



2020 ALLEGANY COUNTY TOURISM REINVESTMENT GRANT APPLICATION

The Allegany County Tourism Reinvestment Marketing Grant is made possible through the Hotel/Motel Tax collection through the county's lodging partners. 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. Awards are granted annually on the basis of merit, as determined by Allegany County Tourism Grant Review Committee.

Allegany County Tourism Mission Statement: *Allegany County Tourism enhances the quality of life in Allegany County, Maryland, and strengthens destination awareness through promotion, development, and services that attract visitors to stay longer and spend more in our community.*

PROGRAM GUIDELINES:

- Eligibility is limited to 501(c)(3) and 501 (c)(6) organizations in good standing with the state of Maryland 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.
- The deadline to apply for this grant is **Friday, May 31, 2019, at 4:00 PM.**
- 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.

REVIEW COMMITTEE CRITERIA:

The Grant Review Committee will take into account Allegany County Tourism's mission. Does this project...

- Provide destination awareness?
- Have the ability to increase overnight stays in Allegany County?
- Have the potential to increase visitor spending in-market and have a measurable positive economic impact?

APPLICATION GUIDELINES:

- 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 one complete application (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.

**SECTION 1:
GENERAL INFORMATION**

Full Legal Organization Name:

Organization's Street Address:

City:

State:

Zip:

Organization's Website:

Lead Contact Name & Title:

Phone Number:

Email:

ORGANIZATION INFORMATION

Check Applies: 501(c)(3) 501(c)(6)

Federal ID#:

Fiscal Sponsor Name and Address:

**Fiscal sponsorship is a formal arrangement in which a 501(c)(3) public charity sponsors a project that may lack exempt status.*

Organization(s) Mission Statement:

**SECTION 2:
GRANT INFORMATION**

Title of Project:

Total Projected Budget for Project:

Grant Amount Requested:

Grant match, if applicable:

Please list all other funding sources and amounts, if applicable:

**Please include letter of commitment for each funding source.*

Funding Source	Amount	Funds Confirmed (Yes/No)

Grant Applies: (Check one) General Marketing Event Promotion

Please select the appropriate category (ies) that are associated with this project:

**Please refer to the Grant Guidelines for more information and applicable 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/or sponsored content)
- Billboard Advertising
- Trade Show registration (event must take place at least 50 miles outside of county)
- Interpretive Signage
- Collateral Distribution

**SECTION 3:
PERFORMANCE AND PROPOSAL**

Describe the scope of this project. Using the space provided, describe your organization's need, problem, or opportunity and how grant funds will address these issues.

How many visitors did your attraction and/or event welcome in 2018 and 2017? How are the visitation numbers determined/collected?

Provide demographic information you have about your visitors/attendees (Ex. of data: sex, age, zip codes, income, geographical scope), including the percentage of out-of-county visitors compared to local community.

How will this project increase visitor spending in Allegany County?

How will you work with Allegany County, Maryland, lodging partners?

How many hotel nights do you anticipate this project will generate?

How will your organization measure the effectiveness of this project?

If your project is weather-dependent, what is your inclement weather plan?

Is this a cooperative project? If yes, please list the names of the additional partners.

Organization Name	Contact's Name	Contact's Phone Number

**SECTION 4:
AGREEMENT**

Completion of this application is not a permanent allocation, and there is no guarantee of a project being funded.

I/We affirm that all information in this application and all attachments are true and correct to the best of my/our ability 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 regulations as they apply. I/We understand that grants received may be subject to an audit and/or further verification. I/We understand that the Allegany County Tourism Grant Review Committee may request additional information and/or interview applicants.

****One copy of the IRS 501(c)(3) or 501(c)(6) Determination Letter is required.**

Name:

Title:

Signature:

OFFICE USE ONLY

Date Received by Allegany County Tourism:

Received By:
