

GRANT APPLICATION

2017 WESTMORELAND COUNTY TOURISM CAPITAL 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

Total Organization Budget

Total # of Board Members

Total # of Staff

Total # of Volunteers

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

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

Other funding sources and amounts include:

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

Capital Improvement Information

Is this project being funded in part by any outside organization(s) in conjunction with your organization?

If yes, list all the organizations providing funding:

Organization name and address, brief description of the organization and the role they have in this project.

Amount of funding:

Has the funding already been received?

Yes

No

Does this project require any permit(s)/licenses(s) issued by a government agency or other outside entity?

Yes

No

If yes, list the permits(s)/
license(s) required, the cost for
each, the source of funding for
each and the date the permit(s)
license(s) will be issued.

Organization name and address,
brief description of the
organization and the role they
have in this project.

Amount of funding

Has the funding already been received?

Yes

No

Does this project require any permit(s)/licenses(s) issued by a
government agency or other outside entity?

Yes

No

If yes, list the permits(s)/ license(s) required, the cost for each, the source of funding for each and the date the permit(s) license(s) will be issued.

How will this project enhance or increase tourism in Westmoreland County? (500 characters or less) (your response to this question is vitally important to the committee's decision relative to your application)

General Information

If you are a **tourist attraction**: Please provide your annual visitation numbers for the past 3 years.

2014

2015

2016

How are the visitation numbers above determined?

3. If your business is a lodging facility: How many rooms/beds are at the facility?

4. What was your annual occupancy percentage for the past 3 years?

2014

2015

2016

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

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

- a) **Time line** - include anticipated start of project and project completion date
- b) **A breakdown of work to be provided by volunteers and that which will be provided by a paid contractor or craftsman.**
- d) **How will your organization measure the outcome of this project?** How will the results/impact be measured?
- e) The **capital 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 Westmoreland 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 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 to the County MOU.
- A federal identification number is required to submit an application.
- A credit line for the Westmoreland 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 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.
- 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.