

IMPORTANT
PLEASE READ THOROUGHLY & PROVIDE A COPY TO THE PERSON RESPONSIBLE FOR GRANT OVERSIGHT
GUIDELINES AND CONTROLS – Recital “A”
2011-2012 Grant Requests

STATEMENT OF PURPOSE: The set-aside apportionment of the Centre County Room Tax specific to the support of **not-for-profit cultural, educational, historical and recreational assets** is to be used for underwriting the expense of initiatives by those assets for the purpose of enhancing the tourism experience, increasing tourism and overnight stays within Centre County. Awards are granted annually on the basis of merit as determined by the Tourism Grant Review Committee (TGRC) and administered by the Centre County Board of Commissioners and Central Pennsylvania Convention and Visitors Bureau.

- 1) Grants may be awarded to all qualifying cultural, educational, historical, recreational and special event entities located within Centre County that submit a request for such funds. **To be a qualifying cultural, educational, historical, recreational and special event entity, an organization must be a Not-for-Profit entity as determined by the Internal Revenue Service.** Priority consideration will be given to those organizations that have a proven record of generating lodging room nights and preferably three continuous years of audited financial reports.
 - ◆ Generally, no grants will be provided for sectarian religious purposes.
 - ◆ Although priority will be given to marketing and advertising expenses, requests for infrastructure improvements that benefit tourism and enhance the visitors experience may also be considered.
 - ◆ Grants will not be awarded for operational expenses.
- 2) Grants may be awarded to qualifying **Centre County special events** separate from those conducted by the above entities that submit a request for such funds. To be a qualifying special event, the event must be sponsored by a **bona fide Centre County not-for-profit** as determined by the Internal Revenue Service, or a program of a bona fide public benefit corporation. Preference will be given to proposals from organizations that have produced similar events with three years of event history and complete financial summaries (reported using generally accepted accounting principles) and that advertised or otherwise promoted its event outside of Centre County; however, consideration will be given to all proposed events, including those without history, provided that the proposal otherwise meets funding criteria, including a written media plan to advertise or otherwise promote its event using media that's intended to reach overnight or multi-day visitors outside of Centre County.
- 3) Grants will be awarded on an annual basis either incrementally or lump sum, depending on the initiative. A call for applications will be announced in January and must be received by March 31 of each year. Award amounts must be used within one (1) year of receipt. Grant funds will be distributed based on the requirements of the TGRC. If the funds are not expended by the end of the calendar year, applicants may apply for a 1 year extension. If the funds are not expended by the end of the extension period, or if they are not expended as agreed based on the application, applicants must return the entire amount to the TGRC along with any interest accrued and an explanation of why the funds were not used. Awards shall be announced not later than 60 days past the application deadline.
- 4) Awards will be given based on demonstration of the potential for attracting tourism beyond the Centre County area. Priority will be given to those groups and/or organizations which can provide documentation of success from past initiatives in achieving the goals of this granting authority.
 - All advertising and promotional campaigns must include:
 - √ **The appropriate format of the CPCVB and state logos on any printed material or media buys including television, etc.**
 - Radio advertising must include the following paragraph:
 - Funding provided through a grant made possible by the Central PA Convention & Visitors Bureau and the Centre County Board of Commissioners.

✓ **Copies of both logos will be provided by the CPCVB.**

✓ Invoicing from media vendors must be in the names of **CPCVB and the grant recipient** and billed directly to CPCVB at 800 East Park Ave., State College, PA 16803 for payment.

✓ The CPCVB will in turn remit payment to the media vendor and bill the grantee for reimbursement. Grantee must remit payment to CPCVB immediately upon receipt of invoice, with interest accruing after 30 days if the invoice is not paid in full.

✓ Awardees shall publicly acknowledge program support through all reasonable vehicles as a stipulation of accepting such awards by the following language: "Funding provided through a grant made possible by the Central Pennsylvania Convention and Visitors Bureau and the Centre County Commissioners".

- 5) ●●Grant Recipients, as a provision of accepting these monies, must provide adequate proof that the funds received were used for their intended purpose as detailed in the application through the submission of ad tear sheets, media billings, or any other similar documentation.
- 6) ●●Upon receipt of a grant award, should any changes to the intended purpose of the original application be necessary, you must receive prior approval from the TGRC. Contact Betsey Howell at 814-231-1401, ext. 304 or betseyh@visitpennstate.org. Failure to comply may result in penalties up to and including a full refund of the grant award.
- 7) ●●**A final project report is due to the CPCVB by June 30, 2012** and must include the following:
 - ◆ Attendance figures from the prior year's event and the current event, if applicable
 - ◆ Number of overnight stays (if applicable)
 - ◆ Itemized list of expenses with copies of receipts
 - ◆ Return on Investment – how did the event or project stimulate the local economy?
 - ◆ Media coverage received (include samples of print media or date and time of electronic media coverage.
 - ◆ Samples of collateral material and advertising
 - ◆ Photos of event/capital improvement
- 8) An organization may file a grant request in any one or more of the categories referenced on the Grant Application.
- 9) Nothing shall prevent the granting entity, TGRC, from withholding part or all of the total monies available for annual awards should the granting entity feel that insufficient requests have been made to justify exhaustion of those funds. Should funds be remaining at the end of any single fiscal year, those funds may be rolled forward into the following year for granting consideration.
- 10) It should not be presumed that any applicant will be awarded a grant on an annual basis, nor should the availability of these grant awards be considered an annual part of any applicants budget.
- 11) The Tourism Grant Review Committee (TGRC) shall be composed of five (5) members: Two Centre County Commissioners, Executive Director of the Central PA Convention and Visitors Bureau, one Board appointed Centre County Hotel General Manager, and the President of the Centre County Historical Society. These community members shall ideally be citizens outside of the board of directors of any of the applicant organizations or events. In the event that a member of the TGRC serves on the Board of the applicant organization or event, it is mandatory that said member remove his or herself from the review and/or decision making process. If a TGRC member must be excused, the CPCVB president may appoint an alternate to replace him/her. The TGRC will make the final granting decision, which must be

ratified by the Central PA Convention and Visitors Bureau Board of Directors who carry the fiduciary responsibility as mandated in SB 125.

- 12) The TGRC shall be charged with making certain each award meets and or exceeds the established criteria. The TGRC shall present each of their final recommendations for awards to the CPCVB Board of Directors for ratification on an individual basis. The CPCVB Board of Directors may not withhold ratification without just cause (i.e., application does not meet established criteria).
- 13) Grant awards shall be presented to each recipient jointly by the Centre County Board of Commissioners and the CPCVB.