

# York County Tourism Grant Program 2022 - Round 2

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*Explore York*

## *2022 - Round 1 Grant Application*

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### **Collaborate**

You may use the Collaborate button at the top right of the form to invite others to view or edit any part of this grant request. Please read or view the tutorials below to effectively use the feature.

[https://drive.google.com/open?id=1NsdFgi3lBmBu0\\_pp1zj2HZ51l4mx8Wryjrx4FYOmdg](https://drive.google.com/open?id=1NsdFgi3lBmBu0_pp1zj2HZ51l4mx8Wryjrx4FYOmdg)

- Collaborate Written Tutorial
- Collaborate Video Tutorial

The Collaborator feature can be used by applicants to add a new user to their organization without having to contact a site Administrator. The following tutorial covers how an applicant can use this feature to do so.

- How to add new users to your organization via Collaborate

Grant Cycle Opens: June 1, 2022

Grant Application Due: July 15, 2022

Grant Recipients Announced: Summer 2022

Maximum Grant Request: \$50,000.00

Post Grant Reports Due: 90 days after project completion

Grant guidelines can be found on the [yorkpa.org](http://yorkpa.org) website.

All grant recipients will be required to submit liability insurance in the amount of \$1 million naming Explore York as additional insured.

**Submission of grant materials will not be considered confidential in nature. If information within the application needs to be kept private, please indicate on the application what documents need to remain private.**

### **Safe Sender List**

As part of the online grant application system you are using, you may receive emails related to your request. The sending address for these emails is:

**[administrator@grantinterface.com](mailto:administrator@grantinterface.com)**

If you do not see an email from this address upon registering with this online system, it is likely that your email provider's spam has caught our correspondence.

If you found an email from the above address in your spam folder, please add @grantinterface.com to your address book or contacts. This will ensure that you continue receiving email communication regarding your application.

If you believe you should have received an email, but it does not appear in your spam folder or in any other mail folder and you are using some type of corporately managed email, it is likely that your network setup is blocking these incoming emails. In order to prevent this, please contact your IT administrator and ask them to add the aforementioned domain (@grantinterface.com) to your company's white-list.

## Organization Information

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### Did you read the grant guidelines?\*

<https://www.yorkpa.org/about-us/tourism-grant-program/> Click here to access the guidelines.

#### Choices

Yes

No

### Mission Statement\*

Please provide your organization's mission statement.

*Character Limit: 1500*

### Is your organization a non-profit?\*

#### Choices

Yes

No

### Is your organization a government agency?\*

#### Choices

Yes

No

### Is your organization for-profit?\*

#### Choices

Yes

No

### Type of Business Structure\*

#### Choices

C Corporation

General Partnership

Limited Partnership

LLC

S Corporation  
Sole Proprietorship  
Other

### Previous Grant Recipient\*

Is your organization a previous recipient of grant funding from the York County Tourism Grant Program?

#### Choices

Yes  
No

### Post Grant Report Status\*

If your organization has previously received funding, are you up-to-date on all post grant reporting?

Failure to submit required follow-up documentation may impede your ability to receive future grant funding.

#### Choices

Yes  
No  
N/A - Not a previous applicant

## Project Information

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### Project Title\*

*Character Limit: 100*

### Grant Amount Requested\*

If this is a multi-year request, indicate the **total** amount requested as your answer.

*Character Limit: 20*

### Project Start Date\*

*Character Limit: 10*

### Project Completion Date\*

*Character Limit: 10*

### Multi-Year Project?\*

Is this a multi-year project? If yes, you will need to submit a proposed budget for each year that funding is requested.

#### Choices

Yes  
No

**Event Start Date, if applicable***Character Limit: 10***Event Completion Date, if applicable***Character Limit: 10***Event Venue, if applicable**

If your project is an event, list the location(s) of the event.

*Character Limit: 800***Liquor Liability\***

Will there be alcohol served or sold at the event?

If yes and your grant project is funded by the grant program, you will be required to supply liquor liability insurance in the amount of \$1 million naming Explore York as additional insured.

**Choices**

Yes

No

**Intended Initial Expenditure Date\****Character Limit: 10***Is this a new project?\*****Choices**

Yes

No

**Geographic Area Served:\***

Using the intersection of Interstate 83 and Route 30 as your guide, select the region(s) that your project will impact. Select all that apply.

**Choices**

All of York County

Greater/Central York

North East York County

North West York County

South East York County

South West York County

Other

**Other Area Served**

If you chose other, please note the area here.

*Character Limit: 100*

## Does your project target/serve visitors from beyond 50 miles of York County, PA?\*

### Choices

Yes

No

## Project Category\*

How would you classify your project? Check all that apply.

### Choices

Event

Development

Marketing

Research

## Estimated Economic Impact

If your project is an event, please provide the following data.

## Number of Event Days

*Character Limit: 10*

## Average Number of Nights Your Event Attendee Will Stay

Attendee is defined as anyone, a spectator or a participant, who will attend your event.

*Character Limit: 50*

## Estimated Number of Out of County Adult Participants

Adult participant is defined as anyone over the age of 18 who is involved in the actual event such as an athlete, coach, official, musician, or vendor. Out of County is defined as beyond 50 miles of York County.

*Character Limit: 50*

## Estimated Number of Out of County Youth Participants

Youth participant is defined as anyone 18 years of age or younger who is involved in the actual event such as an athlete, coach, official, musician, or vendor. Out of County is defined as beyond 50 miles of York County.

*Character Limit: 50*

## Estimated Number of Out of County Spectators

Spectator is defined as anyone who is not directly participating in the event such as a parent watching a child athlete. Out of County is defined as beyond 50 miles of York County.

*Character Limit: 50*

### Logistic Expenses (cost of services, venues, etc.)

Logistic expenses are defined by what the event promoter will be paying for services, food and beverages, venues, etc. here in York County.

*Character Limit: 20*

## Short Answer Section

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The following questions will help the committee understand the nature of the applicant's project and how the applicant intends to move the project forward. Applicant responses should be written simply and clearly and should be limited to several sentences.

### Goals/Objectives\*

1. Simply stated, what are the goals/objectives of your proposed project?

*Character Limit: 800*

### Achieving Intended Goals\*

2. What are you going to do in order to achieve your intended goal?

*Character Limit: 800*

### Tourism Related Impact\*

3. What tourism-related impact on the community and population served do you intend to achieve by undertaking this project?

*Character Limit: 800*

### Target Markets\*

4. What are the market(s) (geographic, demographic, etc./industry segments such as leisure, meetings and conventions, reunions, weddings, golf, group tour, sport tournaments, etc.) your project will target?

*Character Limit: 800*

### Project Indicators\*

5. How will your project have significant impact that is positive and measurable? What indicators and evaluation criteria will you use to assess the success of your project?

*Character Limit: 800*

### Collaborators

6. Do you intend to have partners or collaborators work with you on this project? If yes, please identify the collaborator(s), describe their role(s) and tell us if they have already agreed to work with you.

*Character Limit: 800*

### Project Manager\*

7. Who (ie. name of specific person), specifically, will lead and manage the project you've described in this proposal? What experience does this person have to carryout the project?

*Character Limit: 800*

### Supporting the York County Brand

8. York County has implemented a new York County brand promoting "have it made here." While including the Explore York logo on all printed and digital media as it relates to the awarded project is required, including additional elements in your material can strengthen your application. Learn more about the York County brand.

*Character Limit: 8000*

### Steps to Begin Project\*

9. What will be the 3 or 4 specific steps your organization will undertake to begin work on the proposed project?

*Character Limit: 800*

### Long-term Strategy and Impact\*

10. Is there a long-term strategy in place? If so, what is the strategy? Will the project create a lasting impact?

*Character Limit: 800*

### If Not Funded\*

11. Will the scope of this project change if grant funding is not received? If so, how? Will the scope of the project change if it is only partially funded? If so, how?

