Requirements in 2016

Detailed Marketing Plan

A copy of the marketing plan for the project to include:

- ✓ Identification of radio and TV stations by location and call letters (for example WTAE TV, Pittsburgh)
- ✓ Coverage area maps for all media buys (print or electronic media including television stations, radio stations, newspapers, magazines, etc.) identified in budget worksheet. Must also include information that shows their audience and reach, and indicate why this target market was chosen in relation to your project and overall marketing plan in your marketing plan.
- ✓ Copies of quotes and bids for all project activities identified in the budget worksheet.

Media Kit Example



Media Kit Example

PITTSBURGH QUARTERLY **web** **RATE CARD**

www.pittsburghquarterly.com

OPTIONS
Choose from 3 ad sizes:
• Standard: 300x250 pixels (recommended)
• Large: 300x600 pixels (recommended)
• Extra Large: 600x600 pixels (recommended)
Our ad rates are set at \$15 per line per week.

SUBMITTING ART
Please send all art and photos to:
Pittsburgh Quarterly, 1140 Fox Chapel Road, Pittsburgh, PA 15238
Email: art@pittsburghquarterly.com

DEADLINES
Advertiser: 10 business days before the start of the campaign.
To place your online advertisement online, please contact: Sue Glanville at 412-576-7551 for details.

PITTSBURGH QUARTERLY **EDITORIAL CALENDAR**

PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON

Spring
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON

Summer
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON

Fall
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON

Winter
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON

PITTSBURGH QUARTERLY **print** **SPECS & RATES**

PRINTING
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON
• PITTSBURGH'S BEST JOURNALISM FOR EVERY SEASON

DEADLINES
Advertiser: 10 business days before the start of the campaign.
To place your print advertisement online, please contact: Sue Glanville at 412-576-7551 for details.

PITTSBURGH QUARTERLY **MEDIA KIT**

JUDGED PITTSBURGH'S BEST MAGAZINE - 8 STRAIGHT YEARS -

EXCELLENCE
Because of its unparalleled editorial product, Pittsburgh Quarterly attracts and retains the attention of the top echelon of regional decision makers in business, civic, and cultural affairs. Since we began publishing in 2006, Pittsburgh Quarterly has dominated the region's main competition for journalistic excellence—the Golden Quill Awards—sponsored by the Press Club of Western Pa. In 2014, Pittsburgh Quarterly won 13 of the 15 magazine awards. The region's key leaders in every sector recognize and appreciate that level of quality.

AFFLUENCE
Each issue is delivered to the most influential and affluent media audience in Greater Pittsburgh. These readers are Pittsburgh's key decision makers—successful community, business and opinion leaders. And they are the wealthiest of consumers whose purchasing power is largely immune to economic cycles.

SHELF LIFE
Pittsburgh Quarterly is a collector's item for people interested in Pittsburgh, and it spends more time on bedside and coffee tables than any other local publication. Instead of skimming and discarding it, readers return to Pittsburgh Quarterly again and again—seeing your ad on multiple occasions.

DISTRIBUTION
Every quarter Pittsburgh Quarterly has a readership of more than 100,000 people. Subscriptions are delivered via the U.S. mail. Additional copies are delivered to large institutional subscribers, and the magazine is also on sale at more than 200 retail and bookstores. You'll find it in the region's leading hotels, professional offices and medical offices. Pittsburgh's largest companies and Pittsburgh Quarterly to high-level recruits, giving these successful newcomers their first impressions of the region.

PITTSBURGH'S FINEST MAGAZINE

FOLIO 2014 EDDIE AWARD WINNER

FOR MORE INFORMATION

FORWARDED YOUR TIMES ANNUALLY

Bending Oak Publishing LLC
1140 Fox Chapel Road, Pittsburgh, Pennsylvania 15238
CONTACT: Sue Glanville • 412-576-7551
www.pittsburghquarterly.com

New Requirements in 2016

Grant Match

There is a high probability the state law will require a 25% match. Please prepare the application with that expectation

Marketing Grants

- All three counties permit grants for marketing
- Funding may be used for advertising, marketing, promotion – local advertising not favored
- Marketing grants can be made for building or rebuilding websites and to fund special events that will bring visitors into the county putting “heads in beds”
- Funding may apply to marketing partnerships such as with LHVB for: brochures and brochure distribution, Destination Guide ads, website ads cooperative ad campaigns as well as collaborative efforts, or joint ventures with other properties or attractions

Print and Non-Print Media

- Newspapers
- Magazines
- Billboards
- Specialty publications
- Brochures
- Signage (can also be Capital)
- Television, broadcast or cable
- Radio
- Social media
- Internet
- As noted earlier, marketing in local media is not favored because it doesn't attract visitors from outside the region...marketing needs to put heads in beds!

