

# GRANT APPLICATION

## 2017 FAYETTE COUNTY TOURISM EDUCATION GRANT

### Contact Information

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#### Full Legal Organization Name

Street Address

City

State

Zip Code

Organization Website

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#### Organization President / Executive Director

Title

Phone Number

E-Mail Address

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#### Contact Person (if different)

Title

Phone Number

E-Mail Address

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### Organization Information

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501(c)(3)?

Yes

Federal ID #

No

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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**Organizations Mission Statement**

(700 characters or less)

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

**Brief Description of Organization**

(500 characters or less)

Proposal Request

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<b>Program / Project Name</b>	<b>Total Projected Budget for Project</b>	<b>Requested Amount</b>
	<b>Cash Match</b>	<b>In-Kind Match</b>
	<b>Percent of Total Budget</b>	

**Other funding sources and amounts include:**

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**The last three grants received from the Fayette County Tourism Grant Program**

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

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General Information

1. How many individuals do you anticipate will be educated through the project?
2. How will you track the number of individuals educated?

3. Please provide any demographic information you have about the individuals being educated (state of origin, age, etc.)

4. How will you measure the outcome of this project?



EDUCATION GRANT NARRATIVE: (2 pages to answer the following)

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 forum or media** to be used to conduct the education
- 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 Education 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 dead-lines. 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 Fayette County Tourism Grant Program.

Name(print)

Title

Signature

Applicant is a non-profit organization and:

A copy of the applicant's non-profit organizations 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:

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 volunteers time is valued at \$10/hour and must be documented, including dates, services they provided, and hours of service.

Please refer to the Fayette 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 Fayette County Tourism Grant Program 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 Fayette County Grant Committee and the applicant outlining what can be funded with grant dollars.
- Recipients are required to incorporate the Fayette 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.
- Must identify radio and TV stations by location and call letters (for example WTAE TV, Pittsburgh)
- 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.
- Must include copy of quotes and bids for all project activities identified in the budget worksheet.
- 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.
- 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.