

Cultural Activities

Program Guidelines | July 2010

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Table of Contents

Section I	Introduction	1
Section II	Eligibility	1
Section III	Application Process	1
A.	General	1
B.	Selection Process	2
Section IV	Commonwealth Branding	3
Section V	Limitations and Penalties	3
Section VI	Contact Information	4
Section VII	Vendor Registration	4

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Section I – Introduction

The Cultural Activities Program provides funding to support activities that positively stimulate the local and regional economy by promoting, sponsoring and/or operating cultural festivals, fairs and events and cultural events promote the local tourism industry. By enhancing quality of life factors, communities are made more attractive to business relocation.

Eligible projects are defined in Section II of these guidelines. Grants are awarded to those projects which, in the judgment of the Pennsylvania Tourism Office, comply with the provisions of these program guidelines and meet all requirements of the Department of Community and Economic Development's (DCED) Single Application for Assistance. Applications received under this program may also be considered for funding under other programs administered by DCED.

Section II – Eligibility

Non-profit organizations with a significant interest in the promotion of cultural activities that provides a visitor experience to a tourist region, destination and/or attractions are eligible to apply. Funds may be used to support facility enhancements, new construction and/or renovations, or for the development of marketing, advertising and public relations campaigns to build attendance. Other eligible activities may include: film presentations, show case activities, workshops and symposia, special promotions, preview events, open dialogs, pre and post viewing discussions, and familiarization programs.

A primary goal of the program is to promote overnights stays. Applicants must, as part of the project narrative, explain how their project will meet this goal.

Section III – Application Process

A. General

1. Project applications must be submitted using the DCED Electronic Single Application for Assistance via www.newPA.com or <http://www.newPA.com/programFinder.aspx>. Electronic applications will be accepted throughout the fiscal year.
2. An applicant must follow the detailed instructions for completing the DCED Electronic Single Application for Assistance. The narrative must include:
 - Description of applicant, including general purpose or mission statement.
 - Identification of the need for assistance and the organization's project goals.
 - Identification of measurable outcomes including jobs created or retained, number of people trained, land or buildings acquired and or renovated, result of marketing campaigns to attract visitors, etc.
 - Project Schedule with key milestones and dates.

- Documentation to support projected budget costs. Note: A detailed scope of services must be submitted with the application for any consulting, legal or accounting fees included in the project budget.
- DCED reserves the right to request additional information, explanation, clarification or revision of funding requests.

B. Selection Process

1. Grant awards will be reviewed and awarded throughout the fiscal year. Projects will be selected based upon whether they meet the eligibility criteria and thoroughly demonstrate the project goals, objectives and outcomes.
2. Successful applicants will be notified by the Pennsylvania Tourism Office by letter. The applicant will receive a contract and a payment requisition form to be signed and returned to DCED. All contracts are subject to availability of funds and subject to the applicant providing all information required by DCED. The applicant must maintain full and accurate records with respect to the project. DCED must have complete access to such records (including invoices for goods and services and other relevant data and records), as well as the right to inspect all project work. The applicant will promptly furnish all data, reports, contracts, documents, and other information requested by DCED.
3. Funds will be directly deposited in grantees' bank accounts via an Automatic Clearing House (ACH) transfer of funds in accordance with the grant contract.
4. Approved grants in the amount of \$100,000 or more require the grantee to provide a project audit prepared by an independent certified public accountant as defined under Pennsylvania law. The Single Audit performed for Federal audit purposes (A133) is not acceptable. Grants under \$100,000 require the grantee to submit a closeout report with appropriate supporting documentation identifying the expenditures of State funds consistent with the approved contract budget.
5. Organizations that are not compliant with audit or closeout report requirements for prior contracts with DCED are ineligible to receive additional financial assistance from DCED until such audit or closeout report requirements are met.
6. Unsuccessful applicants must submit a new application to be considered for funding in the following fiscal year.

Section IV – Commonwealth Branding

The Pennsylvania Tourism Office has developed a distinctive brand to position Pennsylvania as a top tourism destination. All promotional and marketing materials must include the Commonwealth's branded logo that includes a link to the state's tourism web site visitPA.com. Successful applicants are also required to have a direct link to visitPA.com on the home page of their web site. Logos can be found at www.newPA.com.

pennsylvania
STATE OF INDEPENDENCE
800-VISIT-PA | visitPA.com



Section V – Limitations and Penalties

- A. An applicant may not make or authorize any substantial change to an approved project without first obtaining DCED's consent in writing.
- B. If the full amount of the grant is not required for the project, the unused portion shall be returned to the DCED.
- C. Failure to comply with these Guidelines may result in penalties, including repayment of funds with interest.
- D. When a project is funded, the recipient must place the grant funds in an interest bearing account. Any interest earned on invested grant funds must be returned to the Commonwealth.

Section VI – Contact Information

All application inquiries should be directed to:

PA Department of Community and Economic Development
Customer Service Center
Commonwealth Keystone Building
400 North Street, 4th Floor
Harrisburg, PA 17120-0225

1-866-466-3972
E-mail: ra-dcedcs@state.pa.us

Note: If you receive a funding notice from DCED, please direct any inquiries to the Account Manager identified in the notice. Also, please have the assigned application number available when you contact the Account Manager.

Section VII – Vendor Registration

An applicant must be registered with the Commonwealth's Vendor Registration System before a grant may be approved. The system tracks information regarding vendors that do business with or receive grant funds from the Commonwealth and assigns a vendor number to the organization. In the event an application is funded, the grantee must be registered in this system before a contract can be issued.

If you have any questions regarding vendor registration status, please contact the Central Vendor Management Unit at the address and phone number below. Please have your nine digit Federal Identification number available when you call.

Commonwealth of Pennsylvania
Central Vendor Management Unit
Bureau of Financial Management
6th Floor, Verizon Tower
Strawberry Square
303 Walnut Street
Harrisburg, PA 17101-1830

1-866-775-2868

An organization not registered with the Vendor Registration System should register at <http://www.vendorregistration.state.pa.us>. Click on the Non-Procurement Registration Form link and follow the instructions.