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Pennsylvania Tourism Office Grant Programs for Destination Marketing Organizations

Program Guidelines

March 2010

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Introduction

While we face significant economic challenges in 2010 the grant programs for Destination Marketing Organizations will continue to invest in tourism marketing and product development. These guidelines support our entire industry from our local and regional tourism promotion agencies to other regional and experience-based tourism alliances collectively known as destination marketing organizations.

Tourism is a vital and valuable industry for Pennsylvania. For many communities it is the most critical economic development platform available and can not only grow a community but enhance the quality of life for all its residents. These grant programs offer support to the growth of tourism and the commonwealth's investment must be influenced by effective marketing on a local or regional level. These programs will support the tourism industry in an approach that insures equitable, competitive, realistic, efficient and effective investments. We are reassured that our local and regional marketing partners will be diligent and creative in these efforts and that Pennsylvania will have a tourism marketing program that delivers more visitors and more economic impact than ever before.

Effective marketing is critical, especially in this era of limited resources. In 2009-10 the marketing plans submitted represented a significant move forward in the allocation of marketing investments. We expect this strategic, targeted and effective marketing to continue in 2010-11. In many cases the focus of local marketing will be on events, web content, customer service and partnerships while regional efforts can focus more on inspiring the potential visitor and creating experiences that meet traveler's expectations.

Marketing can be effective only as long as the experience pays off on the promise. A continual building of resources and assets can be valuable in growing a destination as well as growing the pool of potential visitors, therefore, product development is essential. It is time for marketing organizations to become more engaged in developing tourism product. This is particularly valuable in the continued support of cultural and heritage assets. Many times our distinctive attractions and experiences are underrepresented and undervalued within overall marketing communications.

With the integration of Regional Marketing Partnerships into the overall tourism grant program it is essential that multi-year planning and tactical promotions be supported. It is also important for these regional alliances to commit to long term joint collaboration and cooperation.

These guidelines embody the continued cooperation and collaboration of the Governor's Tourism Partnership, the Pennsylvania Association of Convention and Visitors Bureaus and the Pennsylvania Tourism Office. This collaboration has resulted in an environment for tourism marketing in Pennsylvania where great ideas and great work can be supported and where regional marketing partnerships can be encouraged, nurtured and expanded.

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Section I – Tourism Promotion Assistance Grant Program

A. Purpose of the Tourism Promotion Act

The purpose of the Tourism Promotion Act (Appendix A) is to support local and regional Destination Marketing Organizations in their efforts to market and promote tourism. This law establishes two grant programs that focus on local and regional marketing – the Tourism Promotion Assistance Grant Program and the Regional Marketing Partnership Grant Program. The Tourism Promotion Assistance grants will supplement existing efforts and will be based on sound marketing practices, the value of the tourism economy and the investments made by the local or regional Destination Marketing Organization. The Regional Marketing Partnership grants will reflect sound marketing efforts and partnership development. All these efforts should address three key goals: increase overnight stays; expand regional marketing; and attract new visitors. Both grant programs will exhibit prudent, effective and equitable investment of state funds.

B. Who Designates a Tourism Promotion Agency?

The designation of a Tourism Promotion Agency (TPA) is made by each county. In a county of the first class (Philadelphia only), designation is made by ordinance. In all other counties, designation of a **single county TPA** is made by resolution adopted by the Board of County Commissioners – with the requirement that said resolution have concurrence by various county subdivisions (boroughs, cities and townships) representing over 50% of the total county population.

A **regional TPA** is designated by ordinance in cities of the first class or by proper resolution of the governing body of a county or counties. Using the above procedures, two or more counties may designate a single TPA. According to the Tourism Promotion Act (refer to Appendix A), in cases where two or more counties are served by the same TPA, the agency will be considered a regional TPA, along with the agencies that represent a city of the first class (Philadelphia) or a county of the second class (Allegheny).

Upon designation as a certified TPA, the Pennsylvania Tourism Office will recognize that agency as the sole representative for the county or counties, and consider its application for a Tourism Promotion Assistance Grant accordingly.

C. Eligibility / Appeal Process

In accordance with Section 5 of the Tourism Promotion Act, a TPA must meet the eligibility requirements as set forth in these guidelines. As part of the application process, a TPA must complete the Eligibility Form in Appendix B and include as part of the application submission all required documents. Also included in Appendix B is the Eligibility Evaluation Form which will be used to determine a TPA's eligibility to receive a Tourism Promotion Assistance grant.

During FY 2009-10, 47 of the 49 designated TPA's submitted an Eligibility Form, all of which were approved by the Pennsylvania Tourism Office. This eligibility form will remain valid for FY 2010-11. Only the designated TPAs that did not apply last year must submit the Eligibility Form if they choose to apply.

The Pennsylvania Tourism Office will notify you in writing by **May 31, 2010** if you have not met the eligibility criteria and you will receive a written explanation. A decision of ineligibility may be appealed to the Secretary of the Department of Community and Economic Development. A written letter succinctly outlining why you should be eligible for a Tourism Promotion Assistance Grant must be submitted by **June 15, 2010**. Appeals will be reviewed by the Secretary and the decision shall be final. Appeals submitted after June 15, 2010 will not be considered.

D. Application Process / Due Date

All requests for funding must be processed through the “Single Application” available at www.newPA.com. The “Single Application” must be submitted electronically. Refer to Appendix C for instructions on completing the online “Single Application.”

TPA’s are required to complete the online Single Application in addition to providing the following attachments:

- **Eligibility Form** – Complete the Eligibility Form in Appendix B and provide all required documents. (Submit 2 copies) **ONLY COMPLETE IF YOU DID NOT APPLY IN FY 2009-10.**
- **Marketing & Performance Plan** – Due to decreased funding the Pennsylvania Tourism Office will not require TPA’s to submit a new Marketing & Performance Plan. The Marketing & Performance Plan submitted in FY 2009-10 will be used.

In lieu of a new Marketing Plan, a detailed narrative on how you plan to spend the grant dollars must be submitted. In order to collaborate on cooperative media buying, a tentative media plan for FY 2010-11 must be submitted indicating the total amount to be spent on advertising & web promotions and identifying the specific media placements. (Submit 3 copies) The media plan is based on your organization’s anticipated total budget for FY 2010-11.

- **Application Budget** – Complete an Application Budget in Appendix E providing a breakdown of eligible expenses and income for the period July 1, 2010 to June 30, 2011. (Submit 3 copies)
- **Single (Web) Application** – Upon completion of the online Single Application, include a hard copy of the signature page as part of your application submission.

Questions regarding the completion of the application and attachments should be directed to the Director of Grants & Finance. The online Single Application must be completed electronically on or before **May 21, 2010** and all attachments identified above must be received at the address below by 4:00 pm on **May 21, 2010**.

PA Department of Community and Economic Development
Pennsylvania Tourism Office
Attention: Janice Collier, Director of Grants and Finance
400 North Street, 4th Floor
Commonwealth Keystone Building
Harrisburg, PA 17120-0225

Phone: (717) 720-1312 | Fax: (717) 787-0687 | E-mail: jacollier@state.pa.us

Tourism Promotion Agencies that fail to submit either the Single Application or the required attachments by 4:00 pm on **May 21, 2010** will be automatically disqualified to receive a Tourism Promotion Assistance Grant. No exceptions or extensions will be granted.

E. Available Funds

A total of \$5.75 million has been proposed for FY 2010-11 for the Tourism Promotion Assistance Program which includes the Tourist Promotion Assistance and Regional Marketing Partnership Grants. In accordance with the Tourism Promotion Act, for FY 2010-11, the Pennsylvania Tourism Office shall award Tourism Promotion Assistance grants not to exceed 50% of the appropriation and 50% for Regional Marketing Partnerships.

F. Formula Based Allocation of Tourism Promotion Assistance Grants

In order to ensure a fair and equitable allocation process for the award of Tourism Promotion Assistance Grants, the Pennsylvania Tourism Office, in collaboration with the Governor's Tourism Partnership, has developed a formula-based allocation model to determine the amount of funds to be provided to each eligible TPA. The formula is based on criteria that will create an effective, equitable and competitive grant program.

The formula is comprised of three main components to determine each TPA's tourism promotion grant allocation. The components are:

- Eligible Expenses (base grant)
- Room Revenues Generated
- Marketing & Performance Plan

The maximum eligibility and minimum funding requirements set forth in the Tourism Promotion Act will be adhered to as follows:

- A county tourism promotion agency will receive two times the local funds expended for eligible costs in the previous fiscal year.
- A regional tourism promotion agency will receive two and one-half times the local funds expended for eligible costs in the previous fiscal year.
- No tourism promotion agency will be awarded more than 30% of the appropriation allocated for the Tourism Promotion Assistance Grants.

G. Tourism Promotion Assistance Grant Allocation Formula

Grants will be determined as follows:

- **Eligible Expenses (Base Grant)**
Each eligible TPA will receive a base grant. The base grant is calculated by dividing your total eligible expenses (for FY 2008-09) by the total of the statewide aggregate of TPA eligible expenses. The total amount allocated for the base grant is 25%.
- **Local Room Revenues Generated**
Your percentage share of the state total for local hotel room revenues is applied to the amount of funding allocated for this component of the formula. Your total room tax collections (averaged for the immediately preceding three calendar years - FYs 2006-07, 2007-08, 2008-09) will be converted to estimated total room revenues. The total amount allocated for local room revenue generated is 25%.

Every effort will be made to determine an appropriate amount and/or adjust the total to reflect actual activity for counties that have not adopted a local room tax or whose tax was not fully in effect for all three calendar years. The appropriate amount will be determined using other available data sources, including state sales and use tax revenue for the accommodations sector, County Business Patterns and Economic Census data from the US Census Bureau, etc.

- **Marketing & Performance Plan**

The marketing plans will be scored utilizing the Marketing & Performance Plan Evaluation Form in Appendix D. The maximum score is 100 points. Each score will be converted to a percent and multiplied by your maximum eligibility. The share of the state total is applied to the amount of funding allocated for this component of the formula. The total amount allocated for the Marketing & Performance Plan will be 50%. **For the TPAs that applied in FY 2009-10, the same Marketing & Performance Plan score will be used for this criterion.**

Marketing & Performance Plans (submitted by TPAs that did not apply last year) will be evaluated and scored by an independent entity with tourism marketing credentials. If your marketing plan receives a score of less than 50 points, you will be required to submit a revised marketing plan prior to a grant award being issued. The original score achieved will be used to calculate your grant award.

H. Grant Awards

Upon completion of the application review and approval of grant recommendations by the Secretary of the Department of Community and Economic Development (DCED), the Pennsylvania Tourism Office will notify you of the grant amount in writing. Prior to issuing a contract between your organization and DCED a revised budget (based on final grant award) may need to be submitted along with a one page summary of activities to be completed during the grant period.

Contracts will be written for a two year period. It is anticipated that grant awards will be announced by July 8, 2010.

I. Final Report

In order for the Pennsylvania Tourism Office to evaluate your program effectiveness, a final report must be prepared. This report should reflect the status of your activities, programs, and projects outlined in the contract narrative. All activities should be described in sufficient detail to showcase your effectiveness. **Final reports are due July 30, 2011.**

J. How to Request Payment

Requests for payment may be submitted monthly or quarterly. To reduce paperwork and review, only the Payment Requisition form (DCED-410) that shows the categories of eligible promotional expenses must be submitted for payment. You are responsible for ensuring the proper accounting of bills and receipts for auditing purposes. The Pennsylvania Tourism Office retains the right to request a copy of any invoice to determine expense eligibility. Refer to Appendix F for definitions of Qualifying and Non-Qualifying Expenses.

Be sure to use the name of the organization as it appears in the executed contract and vendor number.

IMPORTANT NOTE: If your organization's banking information or address changes, you **MUST** contact the Central Vendor Management Unit in writing via fax (717-214-0140), email (ra-co-bfm-cvmu@state.pa.us) or mail (see below):

CVMU
Verizon Tower, 6th Floor
303 Walnut Street
Harrisburg, PA 17101-1830

When you receive your contract for signature, be sure to verify that your vendor information is correct as stated on page 3 (3) (c) - Electronic Payment Program.

Requests for payment should be mailed to:

PA Department of Community and Economic Development
Pennsylvania Tourism Office
Attention: Janice Collier, Director of Grants and Finance
400 North Street, 4th Floor
Commonwealth Keystone Building
Harrisburg, PA 17120-0225

Phone: (717) 720-1312 | Fax: (717) 787-0687 | E-mail: jacollier@state.pa.us

K. Audit Requirements

An application for grants in a new fiscal year (FY 2011-12) will be considered ONLY if an audited financial statement (Form DCED-413 in Appendix E) for the preceding grant year is on file with the Pennsylvania Tourism Office. This audited financial statement is intended to show cash expenditures of the TPA, and is due by September 10, 2010 for the period July 1, 2009 to June 30, 2010. It must be signed by an independent auditor (or cover letter), your Board Chair and Treasurer.

If the amount of your contract is lower than \$100,000, you are exempt from all audit requirements and will be responsible to follow the procedures issued by the DCED's Audit Division on close out of the contract (30 days after expiration date of contract). If the amount of your contract is \$100,000 or more, a final audit of the entire contract (project audit) is required by the DCED Audit Division within 120 days after the contract termination date. This audit is your responsibility. Audits performed under the Single Audit Act of 1984 will not be accepted in lieu of a project audit required under this contract. The project audit must be performed by a certified public accountant.

In the event you are organized under the auspices of a larger group such as county government or chamber of commerce, the TPA financial dealings must be recorded in books separate from those of the sponsoring organization. Income and expenses of the sponsoring organization do not qualify as local income or expense for Tourism Promotion Assistance Grant purposes. Refer to Appendix F for qualifying and non-qualifying expenses for Tourism Promotion Assistance Grants.

L. Branding the Commonwealth Image

The Pennsylvania Tourism Office has developed a distinctive brand to position Pennsylvania as a top tourism destination. These brand tools can be incorporated into local or regional marketing efforts to create synergy between the commonwealth and local marketing efforts. Destinations with well established brand equity may utilize some of these tools to extend the messaging within the overall Pennsylvania banner or to help identify the destination as part of the "Pennsylvania experience." The state has made a significant financial and creative investment in developing and marketing the commonwealth brand and it is valuable for local or regional promotions to take advantage of this investment.

Tourism Promotion Agencies are strongly encouraged to use the commonwealth logo whenever it is appropriate or feasible and without unacceptably reducing the "message area" of advertising or promotional material. The logo and a direct link to visitPA.com are required on all local and regional web sites. Destinations are encouraged to utilize the keystone activity icons and the state "Ready Set Go" tagline. Other template features developed by the state may also be valuable. Advertising developed by the Pennsylvania Tourism office may be "repurposed" and used by Regional Marketing Partnerships if requested. Refer to Appendix G for the brand logo and keystone icons.

Section II – Regional Marketing Partnership Grant Program

A. Purpose of the Tourism Promotion Act

The purpose of the Tourism Promotion Act is to support local and regional Destination Marketing Organizations in their efforts to market and promote tourism. This law establishes two grant programs which focus on local and regional marketing – The Tourism Promotion Assistance Grant Program and the Regional Marketing Partnership Grant Program. The Tourism Promotion Assistance grants will supplement existing efforts and will be based on sound marketing practices, the value of the tourism economy and the investments made by the local or regional Destination Marketing Organization. The Regional Marketing Partnership grants will be reflective of sound marketing efforts and partnership development. All these efforts should address three key goals: increase overnight stays; expand regional marketing; and attract new visitors. Both grant programs will exhibit prudent, effective and equitable investment of state funds. Regional Marketing Partnerships fulfill the promise of more efficient and effective marketing. The consolidation of resources is a key ingredient to developing effective marketing, especially in a more fragmented media marketplace. This pooling of financial resources can enable more targeted and efficient media investments. The pooling of resources is important in the linking of tourism assets as well. To meet and exceed expectations and create a more enriching tourism experience the consolidation of attractions and activities (especially cultural and heritage assets) is necessary to enhance the variety and number of tourism options that a visitor may experience. There will be two types of Regional Marketing Partnership grants: place-based and experience-based.

B. What Defines a Regional Marketing Partnership?

Regional marketing areas have been primarily determined by geographic cohesion (contiguous counties) that share a sense of place and experience. These regions incorporate sufficient tourism attractions, events and experiences that can meet or exceed tourists' expectations. Refer to Appendix H for a map of the regions. The Pennsylvania Tourism Office recognizes the following as eligible place-based Regional Marketing Partnerships:

- **Dutch Country Roads** – as administered by the Dutch Country Roads Regional Tourism Marketing Corporation (501 c 6) and includes the following counties: Adams, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry, Berks and York.
- **Pennsylvania Wilds** – as administered by the Pennsylvania Wilds Tourism Marketing Corporation (501 c 6) and includes the following counties: Warren, McKean, Potter, Tioga, Forest, Elk, Cameron, Clinton, Lycoming, Clarion, Jefferson and Clearfield.
- **Pennsylvania Great Lakes** – as administered through Pennsylvania's Great Lakes Region Incorporated (501 c 3) and includes the following counties: Crawford, Erie, Mercer and Venango.
- **The Alleghenies** – as administered through the Southern Alleghenies Planning and Development Commission (501 c 4) and includes the following counties: Bedford, Fulton, Cambria, Blair, Centre, Huntingdon, Juniata and Mifflin.
- **Valleys of the Susquehanna** – as administered by the Columbia-Montour Visitors Bureau which includes the counties of: Snyder, Union, Northumberland, Columbia and Montour.
- **Laurel Highlands** – as administered by the Laurel Highlands Incorporated (501 c 6) which includes the counties of Fayette, Somerset and Westmoreland.

- **Lehigh Valley** – as administered by the Lehigh Valley Convention and Visitors Bureau (501 c 6) and includes the following counties: Northampton and Lehigh.
- **UPSTATEPA** – as administered by the Northeast Pennsylvania Mountains Marketing Corporation (501c 6) and includes the following counties: Bradford, Lackawanna, Luzerne, Susquehanna, Sullivan, Wyoming, Carbon, Monroe, Pike, Wayne and Schuylkill.
- **Philadelphia and The Countryside** – as administered through the Greater Philadelphia Tourism Marketing Corporation (501 c 3) and includes the following counties: Montgomery, Bucks, Delaware, Chester, and Philadelphia.
- **Pittsburgh and Its Countryside** – as administered through VisitPittsburgh (501 c 6) that includes the following counties: Lawrence, Butler, Armstrong, Indiana, Beaver, Allegheny, Greene and Washington.

As the above covers all 67 counties, no other place-based grant applications will be considered for any counties or partnerships currently served by the above agencies.

C. What Qualifies for Experience-based Grants?

Grants may be made to shorter-term partnerships or to experience-based marketing partnerships of similar experiences across multiple regions or statewide. Examples of experience-based marketing partnerships might include wineries, ski resorts, golf destinations, sports, outdoor water adventures such as canoeing, kayaking, or whitewater rafting, or other groupings of attractions and services for touring vacationers such as those to be found along particular touring routes. Experience-based activities would include those efforts that would focus marketing to group segments (sports events, meetings, international visitors) as well as marketing specific activities themselves. In many cases the experience that is delivered is not bound by one or two regions, but may be located throughout the state. These grants may be given to statewide Associations or other existing non-profit entities that have the support of partnerships that are multi-county and involve multiple Destination Marketing Organizations.

D. Application Process / Due Date

All requests for funding must be processed through the “Single Application” available at www.newPA.com. The “Single Application” must be submitted electronically. Refer to Appendix C for instructions on completing the online “Single Application.”

Applicants are required to complete the online Single Application in addition to providing the following attachments:

- **Marketing & Performance Plan** – Prepare a narrative that outlines how you intend to market your region. In addition to a review of marketing efforts this narrative should address the benefits of the regional partnership and identify the strategic goals and objectives to be achieved for a three-year period. These might include joint advertising development and placements, regional fulfillment tools, divisions of labor, or other benefits. All grant Marketing & Performance Plans must include performance measures. If you had been awarded a previous regional marketing grant, documentation must be provided on the success of the activities implemented to date and how additional funding will continue to develop the region as a tourist destination. All participants of the Regional Marketing Partnership should acknowledge (with signature) their participation. Appendix D contains a format that can be used to ensure the completion of a comprehensive plan. Other formats will be accepted providing the format is comprehensive in its scope. (Submit 7 copies)
- **Single (Web) Application** – Upon completion of the online Single Application, include a hard copy of the signature page as part of your application submission.

Questions regarding the completion of the application and attachments should be addressed to the Director of Grants and Finance. The online single application must be completed electronically on or before **May 14, 2010** and all attachments identified above must be received at the address below by **4:00 pm on May 14, 2010**.

PA Department of Community and Economic Development
Pennsylvania Tourism Office
Attention: Janice Collier, Director of Grants and Finance
400 North Street, 4th Floor
Commonwealth Keystone Building
Harrisburg, PA 17120-0225

Phone: (717) 720-1312 | Fax: (717) 787-0687 | E-mail: jacollier@state.pa.us

Agencies that fail to submit either the Single Application or the required attachments by 4:00 pm on May 14, 2010 will be automatically disqualified to receive a Regional Marketing Partnership grant. No exceptions or extensions will be granted.

E. Eligible Use

Regional Marketing Partnership grants are for marketing expenses only, not for administrative expenses. Place-based Regional Marketing Partnerships may use grant funds for staff who carry out the regional marketing program, as well as for appropriate market and product research, for agency services to create advertising, advertising in any medium, internet communications and marketing, printed material like brochures and tour guides, tracking the results and effect of advertising and other marketing efforts, public relations, and other expenditures that directly support the attraction of visitors. Experience-based Regional Marketing Partnership grantees must obtain prior approval to use grant funds for administrative staff expenses.

F. Available Funds

A total of \$5.75 million has been proposed for FY 2010-11 for the Tourism Promotion Assistance Program which includes the Tourist Promotion Assistance and Regional Marketing Partnership Grants. In accordance with the Tourism Promotion Act, for FY 2010-11, the Pennsylvania Tourism Office shall award Tourism Promotion Assistance grants not to exceed 50% of the appropriation and 50% for Regional Marketing Partnerships.

Up to ninety percent of the Regional Marketing Partnership funding will be allocated to place-based grants marketing a geographic region as defined by the Pennsylvania Tourism Office, and the balance to experience-based grants marketing a cross-regional or statewide experience.

G. Evaluation Criteria

Place-based regional marketing grant applications will receive favorable consideration to the extent that they meet all or most of the following criteria:

- The partnership represents an area that is coherent in character of place and can be seen by consumers as one destination, and will be marketed as one destination.
- The partnership should normally not exclude any contiguous area that consumers would see as part of the same regional place. For instance, partnerships of suburban Tourism Promotion Agencies that do not include their neighboring cities will not obtain support.

- Duplicative and competitive advertising that fragments a region's efforts will not be supported, and state funds will not be used for advertising within the region. All participating partners are encouraged to focus their advertising efforts to the Regional Marketing Partnership and provide financial support consistent with their resources, and limit separate marketing to events or niche targets not included in the regional product and promotion.
- The Regional Marketing Partnership marketing plan should include a section that discusses actions to promote cultural and heritage sites and the capacity to build cooperative efforts with arts, historic and cultural organizations for broader marketing reach.
- The Regional Marketing Partnership should show financial investment (cash) by all participating partners or financial investment in a minimum of two programs.
- Development of regional web sites or portals with participation by all regional partners is strongly encouraged.
- Major private-sector tourism enterprises are encouraged to participate and provide support. This might include lodging companies, resorts and tourist attractions.

Experienced-based Regional Marketing Partnership applications will receive favorable consideration to the extent that they meet all or most of the following criteria:

- Represent an activity or experience across multiple regions or statewide.
- Represent focused marketing efforts on particular visitor segments such as sports groups or international tourists and incorporate several regional destinations.
- It is desirable that the applicant not be a TPA, but preferably a non-profit organization that has the support of multiple TPA's.
- Financial investment (cash) by all participating entities.
- Development of experienced based web sites or portals is encouraged to support the "call to action."
- Major private-sector tourism enterprises are encouraged to participate and provide support. These might include ski resorts, outfitters, lodging partners, wineries, restaurants or others.

Grant funds will be awarded based on a Regional Marketing Partnership's ability to comply with the above criteria, evaluation of the Marketing & Performance Plan and level of financial investment by participating partners and private industry.

H. Grant Awards

Upon completion of the application review and approval of grant recommendations by the Secretary of the Department of Community and Economic Development (DCED), the Pennsylvania Tourism Office will notify the applicant of the grant amount in writing. Prior to issuing a contract between your organization and DCED, a revised budget (based on final grant award) must be submitted along with a one page summary of activities to be completed during the grant period.

Contracts will be written for a three year period. It is anticipated that grant awards will be announced by **July 8, 2010.**

Successful applicants will be required to obtain a vendor number from the Commonwealth of Pennsylvania Vendor Registration (www.vendorregistration.state.pa.us). The executed contract contains provisions for reporting grant activities, obtaining the grant dollars and audit requirements. All grantees are responsible for complying with all the contract terms and conditions.

I. How to Request Payment

In accordance with the terms and conditions of the executed contract, grant funds will be disbursed utilizing the Payment Requisition Form in Appendix E. Be sure to use the name of the organization as it appears in the executed contract and vendor number.

IMPORTANT NOTE: If your organization's banking information and address changes, you **MUST** contact the Central Vendor Management Unit in writing via fax (717-214-0140), email (ra-co-bfm-cvmu@state.pa.us) or mail (see below):

CVMU
Verizon Tower, 6th Floor
303 Walnut Street
Harrisburg, PA 17101-1830

When you receive your contract for signature, be sure to verify that your vendor information is correct as stated on page 3 (3) (c) - Electronic Payment Program.

J. Final Report

Grantees are required to submit a Final Report by July 30, 2011 that provides an overview of the activities completed during the grant period and an analysis as to the impact and success of the activities conducted to attract visitors.

K. Contract Audit Requirements

If the amount of your contract is lower than \$100,000, you are exempt from all audit requirements and will be responsible to follow the procedures issued by the Department of Community and Economic Development's Audit Division on close out of the contract (30 days after expiration date of contract). If the amount of your contract is \$100,000 or more, a final audit of the entire contract (project audit) is required by the DCED Audit Division within 120 days after the contract termination date. This audit is your responsibility. Audits performed under the Single Audit Act of 1984 will not be accepted in lieu of a project audit required under this contract. The project audit must be performed by a certified public accountant.

L. Appeal Process

The Pennsylvania Tourism Office will notify applicants in writing by **July 8, 2010** if they have or have not been awarded a Regional Marketing Partnership grant. Applicants not selected for funding will receive a written explanation as to why. A decision of ineligibility may be appealed to the Secretary of the Department of Community and Economic Development. A written letter outlining succinctly why the application should have been considered eligible must be submitted by **July 23, 2010**. Appeals will be reviewed by the Secretary and shall be final. Appeals submitted after July 23, 2010 will not be considered.

M. Branding the Commonwealth Image

The Pennsylvania Tourism Office has developed a distinctive brand to position Pennsylvania as a top tourism destination. These brand tools can be incorporated into local or regional marketing efforts to create synergy between the commonwealth and local marketing efforts. Destinations with well established brand equity may utilize some of these tools to extend the messaging within the overall Pennsylvania banner or to help identify the destination as part of the "Pennsylvania experience." The state has made a significant financial and creative investment in developing and marketing the commonwealth brand and is valuable for local or regional promotions to take advantage of this investment.

Regional Marketing Partnerships are strongly encouraged to use the commonwealth logo whenever it is appropriate or feasible and without unacceptably reducing the “message area” of advertising or promotional material. The logo and a direct link to visitPA.com are required on all local and regional websites. Destinations are encouraged to utilize the keystone activity icons and the state “Ready Set Go” tagline. Other template features developed by the state may also be valuable. Advertising developed by the Pennsylvania Tourism office may be “repurposed” and used by Regional Marketing Partnerships if requested. Refer to Appendix G for the brand logo and keystone icons.

Appendices

The following Appendices can be found at www.newPA.com.

Appendix A	Legislation
Appendix B	Eligibility and Determination Forms
Appendix C	Instructions for Completing the Single Application
Appendix D	Marketing & Performance Plan and Evaluation Form
Appendix E	Program Forms <ul style="list-style-type: none">• Tourism Promotion Assistance Budget• Payment Requisition – Tourism Promotion Assistance Grants• Audited Financial Statement• Payment Requisition – Regional Marketing Partnership Grants
Appendix F	Qualifying & Non-Qualifying Expenses for Tourism Promotion Assistance Grants
Appendix G	Branding the Commonwealth
Appendix H	Map of Regions

PENNSYLVANIA STATUTES, ANNOTATED BY LEXISNEXIS(R)

*This document is current through Acts 80 and Sp. Sess. Act 2 ***

*** Last enactment dated July 11, 2008 ***

*** October 3, 2008 Annotation Service ****

PENNSYLVANIA STATUTES
TITLE 73. TRADE AND COMMERCE
CHAPTER 13. TOURISM PROMOTION ACT

Go to the Pennsylvania Code Archive Directory

73 P.S. § 410.1 (2008)
Act of July 4, 2008 (P.L. 621, No. 50)

§ 410.1. Short title

This act shall be known and may be cited as the Tourism Promotion Act.

§ 410.2. Definitions

The following words and phrases when used in this act shall have the meanings given to them in this section unless the context clearly indicates otherwise:

"County tourism promotion agency." A nonprofit corporation, organization, association or agency which is designated by ordinance in cities of the first class and by proper resolution of the governing body of a county, concurred in by resolution of the governing bodies of cities, boroughs, towns or townships within the county which have an aggregate of more than 50% of the total population of the county as determined by the most recently completed decennial United States Census, as the agency authorized to make application to and receive grants from the Department of Community and Economic Development for the purpose of representing a single governmental entity in accordance with this act.

"Department." The Department of Community and Economic Development of the Commonwealth.

"Eligible costs." Any and all promotional expenses incurred by a tourism promotion agency in connection with marketing and advertising activities. The term does not include rent, utilities, equipment, insurance, financing and capital expenditures.

"Governing body." The elected unit empowered to enact ordinances or adopt resolutions in order to govern a particular county, city, borough, town or township.

"Governor's Tourism Partnership." The Pennsylvania Travel and Tourism Partnership established under the act of December 9, 2002 (P.L. 1491, No. 189), known as the Travel and Tourism Act.

"Place-based regional marketing partnership." An entity supporting regional heritage or natural resources, including, but not limited to, waterways, forests, mountains and experiences that reflect regional assets.

"Regional marketing partnership." Any of the following:

(1) An eligible applicant under this act that primarily includes a nonprofit entity representing a regional marketing area determined by contiguous counties, that shares a sense of place and experience conducive to tourism promotion.

(2) A marketing entity that focuses on experience-based promotion across multiple regions or multiple states and that focuses on specific interests or other themed tourism experiences.

(3) A place-based regional marketing partnership or eligible applicant from a county of the second class.

(4) For counties of the first class, the regional attractions marketing agency as defined in section 3 of the act of December 21, 1998 (P.L. 1307, No. 174), known as the Community and Economic Improvement Act.

"Regional tourism promotion agency." A nonprofit corporation, organization, association or agency which is designated by the governing bodies of counties, governing body of a county of the second class or governing body of a city of the first class as the agency to make application to and receive grants from the Department of Community and Economic Development for the purpose of representing any of the following in accordance with this act:

(1) Two or more counties.

(2) A county of the second class.

(3) A city of the first class.

"Secretary." The Secretary of Community and Economic Development of the Commonwealth.

"Tourism promotion agency." A county or regional tourism promotion agency.

"Tourist" and "tourism." The terms shall be synonymous.

§ 410.3. Recognition of tourism promotion agencies

The department, upon receipt of certified copies of such ordinances or resolutions designating a tourism promotion agency to act within counties, a county of the second class or city of the first class shall recognize such tourism promotion agency as the sole such agency within the counties, county of the second class or city of the first class for the purposes of this act.

§ 410.4. Applications for and approval of grants to tourism promotion agencies

(a) DUTIES OF DEPARTMENT.--

(1) The department, working jointly with the Governor's Tourism Partnership, shall adopt guidelines for awarding grants under this act.

(2)(i) For the fiscal year 2008-2009, the department shall award grants in the amount of 63% of the appropriation for grants under this section.

(ii) For the fiscal year 2009-2010, the department shall award grants in the amount of 57% of the appropriation for grants under this section.

(iii) For the fiscal year 2010-2011, and every fiscal year thereafter, the department shall award 50% of the appropriation for grants made under this section.

(b) PROCEDURE.--

(1) A tourism promotion agency shall apply to the department for grants under this section in accordance with tourism promotion program guidelines adopted by the department working jointly with the Governor's Tourism Partnership.

(2) After reviewing the application, the department shall award a grant to the tourism promotion agency not to exceed the following:

(i) In the case of a regional tourism promotion agency, two and one-half times the local funds expended by the agency for eligible costs in the previous fiscal year.

(ii) In the case of a county tourism promotion agency, two times the local funds expended by the agency for eligible costs in the previous fiscal year.

(c) LIMITATION ON GRANT AMOUNTS.-- No tourism promotion agency shall be awarded more than 30% of the tourism promotion agencies' portion of any appropriation allocated to tourism promotion agencies under this section.

§ 410.5. Eligibility requirements for tourism promotion agencies

(a) GUIDELINES.--

(1) To qualify for a grant under this section, a tourism promotion agency must meet all eligibility requirements as set forth in the tourism promotion grant program guidelines adopted by the department under this act.

(2) The department shall publish annually in the Pennsylvania Bulletin a description of eligibility requirements and guidelines.

(b) CRITERIA.-- The criteria for eligibility established by the tourism promotion grant program guidelines shall include, but not be limited to, requiring the tourism promotion agency to demonstrate:

(1) The existence of sufficient tourism assets, such as lodging, service businesses and tourism attractions.

(2) The capability, through a combination of staffing and contractual support, to carry out essential marketing functions, such as:

(i) An interactive Internet website.

(ii) A strategic tourism marketing plan.

(iii) Comprehensive fulfillment services.

(c) NOTIFICATION AND APPEAL OF DETERMINATION OF NONELIGIBILITY.--

(1) If the department determines that a tourism promotion agency is ineligible for tourism promotion grant program funding, the department shall provide the tourism promotion agency with a written explanation of such determination.

(d) APPEAL OF DECISION.-- A decision of ineligibility may be appealed to the secretary, whose decision shall be final. The appeal must be filed in accordance with the tourism promotion grant program guidelines to be adopted under this act.

§ 410.6. Regional marketing partnership grant program

(a) AUTHORIZATION.-- The department may make grants to regional marketing partnerships that satisfy the eligibility criteria set forth in program guidelines to be adopted by the department working jointly with the Governor's Tourism Partnership.

(b) FUNDING FOR REGIONAL MARKETING PARTNERSHIP GRANTS.--

(1) For the fiscal year 2008-2009, the department shall award grants in the amount of 37% of the appropriation to fund grants under this section.

(2) For the fiscal year 2009-2010, the department shall award grants in the amount of 43% of the appropriation for grants made under this section.

(3) For the fiscal year 2010-2011 and every fiscal year thereafter, the department shall award grants in the amount of 50% of the appropriation for grants made under this section.

(c) ELIGIBILITY CRITERIA FOR REGIONAL MARKETING PARTNERSHIP GRANTS.-- In order to be eligible for a grant under this act, a regional marketing partnership must satisfy the following criteria:

(1) The regional marketing partnership must include:

(i) the regional attractions marketing agency as defined in section 3 of the act of December 21, 1998 (P.L. 1307, No. 174), known as the Community and Economic Improvement Act, for counties of the first class;

(ii) the tourist promotion agency for a county of the second class;

(iii) at least two counties of the third class through eighth class;

(iv) for the counties of Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga and Warren, the regional marketing partnership determined by the tourist promotion agencies of the counties to be the exclusive regional marketing partnership for the counties; or

(v) a regional entity as defined by department guidelines.

(2) The grantee must be an entity with a charter, bylaws or other such binding governance document that specifies the county, counties or

parts of counties included in the tourism marketing programs of the regional marketing partnership and shall demonstrate that it provides comprehensive representation of tourism stakeholders in the marketing region.

(d) APPEAL OF DECISION.-- A decision of ineligibility for grants under this section may be appealed to the secretary, whose decision shall be final. An appeal shall be heard in accordance with the regional marketing partnership grant program guidelines to be adopted by the department.

(e) LIMITATION.-- No regional marketing partnership shall be awarded more than 35% of the appropriation allocated to the regional marketing partnership grant program in fiscal year 2008-2009. In fiscal year 2009-2010 and each fiscal year thereafter, no regional marketing partnership shall be awarded more than 30% of the appropriation allocated to the regional marketing partnership grant program.

§ 410.7. Administration of act

The department shall administer the tourism promotion program so as to establish an effective and economical tourism promotion program for the Commonwealth.

§ 410.8. Existing tourism promotion agencies

It shall not be necessary for a tourism promotion agency that exists on the effective date of this section to be redesignated by ordinance or resolution in order to be recognized by the department under section 3.



TOURISM PROMOTION ASSISTANCE GRANT ELIGIBILITY FORM FISCAL YEAR 2010-2011

GENERAL INFORMATION

APPLICANT (OFFICIAL INCORPORATED NAME):		
APPLICANT ("TRADING AS" NAME):		
NAME OF PARENT ORGANIZATION:		
IDENTIFY YOUR NON-PROFIT CLASSIFICATION		
NAME AND TITLE OF DIRECTOR:		
ADDRESS:		
TELEPHONE:	E-MAIL:	FAX:

AGENCY DESIGNATION

Provide the date of resolution by the Board of County Commissioners designating the applicant as the tourism promotion agency for the county.

County	Date of Resolution

Attach a copy of the resolution for each county.

BOARD OF DIRECTORS

Do you have a Board of Directors comprised of individuals who are invested in the tourism industry representing lodging facilities, attractions, restaurants, heritage areas, state parks, economic development organizations, etc? Does it represent the diversity of your community? Attach a current list of your board members along with their name and business affiliation, address and phone number, term of office and professional/previous occupation if not in the workforce.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do your bylaws provide a process for the appointment or election of members to the Board of Directors and establish term limits for officers and members of the Board of Directors? Attach a copy of your current bylaws.	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you produce an Annual Report for your Board and members that discusses how the destination was marketed in the past year and the results achieved? If yes, attach a copy of the most recent Annual Report.	<input type="checkbox"/> Yes <input type="checkbox"/> No

ORGANIZATION

List key staff and contractual support that enable your TPA to carry out essential marketing functions including: maintaining an interactive website, developing and implementing a strategic tourism marketing plan, and providing comprehensive fulfillment services.

Staff Name & Title / Consultant Name / Services

Full-time / Part-time

Do you have the capacity to respond to written, telephonic, fax and email requests from the general public, the travel industry and the media?

Yes No

MARKETING ESSENTIALS

Do you have an interactive website or participate in a regional website?

Yes No

Website URL: _____

Do you link to visitPA.com on your homepage?

Yes No

Do you produce an annual visitor's guide (or participate in a regional visitors guide)?

Yes No

Do you produce other targeted fulfillment pieces? *If yes, please describe.*

Yes No

TOURISM ASSETS

Provide an inventory of your top assets from among the categories listed below. Provide the name and estimated number of visitors (if available) for each asset/destination. *(Attach inventory)*

- Nature & Outdoors
- Cultural
- History & Heritage
- Entertainment

Identify the number of lodging properties within your TPA boundaries:

Hotels & Motels: _____ # Rooms _____

Bed & Breakfasts/Country Inns: _____ # Rooms _____

Campgrounds/Cabins: _____ # Sites _____

Vacation Homes: _____ (does not include time shares)

TOURISM ASSETS *(cont'd)*

Please provide the following information *(as known)*:

Do you or will you have a new or expanded attraction?

Do you or will you have a new or expanded event that will attract a substantial number of visitors from beyond the TPA's geographic boundaries?

Do you expect new or expanded lodging facilities within the next year? *Please list.*

ACCOUNTABILITY

To be deemed eligible for grant funding, you must also be in compliance with the following:

- Submitted the Audited Financial Statement for the period July 1, 2008 to June 30, 2009.
- Submitted all reporting requirements (final reports, audits, reimbursement reports, etc.) as identified in all contracts/grants awarded to your organization by state agencies.
- In compliance with all contract audit requirements in accordance with the Audit Division Guidelines of the Department of Community and Economic Development.
- In compliance with the payment of all state and federal taxes.



ELIGIBILITY DETERMINATION

DCED USE ONLY

In order for a TPA to be eligible for a Tourism Promotion Assistance Grant, all questions must be answered yes.

TPA NAME:

REVIEWER:

APPROVED:

TPA Designation/Organizational Structure

- | | |
|--------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| TPA is a non-profit organization. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Properly designated TPA by Board of County Commissioners. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Copy of the county resolution was provided. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Members of the Board of Directors represent the travel and tourism industry. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Current list of Board of Directors was provided. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| TPA has sufficient staff capability (in-house and/or consultant) to carry out essential marketing functions. | <input type="checkbox"/> Yes <input type="checkbox"/> No |

TPA Bylaws

- | | |
|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| Provide for the election of Board of Directors. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Set forth clearly delineated terms for Board of Directors and officers and a copy of bylaws has been provided. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Copy of bylaws was attached. | <input type="checkbox"/> Yes <input type="checkbox"/> No |

Accountability

- | | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| Audited Financial Statement for the period July 1, 2008 to June 30, 2009 submitted to the Pennsylvania Tourism Office. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| In compliance with all State agencies reporting requirements (final reports, reimbursement reports, etc.) as identified in all contracts/grants awarded to the TPA. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Fulfillment of all contract audit requirements specified in the Audit Division Guidelines of the Department of Community and Economic Development. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Current in payment of all state and federal taxes. | <input type="checkbox"/> Yes <input type="checkbox"/> No |

Marketing Essentials

- | | |
|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| Maintains interactive website or participates in a regional website with a prominent link on the homepage to visitPA.com. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| TPA has sufficient tourism assets. | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Inventory of top assets was provided. | <input type="checkbox"/> Yes <input type="checkbox"/> No |

Appendix C – Instructions for Completing the Single Application

To complete the online single application, visit www.newPA.com, select “Single Application Sign In” then click “Go to Single Application”. You will need a login and password (if you have completed a Single Application in the past you should be able to use the same login name and password). **NOTE:** *All fields indicated with a red diamond must be completed.*

I. Complete Account Information

II. Begin a New Application

Project Name: TPA 10/11 FY - indicate name of project
Do you need help selecting your program - No
Click “create a new application”

III. Select Program

Program Name: Tourism Promotion Assistance
Click on “search”
Click on “apply”

IV. Company Information

Click on “use account info” and complete other required fields

V. Project Overview

VI. Project Site Location(s)

Provide your complete address, municipality, PA House and Senate # and US Congressional #.