*Character Limit: 2000*

### Anticipating A Profit

12. If you are anticipating a profit from this project, how much do you anticipate and how will the extra income be used. Also, note the profit on the budget form.

*Character Limit: 8000*

### COVID-19 Contingency Planning

Please explain how your project may be impacted by an outbreak of the COVID-19 virus. Do you have any contingency plans to ensure the project will be completed?

*Character Limit: 3000*

## *Narrative Section*

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Funds for the York County Tourism Grant Program are limited, and grants will be awarded on a competitive basis. This section of the application gives the applicant an opportunity to set their application apart, and present a compelling case for funding.

By way of guidance, applicants might want to emphasize the following kinds of questions when composing their narrative.

- What market force(s) or condition(s) is the proposed project responding to – or taking advantage of?
- What is unique or innovative about the applicant's approach to enhance the visitor experience and grow tourism in York County?
- How does the applicant's organizational capacity (financial and other resources; project design, management and execution expertise; organizational leadership; etc.) align with the demands of the project?
- Are there particular or special circumstances that make this the right/essential time to undertake this project?
- Will the project augment an existing event, activity or attraction in York County?
- If the project is aimed at increasing visitation, who is the target visitor? What is the estimate of increase in the first 2 years? Within 5 years?

### Selection Criteria

- Overall coherence of the proposal – do all of the sections, taken together, describe a sound rationale, logical plan, sufficient resources, etc. – and build confidence in successful execution of the proposed work
- Fit with the Strategic Tourism plan for York County found on the Explore York website: [www.yorkpa.org](http://www.yorkpa.org)
- Degree to which the proposed project will maximize economic impact via visitation from beyond a 50-mile radius of York County, or improve the experience in York of those visitors
- The applicant's capacity to successfully execute the proposed project and achieve intended impact
- Timeliness of the proposed project (special/particular market or organizational/environmental circumstances, etc.)
- A sound methodology for measuring results
- Assessment of the durability of the project's impact
- Reliable data or evidence to support the proposed approach



## Narrative

*Character Limit: 3000*

## *Required Supplemental Materials*

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### List of Board Members or Equity Owner(s)\*

*File Size Limit: 1 MB*

### New Project Budget

If this grant request is for a NEW project, please download a "New Project Budget" form. You must download the new project budget and save it to your computer before completing. Please submit a proposed budget form for each year that funding is requested. Use the "Upload a file" button located under the Multi-Year Project for additional years budget.

*File Size Limit: 2 MB*

### Multi-year Project

After submitting your first year's budget above, use the "Upload a file" buttons below to upload the additional budget form(s).

*File Size Limit: 2 MB*

*File Size Limit: 2 MB*

### Existing Project Budget

If this grant request is for an event that has been held in previous years, please submit the budget information from the most recent previous year that this event was held in addition to the current budget. You must download the "Existing Event Project Budget" form and save it to your computer before completing. There are two pages to this form.

*File Size Limit: 2 MB*

### Most Recent Year-end Financial Statements, Including Balance Sheet\*

*File Size Limit: 5 MB*

*File Size Limit: 3 MB*

### Tax returns or 990 form

If the submitting organization is a for-profit, submit the latest tax returns.

If the submitting organization is a non-profit, submit a 990 form.

*File Size Limit: 2 MB*

### Collaborative Partnerships

If this is a collaborative project, provide correspondence from organizations cited in the proposal, confirming the scope and type of resource sharing or other cooperative arrangements. We are not looking for letters of support.

*File Size Limit: 2 MB*

### **IRS Designation Letter**

If submitting organization is a non-profit, provide an IRS designation letter.

*File Size Limit: 1 MB*

### **Articles of Incorporation**

If submitting organization is a corporation, provide a copy of the articles of incorporation.

*File Size Limit: 1 MB*

### **Proof of Registration**

If the submitting organization is located outside of Pennsylvania, provide a proof of registration to do business in Pennsylvania.

*File Size Limit: 1 MB*

### **Supporting Material**

To strengthen your application or provide a visual of your project, you can upload additional material.

*File Size Limit: 1 MB*