



2020 ALLEGANY COUNTY TOURISM REINVESTMENT MARKETING GRANT GUIDELINES

Allegany County Tourism is allocating \$25,000 towards the Tourism Reinvestment Marketing Grant program for FY20, July 1, 2019 – June 30, 2020. The grant is made possible through the Hotel/Motel Tax collection through the county's lodging partners. **The deadline to apply for this grant is Friday, May 31, 2019, at 4:00 PM. This is a pilot program, and awards will be granted on the basis of merit, as determined by an Allegany County Tourism Grant Review Committee.**

PURPOSE:

The purpose of this grant program is to enhance the tourism experience, increase overnight stays in Allegany County, Maryland, and increase visitor spending in-county. The Allegany County Tourism Reinvestment Marketing Grant is intended to enhance and grow the tourism products and destination awareness in Allegany County, Maryland. Grants will be awarded to marketing and promotion focused projects, which aim to reach audiences through media outlets and product development projects. Preference will be given to applicants that demonstrate project reach to visitors outside of Allegany County and who are inclined to stay overnight.

PROGRAM GUIDELINES:

- Eligibility is limited to 501(c)(3) and 501 (c)(6) organizations whose programs/operations assist in the promotion of Allegany County as a premier tourism destination and attract visitors from outside the county.
- Grant amounts requested must be a minimum of \$1,000 and a maximum of \$2,500.
- Attractions, projects, and/or events supported by the grant program must be located and/or take place in Allegany County, Maryland.
- Applicants must complete the grant application documents in full and by the deadline. Any application that does not adhere to this will be disqualified.
- There is no match required for this grant, however, grant projects that demonstrate a commitment of other funding support will score better when evaluated for Project Budget, Leverage, and Timeline.

QUALIFYING EXPENSES:

Grants are available for marketing and advertising projects that aim to reach audiences through media outlets and product development. The following are qualifying expenses: Printing and/or design for brochures, rack cards, and/or marketing collateral, advertising (print, radio, TV, and digital outlets – i.e. social media, web banner, and sponsored content), billboards, trade show registration, interpretive signage, and collateral distribution. Grant awards may also cover funding for advertising in the Allegany County Tourism Destination and/or Wedding guides. Marketing efforts demonstrating a reach to audiences 50 miles or more outside of Allegany County will score better when evaluated for project reach.

APPLICATION GUIDELINES:

Completed Applications MUST include:

- Signed Grant Guidelines document (original copy and must be first document in the grant packet).
- One copy of IRS Determination Letter (must be the second inclusion in grant packet).
**Organizations must be in good standing with the state of Maryland.*
- Completed Application (original copy).
- Grant Budget Workbook (original copy).
- A letter of commitment is required for all financial support (one copy per commitment).
**There is no match required for this grant, however, grant projects that demonstrate a commitment of other funding support will score better when evaluated for Project Budget, Leverage, and Timeline.*

Failure to not include the required documents and requested quantities will result in disqualification of your application.

- Applicants may not change the font color, style, or size in this document. Applications should be printed on single sided, plain white paper. Submitted applications should be paper-clipped and not stapled.
- Applications must be mailed or personally delivered to Allegany County Government. Fax and/or email copies will not be accepted.
- Applications must be submitted by the **deadline of Friday, May 31, 2019**. Failure to meet deadline will result in disqualification.
- **Please submit completed application and additional requested materials (paper clipped, not stapled) to:**

Allegany County Tourism
2020 Tourism Grant Application
701 Kelly Road
Cumberland, MD 21502

Questions can be addressed to Allegany County Tourism by email: tourism@alleganygov.org.

TERMS AND CONDITIONS:

Grant awards will be issued up front upon the completion of an executed grant agreement. All applicants will be required to complete a final grant report. Grant applicants must abide by all local, state, and federal laws and regulations and agree to furnish the final report and required documentation. Failure to do so may result in grant funding being returned. Grant funds received might be subject to audit and/or further verification, and the applicant agrees to cooperate with such an audit for verification purposes.

I acknowledge that I have read and agree to the 2020 Allegany County Tourism Reinvestment Marketing Grant Guidelines and will adhere to the guidelines if awarded a grant through the program.

Name:

Title:

Signature:

OFFICE USE ONLY

Date Received by Allegany County Tourism:

Received By:
