STATEMENT OF PURPOSE: The set-aside apportionment of the Centre County Room Tax specific to the support of not-for-profit cultural, educational, historical and recreational assets is to be used for underwriting the expense of initiatives by those assets for the purpose of enhancing the tourism experience, increasing tourism and overnight stays within Centre County. Awards are granted annually on the basis of merit as determined by the Tourism Grant Review Committee (TGRC) and administered by the Centre County Board of Commissioners and Central Pennsylvania Convention and Visitors Bureau (CPCVB) and follow Pennsylvania State Regulations (Act 18 of 2016).

1.) General Information
Grants may be awarded to all qualifying cultural, educational, historical, recreational and special event entities or qualified event venue of meaningful impact on driving business to Centre County Hotels and Restaurants located within Centre County that submit a request for such funds. To be a qualifying cultural, educational, historical, recreational and special event entity, an organization must be a Not-for-Profit entity as determined by the Internal Revenue Service that does not compete with private sector tourism efforts. Priority consideration will be given to those organizations that have a proven record of generating lodging room nights and preferably three continuous years of audited financial reports.

- Generally, no grants will be provided for political or sectarian religious purposes
- Although priority will be given to marketing and advertising expenses, requests for infrastructure improvements that benefit tourism and enhance the visitors experience may also be considered as long as they do not compete with for profit facilities of similar meaning
- Grants will not be awarded for operational expenses
- Grant funds cannot be used to purchase membership, advertising, etc. from or with any Convention and Visitors Bureau, Chamber of Commerce or similar organization outside of Centre County
- Grants shall not be used for signage that promotes a specific private entity on the situs of that entity, except where the signage also carries the logo of the CPCVB
- Grants shall not be used by the Grantee to compete with any other private sector tourism or travel efforts in the county as determined by the CPCVB
- In accordance with Pennsylvania law (Act 18 of 2016), all grant recipients must provide a 25% match for any grant award.

2.) Grants for Special Events
Grants may be awarded to qualifying Centre County special events separate from those conducted by the above entities that submit a request for such funds. Special events will be defined as those unique events that are designed to drive visitation to the county. Preference will
be given to those events that are designed to encompass multiple days and strive to drive business to county hotels, restaurants and local businesses. Preference will be given to proposals from organizations that have produced similar events with three years of event history and complete financial summaries (reported using generally accepted accounting principles) and that advertised or otherwise promoted its event outside of Centre County; however, consideration will be given to all proposed events, including those without history, provided that the proposal otherwise meets funding criteria, including a written media plan to advertise or otherwise promote its event using media that’s intended to reach overnight or multi-day visitors outside of Centre County.

3.) Grants will be awarded on an annual basis either incrementally or lump sum, depending on the initiative. A call for applications will be announced in March and **must be received no later than 4:00 p.m. on April 17, 2018.** Award amounts must be used within one (1) year of receipt. Grant funds will be distributed based on the requirements of the TGRC. If the funds are not expended by within the one (1) year period, applicants may apply for a 1 year extension. If the funds are not expended by the end of the extension period, applicants will forfeit the remaining grant funds; likewise, if the funds are not expended as agreed based on the application, applicants will forfeit the remaining grant amount.

4.) Awards will be given based on demonstration of the potential for attracting tourism beyond the Centre County area. Priority will be given to those groups and/or organizations which can provide documentation of success from past initiatives in achieving the goals of this granting authority.

5.) Upon acceptance and execution of the Agreement by CPCVB, as available, funds will be released. Initial payment of the approved grant amount will be disbursed upon receipt, acceptance, and execution of the Grant Agreement by the CPCVB. Each grant recipient will follow these guidelines for both marketing and capital improvement projects:

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Invoicing from media vendors are to be paid directly by Grant Recipient. Copies of invoices must be sent to Central PA CVB, Attn: Lori Miller, 800 E. Park Ave., State College, PA 16803 and include a copy of the ad and/or script used for radio and television or other electronic media.
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Marketing and Advertising campaigns must include:

1. The appropriate format of the CPCVB logo on any printed material or media buys including television, etc. CPCVB logo will be provided by the CPCVB upon request.
2. Radio advertising must include the following paragraph: Funding provided through a grant made possible by the Central Pennsylvania Convention & Visitors Bureau and the Centre County Board of Commissioners.
3. Digital materials must also include a link to [www.visitpennstate.org](http://www.visitpennstate.org)

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 Board of Commissioners”.

6.) Grant Recipients, as a provision of accepting this grant award, 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 along with appropriate invoices.

7.) 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 Lori Miller at 814-231-1401, ext. 307 or lorim@visitpennstate.org. Failure to comply may result in penalties up to and including the recipient remitting a full refund of their grant award.

8.) **A final project report is due to the CPCVB 90 days after completion of project and no later than June 30, 2019** and must include the following:

- Attendance figures from the prior year’s event and the current event, if applicable
- Number of overnight stays (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
- An auditable financial accounting of all expenditures from the grant funds

*applicants can attend an information session to learn more about how to compile the necessary documents that will lead you to the reporting requirements.

9.) An organization may file a grant request in any one or more of the categories referenced on the Grant Application.

10.) Nothing shall prevent the granting entity, TGRC, from withholding part or all of the total monies available for annual awards should the granting entity feel that insufficient requests have been made to justify exhaustion of those funds. Should funds be remaining at the end of any single fiscal year, those funds may be rolled forward into the following year for granting consideration.

11.) **It should not be presumed that any applicant will be awarded a grant on an annual basis, nor should the availability of these grant awards be considered an annual part of any applicants budget.**

12.) The Tourism Grant Review Committee (TGRC) shall be composed of five (5) members: Two Centre County Commissioners, Executive Director of the Central PA Convention and Visitors Bureau, one Board appointed Centre County Hotel General Manager, and the President of the Centre County Historical Society. These community members shall ideally be citizens outside of the board of directors of any of the applicant organizations or events. Any TGRC member with a conflict of interest, or the appearance of a conflict, may not participate in the review of, or decision on, any grant request for which such a conflict exists and are mandated to remove his or herself from the
review and/or decision making process of the grant application they are associated with. If a TGRC member must be excused, the CPCVB president may appoint an alternate to replace him/her. The TGRC will make the final granting decision, which must be ratified by the Central PA Convention and Visitors Bureau Board of Directors who carry the fiduciary responsibility as mandated in Act 18 of 2016.

13.) The TGRC shall be charged with making certain each award meets and or exceeds the established criteria. The TGRC shall present each of their final recommendations for awards to the CPCVB Board of Directors for ratification on an individual basis.

14.) Grant awards shall be presented jointly by the Centre County Board of Commissioners and the CPCVB.