VII. Project Narrative

Provide a brief description in response to the questions asked.

VIII. Program Budget

Click on “Spreadsheet”
Indicate the total amount requested in the total line under column headed “TPA Program”

IX. Basis of Cost

Select budget justification

X. Budget Narrative

XI. Program Addendum

Click on box

XII. Submit Application

Appendix D – Marketing & Performance Plan & Evaluation Form

Marketing plans are a concise and comprehensive outline of your marketing activities. Each organization should focus their efforts on only those activities that make sense for their destination and reflect the depth of their resources and tourism assets. The list of activities is only a guide and other promotional efforts can be included as long as such activities are intended to increase awareness of the destination or visitation by the consumer.

Situation Analysis

Identify your overall marketing goals for this fiscal year including an analysis of challenges and issues specific to the region. A short review of the competitive landscape as well as an inventory of your key assets (including cultural/heritage sites) and partners would be valuable. Identify the key markets and target audiences to be reached through the planned advertising and promotional activities. For Tourism Promotion Assistance grants please remark on how your efforts may tie into your participation in Regional Marketing Partnerships and/or with marketing activities by the state. Experience-based proposals should detail the challenges and opportunities that your activities and marketing efforts will address and promote.

Results & Performance Measures

Provide a brief analysis of actual results achieved for the previous 18 months including effectiveness of advertising, room demand (hotel rooms sold), number of leads generated, room nights sold for meetings or conventions, website traffic, brochure distribution, motorcoach visits, visitor center traffic, telephone inquiries, number of travel guide requests, impact of public relation activities, or other supporting data. The analysis should discuss the impact of your marketing and promotional activities on identified markets and targeted demographics. Provide any other information that reflects success in attracting visitors to the region.

Describe what measurements you use to evaluate/determine success of any marketing activities undertaken by your agency. If your agency has contracted or buys research to assist in the measurement of your projects please outline the scope.

Promotions & Sales

- **Advertising**
Describe your advertising campaign to attract visitors to your region including broadcast, radio, magazines, newspapers and public service announcements. Identify the target media markets for your planned activities. If appropriate, review partnerships you have established to cost share in the development of your advertising campaign. Please describe your marketing collaboration and coordination with any Regional Marketing Partnership participation as well as co-op efforts within your marketing area. You are encouraged to participate in the Pennsylvania Tourism Office's marketing and branding efforts, (i.e. the annual Transportation Map, PURSUITS magazine or Pennsylvania on Display) as part of your advertising campaign.
- **Fulfillment and Customer Facilitation**
Review all promotional materials to be produced by your agency to attract visitors to your region including but not limited to visitor guides, niche marketing brochures, newsletters, banners, posters, etc. Discuss partnerships you will establish to cost share in the development and printing of your materials. Review the distribution channels for these materials.

Discuss your participation or development of local and regional sign programs that will aid the tourist as well as promote your assets. Do you operate visitor centers to assist customers? Do you provide an 800 number? Has your agency been instrumental in getting improved roadway and pedestrian signs for the region?

- **Interactive**

Describe efforts planned to enhance/modify your existing web site or to participate in a regional website. Consider using regional websites or portals to “carry” your primary website activity. Detail your participation in social media opportunities whether as a stand alone destination or as part of a regional effort. Identify online marketing efforts or special packaging offers to be developed to increase visitation or engagement to the site. Describe database marketing programs. What percent of your total resources do you dedicate to interactive marketing activities? You are required to provide a visible click through button to visitPA.com on your web homepage.

- **Trade Marketing**

- **Group Tours**

If appropriate for your destination, describe efforts planned to develop the group tour market. Identify various market segments and product development efforts.

- **Meetings and Conventions**

For those destinations with sales teams/meeting facilities, outline efforts planned to attract meetings and conventions to your area. Identify specific sales/marketing/promotional efforts that will be used and if these efforts are being coordinated with other partners. Discuss the structural relationship between your marketing group and the meeting facilities that you promote or “sell.”

- **AAA and Consumer Shows**

Describe any work with AAA/CAA offices to attract visitors to your area. Identify the target markets your planned efforts will reach. Discuss consumer or other trade show attendance and your efforts to include and support local partners in these projects.

- **International**

Describe efforts planned to attract international visitors. Discuss plans to attend various international trade shows, participation in stand-alone brochures. Discuss how these activities integrate with international activities being conducted by the state funded representation firms. Review your target countries of origin for visitors and how your assets and experiences appeal to those selected countries.

- **Public Relations**

If appropriate to your destination or resources, describe your public relations activities as they relate to interacting with travel writers and conducting familiarization tours. Briefly describe your public relation activities planned. This may include media events, press releases, meetings with editorial boards, pitching travel writers, etc. As you describe your activities, identify media markets and corresponding journalists for these efforts. Describe efforts planned to promote various events such as fairs and festivals or other new or annual celebrations and whether they have local or regional appeal. Describe any “unique” opportunities that you may be able to leverage locally and to the potential visitor.

Regional Partnerships

Review various projects/activities your agency will undertake with other tourism promotion agencies, heritage park areas, heritage or cultural partners, or corporate sponsors to attract visitors to your area. Identify how these regional partnerships will be advertised, marketed, promoted, etc. As you describe your activities identify market segments targeted such as seniors, boomers, and outdoor enthusiasts.

Cultural / Heritage Product Development & Promotion

Discuss your actions to promote cultural and heritage sites and your capacity to build cooperative efforts with arts, historical and cultural organizations to generate broader marketing reach. The promotional support of these assets should be prioritized to reflect visitor readiness as well as financial resources. Describe your efforts to collaborate and communicate with local and/or regional groups as they develop new assets or enhance existing experiences.



