

VisitMercerCountyPA FY 2021/22 Tourism Attraction Development Grant (MCTAG)

The Mercer County Tourism Attraction Development Grant (MCTAG) is designed to provide assistance in the development of new tourism attractions and or the expansion of existing attractions within Mercer County, PA. This grant seeks to support projects that will increase hotel/motel occupancy and travel into and throughout Mercer County. For FY 2021/22 Mercer County Tourism Attraction Grant funding available is \$100,000.00.

The primary mission of the new tourism attraction or expansion must be to attract and serve visitors to Mercer County. This primary mission is shown by the marketing and advertising efforts of the attraction to regions outside of Mercer County. **Projects whose primary mission is to serve the local community are not appropriate for this grant.**

A complete project must be submitted. Grant funds may be used for a wide variety of activities necessary to develop a new tourist attraction or expand an existing tourist attraction including but not limited to: land acquisition; purchase, construction of buildings; structural needs of new creative projects/exhibits that will strengthen Mercer County's appeal to visitors. Projects must be a new tourism related development or the expansion of an existing attraction and not simply a renovation or repair.

Integral components of the tourism project can be considered. Examples include: kayaks if the project is a River Trail Outfitting Company; buggies if the project is an Outdoor Adventure Trail and the buggies are needed for visitor tours on the trail; furniture if this is an integral part of the visitor experience with the project. If you plan to include integral components in your application please contact the President/CEO of VisitMercerCountyPA for direction on guidelines prior to completing the application.

The maximum grant amount to tourism attractions for FY 21/22 is **\$20,000.00** and must be leveraged with at least 50% of the eligible project expenditures from other sources. Funds from other sources must be available to the project at the time of application submittal. The amount available for matching purposes must be expended during the grant period, which is one year following the award unless an extension has been granted. Requests for budget modifications or extensions must be received by VisitMercerCountyPA no later than 45 days prior to the expiration of the contract.

You may call (724) 346-3771 for additional information.

MCTAG GUIDELINES & APPLICATION INSTRUCTIONS

I. Purpose

VisitMercerCountyPA (hereafter referred to as VisitMCPA) will make grants to not-for-profit organizations and for-profit businesses to assist with the development or expansion of tourism attractions in Mercer County.

II. Intent

The intent of the Mercer County Tourism Attraction Development Grant (MCTAG) is to provide matching grants to assist in the development or expansion of projects that increase the economic impact of tourism.

III. Funding (FY 2020/21)

MCTAG grants to tourism attractions shall not exceed \$20,000.00 for FY 2021/22. In most instances a limit of \$20,000.00 is available to for-profit tourism attractions. After one or several requests from for-profit tourism attractions total \$20,000.00 only exceptional projects bringing in significant additional visitors will be considered. Non-profit tourism attractions such as Hiking & Biking Trails, Water Trail and similar non-profit Tourism attractions may submit ongoing applications totaling up to \$20,000.00 each (no more than three in a five-year period).

IV. Eligible Applicants

To qualify for the MCTAG, an Applicant must be:

- a. A not-for-profit organization or for-profit corporation or business developing or expanding a tourism attraction in Mercer County, PA.
- b. A grantee must be a member of VisitMCPA prior to disbursement of funds

V. Application Procedures

A. VisitMCPA shall supply interested entities with Application Guidelines upon request. Applications will be accepted twice during the fiscal year. Deadline for the first round of applications is Oct. 31, 2021 with awards granted in Nov. 2021. \$50,000.00 will be available in the first round. The deadline for the second round of applications is Feb. 28, 2022 with awards granted in March 2022. \$50,000.00 will be available in the second round. Any application not funded in the first round will be considered for the second grant cycle.

An application will be considered delivered on the date it is postmarked or delivered to: VisitMCPA, 50 North Water Ave. Sharon, PA 16146.

B. Pre-Application Screening – Potential applicants are strongly encouraged to submit a brief pre-application discussing their proposed project. A response to the pre-application encouraging or discouraging a formal application will be communicated to the applicant within 30 days. This screening is to provide guidance. The decision on whether to proceed or not proceed with a formal application rests totally with the applicant.

VI. Review of Applications

Within 15 business days after Visit MCPA receives the application, the President/CEO shall notify the Applicant whether, after a brief review, the application and attachments, if any, are complete. This notice is not in any way an acknowledgement by VisitMCPA as to the adequacy of the substance of the application. If the application and attachments are incomplete, the applicant will be notified of the deficiencies and will have 15 business days to remedy any deficiencies. In the event the applicant fails to remedy all deficiencies within the 15 business days the application shall be considered null and void.

