

# Grant Application

2017 Westmoreland County Tourism Marketing Grant

## Contact Information

Full Legal Organization Name

Street Address

City

State

Zip Code

Organization Website

Organization President /  
Executive Director

Title

Phone Number

E-Mail  
Address

Contact Person  
(if different)

Title

Phone Number

E-Mail  
Address

## Organization Information

501(c)(3)?

Yes  
No

Federal ID #

Fiscal sponsor name

Fiscal sponsor address

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**Total Organization Budget**

**Total # of Board Members**

**Total # of Staff**

**Total # of Volunteers**

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**Organizational Mission  
Statements**

(700 characters or less)

Describe the current need,  
problem, or opportunity and  
how grant funds will address  
these issues

**Brief Description of  
Organization**

(500 characters or less)

**How will the project enhance  
or increase tourism in  
Somerset County** (1250  
characters or less) *(your  
response to this question is  
vitally important to the  
committee's decision relative to  
your application)*

# Proposal Request

<b>Program / Project Name</b>	<b>Total Projected Budget for this Project</b>	<b>Cash Match</b>	<b>In-Kind Match</b>
<b>Total Organization Marketing Budget</b>	<b>Other funding sources and amounts include:</b>		

Category (check only one category)	General Marketing	Promotion of an Event
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**Is this a Cooperative Project?**

If a cooperative project involving more than one entity, please list names of additional participants (include organization name(s) and contact(s) and phones number(s))

Has your organization received a tourism grant in the past	Yes	
	No	

**List the last three grants received from the Westmoreland County Tourism Grant Program:**

Amount (1)	Year (1)	Type
Amount (2)	Year (2)	Type
Amount (3)	Year (3)	Type

## General Information

1. If your organization is a **tourist attraction/event**:

a. What were your annual visitation numbers for the past three (3) years?

2014:

2015:

2016:

b. How are the visitation  
numbers provided above  
determined?

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

How many rooms/beds are at  
your property?

What was your annual occupancy percentage for the past three (3) years?

2014:

2015:

2016:

MARKETING PLAN NARRATIVE: (2 pages to answer the following a - d, budget is separate document)

Please provide a total organization/business detailed marketing plan which includes:

- a) **Target audience** - location, gender, age, and number of individuals to be targeted
- b) **Proposed media** to be used or distributed of marketing materials plus documentation as required as identified in the grant application instructions
- c) **Time line** - include anticipated start of project and project completion date
- d) **How will your organization measure the outcome of this project?** How will the results/impact be measured?
- e) **The marketing project budget in detail on the Budget Worksheet** (separate document)



**Sign/date and check appropriate attachment boxes as the last page of your application**

**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 a Grant Closeout form, Final Certification form, Grant Expenditure form, copies of all expenditure invoices, proof of payment for all expenditures, detailed final report, and copies of materials produced for advertising and printed material, before and after photographs if applicable to verify the expenditure of any grant funds received, and I/we agree to furnish said documentation according to reporting deadlines. 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.*

**I/We agree to the grant terms and conditions as per the 2017 Criteria and Guidelines for the Westmoreland County Tourism Grant Program.**

Name (print):

Title

Signature

Applicant is a non-profit organization and:

A copy of the 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

Mail or personally deliver application to:  
Laurel Highlands Visitors Bureau (LHVB)  
Westmoreland County Tourism Grant Program  
120 East Main Street  
Ligonier, PA 15658

Fax transmittals or e-mails will not be accepted.

Date Received by LHVB:

By:

**DEADLINE:** If submitting via US Postal Service, the application must be postmarked no later than November 18, 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 November 18 2016.

Deadline for receipt at LHVB Offices:

**No later than 4:30 PM on FRIDAY, November 18, 2016**

Applications may be mailed or personally delivered to the Laurel Highlands Office. Fax transmittals or e-mails will not be accepted. **Note: Handwritten applications will not be considered.** Any application received after the deadline will be disqualified. Granting decisions will be determined and notification will be announced January 2017

### **Grant Match and Eligible Expenses**

All tourism grants are required to have a cash or in-kind match of at least 25%. Half of the match can be in-kind services and/or donated materials and documentation must be provided for any in-kind match. In-kind services documentation must include work performed, date/dates of the services and hourly rate and hours donated.

In-kind volunteer work is only acceptable for events (such as festivals) and only for the time the volunteer works at the event. The volunteer's time is valued at \$10/hour and must be documented, including dates, services they provided, and hours of service.

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

One-time events that will not be continued annually do not qualify for grant funds.

### **Grant Guidelines**

- An applicant may not file for more than one (1) grant request.
- Grants without the required documentation will not be eligible for consideration.
- 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.
- Recipients are required to incorporate the Westmoreland County Tourism Program Logo in all marketing projects.

### **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 copy of the marketing plan for the organization or event.
- A budget worksheet specifically listing the projects' activities for which the grant will be used.
  - o Must identify radio and TV stations by location and call letters (for example WTAE TV, Pittsburgh)
  - o Must provide 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.
  - o Must include copy of quotes and bids for all project activities identified in the budget worksheet.
  - o **NOTE:** *If you applied for and received a marketing grant last year, and intend to maintain and/or expand your marketing using the same media, coverage maps are not required, but you must identify all media by name & the related cost in the budget. In addition, copies of invoices paid in 2016 will be accepted as your bid/quote.*
  - o New advertising, though, will require media kits and quotes.

**Submit five (5) 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.
- The project has the potential to appeal to various age groups or to educate/develop appreciation by future generations.