



WASHINGTON COUNTY TOURISM GRANT PROGRAM January 2021-December 2021

STATEMENT OF PURPOSE

As part of the Washington County Tourism Promotion Agency's (WCTPA) mission to provide economic benefit to the area by attracting business and leisure travelers, a portion of the county's hotel room tax is directed to support area tourism assets through the Washington County Tourism Grant Program. The purpose of this grant program is to increase visitation and enhance the tourism experience within Washington County. Grants will be awarded on the basis of merit, with a strong emphasis on the project's ability to generate overnight stays, as determined by the Washington County Tourism Grant Review Committee and administered through the WCTPA.

CRITERIA AND GUIDELINES

1. Grants will be considered for any eligible tourism-related entity located within Washington County that submits the accompanying application for funds to promote tourism. For-profit entities may apply for grant funding for marketing programs; non-profit entities may apply for grant funding for capital projects and/or marketing programs as defined and outlined below:
 - a. **Capital Projects** must enhance the visitor's experience by developing new or enhancing existing Washington County tourist attractions or amenities. A variety of eligible tourism-related projects include restoration or acquisition of historic or cultural exhibits, on-site signage, and physical improvement of a tourism facility.
 - b. **Marketing Programs** must primarily target non-Washington County residents. A variety of eligible tourism-related programs include development of printed promotional material, image marketing, website development/enhancement, tourism awareness programs, and specialized advertising. The Tourism Grant Program will not fund advertisements in local publications, signage or related materials in which the majority are distributed or targeted within Washington County nor within media for which the WCTPA may incorporate similar promotion.
2. Grants will be awarded based upon a fully illustrated campaign according to the following criteria: potential to attract overnight stays; ability to attract visitors from outside Washington County; ability to generate cross-spending; ability to attract return visits; and previous success where applicable (i.e. attendance figures, public acknowledgement). Consideration will be given to start-up organizations or inaugural events which demonstrate a well-developed plan of action. A Grant Budget and copy of quotes/bids for all project activities are required.
3. Grants will not be awarded for staff costs, resale items, routine maintenance, standard operational or travel expenses.
4. A 50 percent match from other funding sources is required specifically toward the intention of the project for which grant funding is being requested from for-profit entities; a 25 percent match from other funding sources and/or in-kind support is required specifically toward the intention of the project for which grant funding is being requested from non-profit entities. Volunteer work for non-profit entities is valued at \$10/hour and must be documented, including names, dates, duties and hours of service.
5. Grants for this cycle must be appropriately spent in total no later than December 31, 2021. Extensions may be considered if notified in writing by November 1, 2021. Successful applicants will be required to sign a "Grant Agreement" developed by the WCTPA in order to receive grant funds.
6. Grant recipients may incur eligible expenses immediately after grant notification. Expenses cannot be incurred before notification date. Grant awards will require proof of payment or copy of invoice if needed in advance prior to the release of funds.
7. Each grant cycle is based upon available funding and at the discretion of the WCTPA. Applicants should not assume that they will be awarded a grant on any regular basis, during any given time frame, nor should a tourism grant be considered a permanent budget line item.
8. Grants for capital projects and marketing programs may be awarded concurrently, but recipients of a prior grant will not be eligible to receive successive grant funding within the same category unless the respective Close-Out Report is submitted and accepted by the time of review of this application cycle.
9. In the event that a member of the Tourism Grant Review Committee serves on the Board of the applicant, or is affiliated in another manner, it is mandatory that said member remove him or herself from the review and/or decision-making process of that specific application.
10. The Tourism Grant Review Committee will review all grant applications and announce the awards by December 18, 2020.



WASHINGTON COUNTY TOURISM GRANT APPLICATION January 2021-December 2021

INSTRUCTIONS

1. Applications and accompanying information should be forwarded to the Washington County Tourism Promotion Agency (WCTPA) in electronic format to dana@washcochamber.com. If applicants are unable to provide an electronic copy, applications will be accepted by mail or personal delivery to the WCTPA at 375 Southpointe Blvd, Suite 240, Canonsburg, PA 15317. Transmission of applications by any other method, including fax, will not be accepted.
2. Applications must be received by the WCTPA no later than 3:00 p.m. on December 3, 2020. Applicants are responsible for verification that on-time submission was made with the WCTPA. Any application receive after the deadline will be disqualified.
3. Applicants must use only this application(s) and required documents for submission. Please use additional space and provide attachments whenever necessary. Photographs may also be included. Pages that are not applicable to the grant request(s) do not need returned. Additional information may, however, be requested. Please do not place application(s) in folders or binders. Only one copy is required.
4. Applications must be typed. Hand-written or incomplete applications will be rejected without consideration.
5. Questions may be directed to Dana Bucci at 724.225.3010 or dana@washcochamber.com.