Accepted applications will be sent to a review committee which will rate each submission and make recommendations to the Board of Directors, which will make the final determination.

VII. Grant Agreement

Upon approving a given application, VisitMCPA will notify the organization/business of the grant amount and execute a contract between that entity and the agency. The applicant is responsible to pay for the TAG legal agreement which typically costs about \$350.00.

VIII. Disbursement of Grant Funds

Grantee must **first** expend the full amount of their matching portion of the project from the approved application prior to any funds being disbursed by VisitMCPA. Proof of expenditure will need to be provided to VisitMCPA. The tourism attraction development grant will be disbursed with a performance invoice or invoice for the remaining amount once the grantees matching funds have been spent.

IX. Reports

The grantee will be responsible for submitting a closeout report. Copies of original vendor invoices showing the actual matching and grant costs incurred, the check number, and date of the check corresponding to the invoices shall be submitted to VisitMCPA with the closeout report. Completion of the project must be one year following the award unless an extension is requested and approved.

X. Recognition

The grantee must acknowledge VisitMCPA as a sponsor of the project. All construction related projects that are funded through this Program must include a sign displayed at the project site stating

“This project was partially funded by a Grant from VisitMercerCountyPA.” The grantee shall prominently acknowledge the participation of VisitMCPA in all press releases, publications and promotional materials presented to the media or otherwise disseminated or published concerning the project. Failure to comply with this request may affect the applicant’s future funding.

XI. Eligible Projects and Activities include:

Projects and activities eligible for funding include, but are not limited to, the following:

- A. Capital Projects – land acquisition, construction, expansion or acquisition of buildings
- B. Interpretive Programs – creation and implementation of interpretive programs
- C. Exceptional new projects that would generate overnight stays.

XII. Ineligible Projects and Activities

Projects and activities ineligible for funding include, but are not limited to, the following:

- A. Debt refinancing
- B. Contingency funding
- C. Staff
- D. Operating expenses
- E. Administrative expenses

XIII. Matching Funds

The grantee shall provide matching funds to the total Project costs which are identified in the application budget. Matching funds must be cash.

XIV. Application Evaluation and Selection Process- Tourism Attractions Capital Projects

VisitMCPA’s internal review (TAG) committee shall conduct an evaluation of each application. The criteria used in determining whether an application will be considered for a grant award include, but are not limited to, the following:

1. Will the Project be a viable tourism attraction drawing visitors from another State or from a distance of 50 miles or more?
2. Is the tourism attraction currently marketed or going to be marketed to potential visitors from another State or at least 50 miles from Mercer County?
3. Does the Project demonstrate how it will increase visitation, length of stay, and/or tourism expenditures?
4. Does the Project include adequate tracking and evaluation measures?
5. Will the project generate a Return on Investment (ROI) for the County within three years?
6. Does the Project demonstrate the potential for sustainable economic growth and job creation, or a significant impact on the area’s overall tourism efforts?

Each of the above criteria will be rated with 100 points possible. An application must receive a minimum of **70** points to be considered eligible for funding. The review committee will forward all eligible applications together with its recommendations to the VisitMCPA Board of Directors for final determination.

Requests for exceptions to this policy will need to be reviewed by the Board of Directors

VisitMercerCountyPA
Tourism Attraction Development Grant Application

COVER PAGE (This sheet must be completed by all applicants)

1. Applicant Organization: _____

Authorized Official (Name and Title: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Daytime Telephone: _____ **Fax:** _____

Email: _____

Location of Attraction (Street Address if applicable, otherwise a description of location):

2. Applicant's F.E.I.N.#: _____

3. Applicant Organization Status: ___ Not-For-Profit ___ For-Profit

4. Project Contact Person: _____

Telephone: _____

5. Project Title: _____

6. Anticipated project initiation and completion dates:

From: _____ **To:** _____

7. Total Cost of Project: \$ _____ **Grant Request: \$** _____
(As Reflected on Itemized Budget)

8. Anticipated employment positions created by project if applicable: Full Time _____
Part Time _____

To the best of my knowledge and belief, information in this application is true and correct, and the governing body of the Applicant Organization has duly authorized this document.

Signature of Authorized Official/Title/Date:

VisitMercer CountyPA
Tourism Attraction Development Grant Application
Tourism Attractions Capital Projects

The following 12 items must be addressed by tourism attractions seeking funding. Responses are scored so it is important that you answered each item completely. See score sheet on page 8.

NOTE: Each of the following numbered Application sections (1-12) must be addressed on separate sheets of paper and attached to the Application Cover Page.

