

The Centre County Board of Commissioners
And
The Central Pennsylvania Convention and Visitors Bureau

2010-2011 TOURISM GRANT APPLICATION

Submit **ONE (1) UNBOUND, THREE-HOLE PUNCHED**

Copy of Application and All Attachments to:
Central Pennsylvania Convention and Visitors Bureau
ATTN: TGRC
800 East Park Avenue
State College, PA 16803

Deadline for Receipt at CPCVB Offices no later than 4:00 PM March 31, 2010

There is no guarantee that any grant application will be funded partially or in full.

Granting decisions and notification are slated to be announced within six weeks following deadline. **Use space provided. Only include pertinent information. DO NOT include collateral material and be sure to review ALL five (5) pages of the application and complete as appropriate to your request.**

All material should be three-hole punched but not bound however it may be held together with a binder clip. Application must be typed or neatly printed.

Please fill in all blank areas

Organization name _____

Tax ID# _____

Phone _____

Fax _____

Mailing address _____

___ Yes, we confirm that we are a Centre County not-for-profit cultural, educational, historical, recreational or special event entity (Applicant must provide a copy of their most recent IRS determination. Applications that do not include a copy will be ineligible for consideration)

Contact name & title of grant coordinator (the person who will be responsible for the funding and all associated reporting): _____

Email address for grant coordinator _____

Authorized signature _____

Application for (v all that apply):

cultural educational historical recreational entity special event

Total projected budget: \$ _____

Grant amount requested: \$ _____

Description of other funding sources: _____

Type of funding request: (e.g. marketing, capital improvement, publicity, etc. – requests for operations are not eligible)

Mission of organization or purpose of event and number of years in operation:

Promotional budget for last completed fiscal year: \$

Approximate portion of promotion budget dedicated beyond Centre County:

\$ _____ % _____

Detail your marketing plan. Include market penetration and duration.

How does this plan deviate from past marketing campaigns? What changes have been made, and why?

Description of capital improvement project:

How will this capital improvement project enhance or increase tourism to Centre County? Include as appropriate: number of additional visits, percent of daily visits, percent of overnights anticipated and amount of new tourism revenue that this will generate.

How will your organization measure the effectiveness of your campaign or capital improvement to capture visitation from beyond Centre County, and how will this affect your future years' marketing efforts? Include as appropriate dining revenues, number of visitors and local lodging occupancy increases as they relate to your project/event (not general numbers).

Have you promoted a similar program/event in the past?

If so, please list dates and locations:

Please list your organization's website if applicable:

For Special Event Applications ONLY:

Name of special event and anticipated dates

Sponsoring organization (if not independent)

A final report that measures the effectiveness of your project will be due to the Tourism Grant Review Committee (TGRC) within one year of completion. (See Guidelines #'s 4-5-6 &9)

Please note that the TGRC may request additional information and/or personal interviews from applicants.

Please attach ONE (1) 3-HOLE PUNCHED, UNBOUND copy of each of the following:

(Note: Incomplete applications will not receive consideration for funding)

- ✓ Cover letter to include: Brief overview of organization's history; description of programs, activities and services provided; explanation of current need, problem or opportunity and how grant funds will address these issues; any relevant timeline(s); and additional staff or volunteers needed.
- ✓ Copy of most recent IRS determination regarding your Organization or Sponsor's tax-exempt, Not-for-Profit entity status.
- ✓ Copy of audited financial report or 990 from your most recently completed fiscal year.
- ✓ List of Board of Directors, Professional Staff & Advisory Committees.
- ✓ Current year's budget and, if requesting funds for a specific project, an itemized project budget.
- ✓ Marketing Plan
- ✓ For first-time applicants - materials or other evidence of past tourism marketing initiatives.
- ✓ **Outcomes for this effort. (If you have received a grant from the TGRC within the previous two years include a summary of the outcomes.)**
- ✓ A resolution from the applicants governing board authorizing this application for funds.

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 purposes detailed within this application. I/We guarantee that I/we will abide by the tourism grant guidelines and all local, state and federal regulations as they apply.

Authorized Signature:

Date:

Name (print):

Title:

IMPORTANT CHECK LIST UPON RECEIPT OF GRANT AWARD
IMPORTANT – PLEASE READ THOROUGHLY & PROVIDE A COPY TO THE PERSON RESPONSIBLE
FOR GRANT OVERSIGHT

All advertising and promotional campaigns must include:

✓ **the appropriate format of the CPCVB logo** on any printed matter or media buys.

✓ **the current state logo** on any printed matter or media buys.

✓ **Copies of both logos will be provided by the CPCVB.**

✓ Invoicing from media vendors must be in the names of CPCVB and the grant recipient and **billed directly to CPCVB at 800 East Park Ave., State College, PA 16803 for payment.**

The CPCVB will in turn remit payment to the media vendor and bill the grantee for reimbursement. Grantee must remit payment to CPCVB immediately upon receipt of invoice, with interest accruing after 30 days if the invoice is not paid in full.

✓ Awardees shall publicly acknowledge program support through all reasonable vehicles as a stipulation of accepting such awards by the following language: *“Funding provided through a grant made possible by the Central Pennsylvania Convention and Visitors Bureau and the Centre County Commissioners”*.

✓ Grant Recipients, as a provision of accepting these monies, must provide adequate proof that the funds received were used for their intended purpose as detailed in the application through the submission of ad tear sheets, media billings, or any other similar documentation.

✓ Upon receipt of a grant award, should any changes to the intended purpose of the original application be necessary, you must receive prior approval from the TGRC. Contact Betsey Howell at 814-231-1401, ext. 304. Failure to comply may result in penalties up to and including a full refund of the grant award.

A final project report is due to the CPCVB by June 30, 2011 and must include the following:

- ◆ Attendance figures from the prior year’s event and the current event, if applicable
- ◆ Itemized list of expenses with copies of receipts
- ◆ Return on Investment – how did the event or project stimulate the local economy?
- ◆ Media coverage received (include samples of print media or date and time of electronic media coverage.
- ◆ Samples of collateral material and advertising
- ◆ Photos of event/capital improvement