2022

**County of Blair**

**Tourism Grant Partnership**

*Explore Altoona*

The purpose of this grant partnership is to offer financial assistance for the intended result of enhancing the leisure destination marketing efforts of Blair County’s non-profit tourism assets. The goal is to generate overnight stays in Blair County. The grant partnership supports cultural, historical and recreational assets and is awarded annually. Please submit applications no later than **Friday, May 27, 2022 at 12:00Noon**.

**Required Criteria & Guidelines**

1. Must be a current partner of *Explore Altoona* in good standing located in Blair County.
2. Organization must be a bona fide 501(C3) not-for-profit as determined by the Internal Revenue Service **OR** an organization that qualifies for a deductible contribution using IRS rules. **(This revised eligibility was introduced in 2011.)** A copy of the grant applicant’s Internal Revenue Service tax ID number must be provided with grant application.
3. Must provide a description of the organization, including mission or vision statement.
4. Must provide the organization’s most current audited financial statement. Please include page and signature page of each year’s audit with grant application.
5. Must submit a completed application as well as additional documentation outlined within this list of criteria and guidelines.
6. Must provide a description of how the grant monies would be used prior to November 30, 2022.
7. Must provide a copy of the marketing plan with market reach and targeted audience.
8. Must provide a project timeline.
9. Must describe how the project will enhance tourism in Blair County. Include anticipated day and overnight visits and attendance figures from prior events if available.
10. Must provide a complete budget with anticipated expenses and revenue.
11. **Pursuant to Act 18 of 2016, all grants require a cash or in-kind local match of at least 25% of the total grant award.**
12. Must provide a description of how the impact from the project would be measured.
13. Grants will be awarded for the following:
	* Marketing & advertising programs: Advertising campaigns **must** be

targeted to non-Blair County residents. **The grant partnership will not fund advertisements in local publications, including other destinations’ Visitors Guides as well as any forms of sponsorships. The grant partnership will not fund any investments with other CVBs/DMOs marketing campaigns or programming.**

* + Grants **cannot** be used for standard operational expenses

(payroll, insurance, travel and utilities).

* + Priority will be given to organizations that have a proven record of

generating overnight stays.

1. The maximum grant allocation for each successful applicant will be $4,000.

**Requirements for Award Recipients**

1. **\*\*NEW -** Award recipients must publicly acknowledge financial support of the grant from *Explore Altoona* **by listing on any print collateral and on the organization’s web site home page the specific narrative, “ For overnight lodging and other things to do, please visit** [**www.explorealtooona.com**](http://www.explorealtooona.com)**.”**
2. Full award amounts must be utilized prior to November 30, 2022. The grant will be distributed with one-half of the monies awarded at the time of their announcement. **The remaining funding will be distributed when the project is completed and a final close-out report is submitted to *Explore Altoona*.** The report must include documentation of the program/event/advertisement with acknowledgement, a list of expenses with copies of receipts and a brief summary of the completed project. Please include copies of any advertisements, online presence, news releases, programs, etc. that were used. Failure to submit the final report will make the applicant ineligible for future funding by this grant partnership.

**Special Notes**

If the funds are not fully expended by November 30, 2022, applicants may be required to return the entire amount to the Grant Fund along with any interest accrued and a written explanation of why the funds were not used.

**Applicants should not assume that they will be awarded a grant on an annual basis, nor should they consider these tourism grants a permanent addition to their budget.**