1. PROJECT DESCRIPTION: Describe the proposed Project clearly and concisely. State the goal, strategy, and the target audience. Describe how this Project will increase visitation, length of stay, and/or tourism expenditures from visitors outside a 50-mile area.

2. BUDGET CATEGORY BREAKDOWN: Describe the use of funds being requested on the budget sheet, explaining how the money will be spent. The budget must be submitted in a Budget Grid Format (see sample budget format). Each project category must provide an itemized budget that lists the requested eligible budget items pertaining to the Project and documented with supporting vendor attachments.

3. MARKETING ATTRACTION: Describe the current promotional efforts for the attraction as well as the anticipated efforts to advertise the attraction to another State or outside a 50-mile area.

4. EVALUATION MEASURES: Describe the methods to be used to track the success of this Project.

5. HOURS OF OPERATION: Detail the attraction's current or proposed schedule of operation (days and hours) that it will be open to the public. Describe the source of funding for personnel to staff and operate the attraction.

6. RETURN ON INVESTMENT: Describe how this Project will increase expenditures from additional visitors generating a Return on Investment (ROI) for the County within three years.

7. SUSTAINABLE ECONOMIC GROWTH POTENTIAL: Demonstrate the potential for sustainable economic growth and job creation or the significant impact on the area's overall tourism efforts that will occur as a result of this development. Provide the number of jobs this Project is expected to create. How will the County benefit from Project? Preference will be given to Projects that demonstrate the greatest potential for significantly increasing overnight stays and travel into and throughout Mercer County.

8. HISTORY OF THE APPLICANT'S TOURISM EFFORTS: Provide a description of the Applicant's tourism efforts, including any public financial assistance received or private efforts utilized to generate increased tourism travel to the location.

9. PROJECT IMPLEMENTATION SCHEDULE: Provide a list of the time lines for major project milestones and/or activities including the start and end date of each major activity (month and year).

10. LAND AND BUILDING INFORMATION (if applicable): For land and/or building acquisition, an appraisal performed by a Member of the Appraisal Institute (MAI) and a copy of the purchase option or agreement must be provided. For building construction or renovation, copies of contractor's bids must be submitted on bidder's letterhead.

11. DESCRIPTION OF MACHINERY AND/OR EQUIPMENT (if applicable):

Identify major equipment to be acquired with grant and/or match funds, and provide copies of bids on bidder's letterhead or selected vendor's quotes/estimates if bids are not required.

New Machinery and/or Equipment: Attach a copy of vendor's cost estimates or provide copies of bids on bidder's letterhead.

Used Machinery and/or Equipment: Attach an appraisal demonstrating that the fair market value is consistent with the purchase price.

Installation or Moving of Machinery and/or Equipment: Attach written cost estimates on vendor's letterhead or provide copies of bids on bidder's letterhead.

12. LETTERS OF FINANCIAL COMMITMENT: List the source(s) and amount(s) of local or private matching funds in the form of specific commitment letters. Loan commitment letters from financial institutions must have language indicating the loan amount, the specified term and interest, collateral, conditions pertaining to the loan, and the fact that the loan is approved. If the matching source is an individual, evidence of available assets such as balance sheets, financial banking statements, stock dividends must be provided or it will not be considered as matching commitment

Sample Budget Format

Item Description	Grant	Match	Total
(4) Exhibits for Underground Railroad Tour	10,000.00	10,000.00	20,000.00
Interpretative panels for three sites	7,000.00	7,000.00	14,000.00
Total Project Cost	17,000.00	17,000.00	34,000.00

Evaluation Worksheet

Points
scored
in each
category _____

Total Points

1	Will the Project be a viable tourism attraction drawing visitors from another State or from a distance of 50 miles or more		
			30 points available
2	Is the tourism attraction currently marketed or going to be marketed to potential visitors from another State or at least 50 miles from Mercer County		
			20 points available
3	Does the Project demonstrate how it will increase visitation, length of stay and /or tourism expenditures		
			10 points available
4	Does the Project include adequate tracking and evaluation measures?		
			10 points available
5	What is the projected Return on Investment (ROI) for the County within three years?		
			10 points available
6	Does the Project demonstrate the potential for sustainable economic growth and job creation, or a significant impact on the area's overall tourism efforts		
			20 points available

Each of the above criteria will be rated by the TAG Committee with 100 points possible. An application must receive a minimum of **70 points** to be considered for funding. The review committee will forward all eligible applications together with their recommendations to the VisitMercerCountyPA Board of Directors for final determination.