Participation in Marketing Programs

- LHVB Website and Spotlight Ads
- LHVB Destination Guide
- LHVB Brochure Rack Program
- LHVB Consumer Travel Shows
- LHVB Group Marketing Program
 - Participation in group marketing shows
- Collaborative efforts, i.e. what were formerly referred to as “Promotional Partnerships” and co-op ads

Collaborative Efforts

- Festival cooperative advertising
- Christmas in the Mountains
- Lincoln Highway Corridor, Artisans' Trail
- Package Deals for events & activities
 - e.g. Laurel Highlands Halloween Festivities

Capital Improvement Grants

- All three county grant programs permit grants to be made for capital improvement
 - Must benefit tourism and improve the visitors' experience
 - Signage (Can also be marketing)
 - Handicap accessible, i.e. electric doors, ramps
 - Restore/Repair significant tourism attraction
 - Expand the facilities, i.e. new room, terrace, gardens, access, etc.
- **NOTE:** For-profit entities (Somerset & Westmoreland only) are encouraged to confer with their tax consultants regarding possible income tax consequences resulting from a grant. For-profits in Fayette County are not eligible for Capital Improvement Grants.

Capital Improvement Grants

Somerset County Only

- Claw-back Provision – pay back if property sold within three years
- Grant will be made for no more than one-half the value of the project and proof must be presented of the availability of funds equal to or greater than the grant before the grant is paid

Preferences

- **Marketing trumps capital in most situations...**
 - Banking and Financial institutions, including The Progress Fund, can help with capital improvements.
 - Financial institutions will not make a marketing loan.
- **Doing the most good...**
 - The project **MUST** benefit tourism in the county and the Laurel Highlands and have potential of attracting more visitors to the region and putting heads in beds.

Operational Grants

Fayette County only

- Operating Expenses were included in Fayette County beginning with the 2009-2010 grant cycle
 - This category was added to assist non-profits who were strapped for funding their operations
 - **Might not be a permanent grant category!**



Tourism Education Grants

Fayette County Only

- These grants are made to train and educate the staff and employees of tourism-related entities regarding customer service
- Customer service training programs can be developed “de novo” or purchased from a vendor
 - However, keep in mind that speculative projects, research, or “experimental” projects are not favored

Projects not funded

Items not considered tourism related or worthy of a grant:

- An improvement in a sole proprietor's property including new roof, new doors, paving a parking lot...even though those projects may enhance the visitors' experience
- Speculative
 - Untried ventures...committees want to see a successful "track record"
- Research
 - To determine if an idea might work, e.g., market or feasibility studies
- Local Marketing
 - Keep in mind the purpose of the program is to bring visitors in from "outside the Laurel Highlands Region"

Expenses not eligible for grant funding

- Standard Operating expenses (except for Fayette and for visitor centers in Trail Towns)
 - Fayette permits grants for: Rent, utilities, land phones, office equipment and supplies
- No - Payroll, Wages, Benefits –except in visitor centers in trail towns Westmoreland and Somerset Counties
- No -Travel Expenses
 - Gas, mileage, air fare, lodging
- No 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, sponsorships and talent/dignitary honorariums
- Rental of office space
- Physical construction of billboards
- Gift cards, t-shirts and items for resale.
- No -Sectarian Religious purposes.

Grant Criteria and Guidelines

- Common thread in the Criteria and Guidelines in all counties and the **most important section of the application:**

*****How will this project enhance or increase tourism in ----- County?*****

(Your response to this question is vitally important!)

Failure to properly or thoroughly answer this question will probably result in your application not being approved.