REQUIRED MATERIALS

1. The completed Tourism Grant Budget as attached, copy of quotes/bids related to the grant request and proof of secured matching funds (i.e. letter of support from funding source(s); commitment from organization signed by Board officer)
2. Lists of Board of Directors, professional staff and advisory committees as applicable
3. W-9 of grant applicant entity
4. IRS 501(c)(3) Determination Letter of grant applicant entity if non-profit
5. Audited financial reports or complete financial summaries using generally accepted accounting principles from the most recently completed fiscal year

GENERAL INFORMATION

Legal Name of Grant Applicant Entity: _____

Contact Name/Title: _____

Mailing Address: _____

Phone(s): _____ Fax: _____

E-mail: _____ Website: _____

Federal EIN: _____ Entity for which Federal EIN is Assigned to: _____

AGREEMENT

I affirm that all information in this application and all hereby attachments are true and correct to the best of my knowledge. I further understand that if selected to receive a Tourism Grant, the grant check will be made payable to the entity whose name appears in the legal name section above.

Printed Name: _____ Title: _____

Signature: _____ Date: _____

CAPITAL PROJECT GRANT REQUEST

1. Name of Capital Project: _____

2. Capital Project Grant Request \$ _____
3. Total Capital Project Budget \$ _____
(including Tourism Grant request)

4. Cash Match \$ _____
5. In-Kind Match \$ _____

6. List the dollar amount and description of other funding sources for this Capital Project, as well as if funding has been secured (*itemized breakdown must be included on attached Tourism Grant Budget*): _____

7. If this grant request is a cooperative project involving more than one entity, please provide a list of additional participants including organization name and contact information: _____

8. Purpose of Capital Project (*in two to three sentences, describe the current need, problem or opportunity*): _____

9. Specific Intention for use of Tourism Grant, if awarded: _____

10. Anticipated Timeline of Capital Project: _____

11. How will this Capital Project enhance or increase tourism in Washington County? _____

12. Target Audience (location, gender, age, and number of individuals): _____

13. How will your organization measure the effectiveness of this project to attract business or leisure travelers from outside the county? _____

14. Have you promoted/attempted a similar Capital Project in the past? _____

15. If so, what was the result? (please list dates and methods of promotion if applicable): _____

16. What were your annual visitation figures for the past three years (if applicable)? 2018 _____ 2019 _____ 2020 _____

17. How were the visitation numbers provided above determined? _____

18. Detail your Marketing Plan for attracting business or leisure travelers from outside of Washington County: _____

19. Brief Description of Grant Applicant Entity (i.e. history, description of programs, activities and services provided):

20. If proceeds of this Capital Project will benefit an entity other than the applicant, please list the organization and its primary mission: _____

MARKETING PROGRAM GRANT REQUEST

1. Name of Marketing Program: _____

2. Marketing Program Grant Request \$ _____
3. Total Marketing Program Budget \$ _____
(including Tourism Grant request)

4. Cash Match \$ _____
5. In-Kind Match \$ _____

6. List the dollar amount and description of other funding sources for this Marketing Program, as well as if funding has been secured (*itemized breakdown must be included on attached Tourism Grant Budget*): _____

7. If this grant request is a cooperative program involving more than one entity, please provide a list of additional participants including organization name and contact information: _____

8. Purpose of Marketing Program (*in two to three sentences, describe the current need, problem or opportunity*): _____

9. Specific Intention for use of Tourism Grant, if awarded: _____

10. Anticipated Timeline of Marketing Program: _____

11. How will this Marketing Program enhance or increase tourism in Washington County? _____

12. Target Audience (location, gender, age, and number of individuals): _____

13. How will your organization measure the effectiveness of this project to attract business or leisure travelers from outside the county? _____

14. Have you promoted/attempted a similar Marketing Program in the past? _____

15. If so, what was the result? (please list dates and methods of promotion if applicable): _____

16. What were your annual visitation figures for the past three years (if applicable)? 2018 _____ 2019 _____ 2020 _____

17. How were the visitation numbers provided above determined? _____

18. Detail your Marketing Plan for attracting business or leisure travelers from outside of Washington County: _____

19. Brief Description of Grant Applicant Entity (i.e. history, description of programs, activities and services provided):

20. If proceeds of this Marketing Program will benefit an entity other than the applicant, please list the organization and its primary mission: _____



WASHINGTON COUNTY TOURISM GRANT BUDGET January 2021-December 2021

DEFINITIONS

1. Vendor Name: name of vendor from where product will be purchased; name of contractor providing the service
2. Project Description: product intended for purchase or services performed; advertising methods must be specific (i.e. individual name of magazine, newspaper, radio, TV, brochures, posters, websites, etc., including both the call letters and city of origin such as KDKA-Pittsburgh and WTRF-Wheeling, where applicable)
3. Total Project Cost: total cost as quoted
4. Match: a 50 percent match from for-profit entities of the total project cost; a 25 percent match from non-profit entities of the total project cost; in-kind services and/or donated materials to non-profit entities must be documented to include a description of the work performed, date(s) of the services, hours donated, and the hourly rate
5. Grant Request: the amount requested of the total project cost minus the percentage match (i.e. total project cost \$1,000.00, 25 percent match \$250.00, grant request \$750.00)
6. Source of Match: name(s) of foundations, businesses, individuals or earned revenue contributing to the project; a negotiated contract, with in-kind services contributed by the vendor/contractor, does not constitute a match

LEGAL NAME OF GRANT APPLICANT ENTITY: _____

Vendor Name	Project Description	Total Project Cost	Match	Grant Request	Source of Match