

Major Project Tourism Attraction Development Grant Through VisitMercerCountyPA

Mercer County Tourist Promotion Agency dba VisitMercerCountyPA will offer financial support toward the development of major tourism attractions in Mercer County. Up to \$500,000 over a 5 year span (\$100,000/year max) may be awarded to assist in the development of major tourism projects that help Mercer County achieve the following goals:

1. Provide the potential for significant new overnight stays in at least one area of the county where there is high hotel density. Presently high density hotel areas include the Grove City/Mercer area and Sharon/Hermitage area. There are also hotels in the Greenville area.
2. Assist Mercer County to become an all season destination. Attractions that have the potential to draw visitors year round including the winter months (January – March) will receive high consideration.

Note 1: Multi-million dollars projects are the expectation, but lesser projects having significant new overnight stay impacts can be considered. The amount of the investor/developer investment will influence the amount provided by VisitMercerCountyPA.

Note 2: Projects that include adding a hotel/accommodation **cannot** be considered because financing is coming from the hotel excise tax and we cannot significantly benefit one hotel over another one. The overall goal of this program is to benefit the existing Mercer County accommodation properties.

Investors/developers who have an interest in building an attraction in Mercer County and want to access this grant from VisitMercerCountyPA should submit an initial letter of inquiry (no more than two pages) concerning their proposed project. Letters of inquiry can be submitted at any time during the year, and should be addressed to Peggy Mazyck, President/CEO, at VisitMercerCountyPA, 50 North Water Ave. Sharon, PA 16146. The board of directors meet six times a year and will review the letter of inquiry to determine if a full proposal and presentation will be requested.

What to include

- A brief description of the organization/company
- A synopsis of the proposed project
- A clear statement of how the project will impact the goals of VisitMercerCountyPA as described above
- An estimate of the size of the proposed project and/or projected budget for the project
- A statement of how the project will be sustained
- Contact name and information, including e-mail address of the project manager for further communication

**VisitMercerCountyPA is the Tourist Promotion Agency for Mercer County, PA.
The mission of the agency is described below.**

The purpose of the VisitMercerCountyPA shall be to serve as the marketing leader for the travel and tourism industry in Mercer County with the goal to expand and strengthen travel and tourism and enhance the overall economy of Mercer County.

- (a) To foster, promote, and encourage the development of attractions, shopping, resorts, accommodations, restaurants, and places of historical interest within Mercer County;
- (b) To provide and assist in producing promotional literature and information concerning the advantages and desirability of Mercer County as a destination for travel and tourism.
- (c) To effect ways of increasing the scope and intensity of tourist development and promotion;
- (d) To assist in a program of community coordination in the best interest of tourism.