Grant Criteria and Guidelines

(continued)

- If your grant is \$10,000 or less, you'll receive the full amount at the grant ceremonies
- If your grant is over \$10,000
 - One half will be distributed at the grant awards ceremonies
 - When those funds are expended or committed, an **“Interim Report”** must be filed providing:
 - Copies of cancelled checks, pd invoices and/or contracts
 - An **“Interim Certification Letter”** that attests to the proper application of the grant (we'll provide this letter)
 - The **Interim Certification Letter** also contains a request for the second half of your grant

Grant Criteria and Guidelines

(continued)

- Regardless of the amount of your grant, a final report regarding the utilization of the grant must be submitted...
 - Must include:
 - Invoices / receipts and proof of payment evidencing the expenditure of funds on Expenditure of Funds Worksheet
 - Final report explaining how the funds were used and providing details regarding the project, visitation numbers, measurements documenting project effectiveness, etc.
 - A **“Final Certification Letter”** that attests to the proper application of the grant (we’ll provide this letter)
 - Pictures and/or other supporting documentation required

Grant Criteria and Guidelines

(continued)

Tourism Grant Applications will be available:

- Fayette County – January 20, 2016
applications are due by 4:30 PM, March 4, 2016
- Somerset County – November 23, 2015
applications are due by 4:30 PM, January 29, 2016
- Westmoreland County – November 23, 2015
applications are due by 4:30 PM, January 29, 2016

Grant Criteria and Guidelines

(continued)

- Adhere to strict deadlines...
 - A 2016 Grant must be fully utilized by:
 - Fayette County – February 28, 2017
 - Somerset County – January 31, 2017
 - Westmoreland County – January 31, 2017

Grant Criteria and Guidelines

(continued)

- County deadlines for submission of Final Reports regarding the 2015 Grants:
 - Somerset County – March 31, 2016
 - Westmoreland County – April 30, 2016
 - Fayette County – May 31, 2016

Grant Criteria and Guidelines

(continued)

- **If, at the deadline for submission of the current year's application, any recipient of a prior grant that has not submitted the required receipts and supporting documentation within the prescribed deadline explaining and evidencing the use of the grant shall be "ineligible" to apply for a future grant until such receipts and supporting documentation required herein are submitted and accepted.**
- **Based on extenuating circumstances that might have precluded a grant from being appropriately utilized, a deadline extension may be requested by a grant recipient and, if approved, said recipient shall be eligible to apply for a subsequent grant during the extension period.**

Grant Criteria and Guidelines

(continued)

- **The grant committee reserves the right to approve or reject an extension request and the decision of the committee or its designated representative(s) shall be final and binding upon all parties.**

Grant Criteria and Guidelines

(continued)

- All grant applications must be typewritten.
- **Handwritten** applications will not be accepted.
- **Five copies** of each application must be submitted.
- An entity may apply for and possibly receive each type of grant available in a county.
 - However, a separate application is required for each type of grant.



Tourism Grant Committee Fayette County

- Three individuals chosen by the Commissioners
- Member of LHVB, from lodging community representing highest hotel tax collected
- LHVB President and CEO



Tourism Grant Committee Fayette County*

2014-15 Grant Review Committee

- Chris Plummer – Nemacolin Woodlands Resort
- Greg Nuccetelli – Nestlé Professional
- Donald Yowler – Yowler's Trophies & More
- Sean Sypolt – Private Industry Council
- President/CEO – LHVB

Subject to change at the direction of the Commissioners. 2016 Grant Review Committee has not been announced as of this time.

Tourism Grant Committee Somerset County

- Somerset County Commissioner or designee.
- LHVB member, from lodging community representing highest volume of hotel tax collected
- Two representatives chosen by Commissioners
- LHVB President and CEO



Tourism Grant Committee Somerset County*

2014-2015 Grant Review Committee

- Joe Betta – County Commissioner
- Eric Mauck, Chair – Seven Springs Mountain Resort
- George Coyle – Somerset Hospital
- Lee Murdy – B. Miller Equipment Sales
- Ronald Virag – LHVB

Subject to change at the direction of the Commissioners. 2016 Grant Review Committee has not been announced as of this time.



Tourism Grant Committee Westmoreland County

- Westmoreland County Commissioner or designee
- LHVB board member, from lodging community
- Two other representatives appointed by Commissioners
- LHVB President and CEO



Tourism Grant Committee Westmoreland County*

- 2014-2015 Grant Review Committee
- Charles Anderson, Chair – County Commissioner
- Tyler Courtney – County Commissioner
- Andrea Cuda – Ligonier Ramada and Donegal Days Inn
- Vince Fontana – Vince Building and Construction Company
- Ronald Virag – LHVB

*Subject to change at the direction of the Commissioners. 2016 Grant Review Committee has not been announced as of this time.

The Laurel Highlands Visitors Bureau...

Key Contacts:

Georgia Robinsky, Grant Administrator
724-238-5661 x 115, grobinsky@laurelhighlands.org

Reneé Seifert, President/CEO
724-238-5661 x 105, rseifert@laurelhighlands.org