MARKETING AND PERFORMANCE PLAN EVALUATION FORM

DCED USE ONLY

MEASURE	SCORE (0-10)	WEIGHT	POINTS
Marketing Plan	10	X 4.5	45
How well are the program goals defined?			
Do the tactics support the overall marketing goals?			
Does the plan clearly define primary and secondary markets?			
Are the program elements directed at destination visitors (50 miles one way or overnight stay)?			
Does the plan reflect the type of research used or a situation analysis completed to support the plan activities?			
Are program elements trackable?			
Does the plan include new programs or new approaches to existing programs?			
Does the plan reflect last year's results?			
Does the plan clearly articulate activities related to the various trade markets (motorcoach, meeting & convention sales, travel agents or international)?			
How well does the plan address visitor services?			
Product Development	10	X 2	20
Does the plan support cultural/heritage assets within the county or region? Has the plan identified cooperative efforts with arts, historic and cultural organizations for broader marketing reach?			
Interactive	10	X 2.5	25
How well does the plan describe the interactive activities conducted including: online marketing, packages, roadtrips, mapping features, direct emails to subscribers, etc.?			
Are the program elements trackable?			
Overall Plan	10	X 1	10
Is the plan comprehensive?			
Is the plan realistic?			
TOTAL POINTS AWARDED (maximum = 100)			
Reviewer:	Date:		



TOURISM PROMOTION ASSISTANCE GRANT BUDGET

FISCAL YEAR 2010-2011

NAME OF TPA:	
CONTACT PERSON:	
TELEPHONE:	FAX:
EMAIL:	

BUDGET FISCAL YEAR 2010 - 2011	
1. INCOME	2010 - 2011 PROPOSED
a. LOCAL CASH RECEIPTS:	
County Grants	
Room Tax	
Member Dues	
Contributions	
Cooperative Advertising	
Loans	
Other TPA's	
Total, Local Cash Receipts	
b. TOURISM PROMOTION AGENCY GRANT FUNDS REQUESTED	+
c. OTHER STATE GRANTS	+
ANTICIPATED TOTAL INCOME (a+b+c)	=

TOURISM PROMOTION ASSISTANCE GRANT BUDGET | FY 10-11

2. CASH EXPENSES	
a. PROMOTIONAL	2010 - 2011 PROPOSED
Wages and Salaries	
Personnel Benefits	
Advertising: Commonwealth Marketing Investment	
Advertising: All other traditional & online	
Printing	
Postage	
Travel / Entertainment	
Promotion / Public Relations	
Regional Costs	
Promotional Consultants, Contractural Services & Research	
Other: _____	
Less: Reimbursement from Other TPAs	
SUBTOTAL a:	
b. OPERATIONAL	
Consultant / Contractural Services	
Lease / Rent	
Utilities & Insurance	
Office Supplies / Materials	
Loans (Principal)	
Loans (Interest)	
Expenses Paid by Other State Grants	
Other: _____	
SUBTOTAL b:	
TOTAL EXPENSE (a+b):	



PAYMENT REQUISITION TOURISM PROMOTION ASSISTANCE GRANT

GENERAL INFORMATION

DATE PREPARED:	REPORTING PERIOD:
TOURISM PROMOTION AGENCY (AS STATED IN CONTRACT):	
COUNTY(IES):	
TPA ADDRESS (AS STATED IN CONTRACT):	
FEDERAL ID #:	

PROMOTIONAL EXPENSES (Eligible for reimbursement)

Salaries and Wages	\$ _____	Promotion / Public Relations	\$ _____
Personnel Benefits	\$ _____	Regional Costs	\$ _____
Advertising: Commonwealth Marketing Investment	\$ _____	Consultants / Contractual Services / Research	\$ _____
Advertising: All Other Advertising	\$ _____	Requested Tourism Promotion Agency Grant Amount	\$ _____
Printing	\$ _____		
Postage	\$ _____		
Travel / Entertainment	\$ _____		

PAYMENT REQUISITION

Bank Name: _____	Vendor #: _____
Routing #: _____	Contract # / SAP #: _____
Account#: _____	

CERTIFICATION

I certify that the information provided on this form is correct.

TPA Official	Signature	Date
--------------	-----------	------

DCED USE ONLY

Disbursement Approved by Department of Community & Economic Development

AMOUNT: \$ _____ (Liquidate)

Line: 1027610000 2461001000 6600800

Account Mgr: _____ Date: _____



AUDITED FINANCIAL STATEMENT

TOURISM PROMOTION ASSISTANCE GRANT PROGRAM

FISCAL YEAR JULY 1, 2009 TO JUNE 30, 2010

Tourism Promotion Agency (as stated in contract): _____

I. INCOME

A. Local Cash Receipts

County Grants	\$ _____
Hotel Room Tax	\$ _____
Member Dues	\$ _____
Contributions	\$ _____
Cooperative Advertising	\$ _____
Loans	\$ _____
From Other TPAs	\$ _____
_____	\$ _____
Local Cash Receipts (TOTAL)	\$ _____

B. Tourism Promotion Agency Grant Receipts + \$ _____

C. Other State Grants + \$ _____

D. Total Cash Receipts + \$ _____

E. Receivables

Receivable - State June 30 Present Year 2010	\$ _____
Plus: Receivables - Other June 30 Present Year 2010	\$ _____
Less: Receivables - State June 30 Previous Year 2009	(\$ _____)
Less: Receivables - Other June 30 Previous Year 2009	(\$ _____)

F. Income Receivable + \$ _____

TOTAL INCOME **\$ _____**

II. EXPENSE**Category A: (Promotional)**

Salaries and Wages	\$ _____
Personnel Benefits	\$ _____
Advertising: Commonwealth Marketing Investment	\$ _____
Advertising: All other traditional & online	\$ _____
Printing	\$ _____
Postage	\$ _____
Travel / Entertainment	\$ _____
Promotion / Public Relations	\$ _____
Regional Costs	\$ _____
Consultants / Contractual Services / Research	\$ _____
Other: _____	\$ _____
Less: Reimbursement from Other TPAs	(\$ _____)
Subtotal A	\$ _____

Category B: (Operational)

Consultants / Contractual Services	\$ _____
Lease / Rent	\$ _____
Utilities and Insurance	\$ _____
Office Supplies / Materials	\$ _____
Expenses Paid by Other State Grants	\$ _____
Loans (Principal)	\$ _____
Loans (Interest)	\$ _____
Other: _____	\$ _____
Subtotal B	\$ _____

Category C: (Total Cash Expenses)

Subtotal A + Subtotal B	\$ _____
Beginning Cash Balance: July 1, 2009	\$ _____
Plus: Cash Receipts (Line I. D.)	\$ _____
Subtotal	\$ _____
Less: Cash Expenditures (Line II. C.)	(\$ _____)
Ending Cash Balance: June 30, 2010	\$ _____

CERTIFICATION

I, the undersigned, do hereby certify that the foregoing report has been prepared from the original books, papers and records of said Tourism Promotion Agency for the Period specified.

My examination has been made in accordance with generally accepted auditing standards and is complete to the best of my knowledge, information and belief.

Prepared by:

Auditor Name*: _____

Auditor Title: _____

Company Name: _____

Address: _____

Telephone Number: _____

Date Prepared: _____

Approved By:

TPA Board Chair: _____
Signature *Print Name* *Date*

TPA Board Treasurer: _____
Signature *Print Name* *Date*

* A signed cover letter by the auditor is also acceptable.

Commonwealth of Pennsylvania Department of Community & Economic Development	<u>Submit Requisition to:</u> PA Department of Community & Economic Development (DCED) Pennsylvania Tourism Office 400 North Street, 4 th Floor, Commonwealth Keystone Building Harrisburg PA 17120-0225
--------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

PAYMENT REQUISITION — GRANT PROGRAM

1. Grantee Name and Address	2. Grantee Federal ID#
	3. Submission Date

4. Contract # SAP Vendor #	5. Requisition # Contract Period – From _____ To: _____
-----------------------------------	----------------------------------------------------------------

6. Requisition Amount <div style="text-align: right;"> <input type="checkbox"/> Partial <input type="checkbox"/> Final </div>

7. Contact Person (Name and Phone #)

Instructions

1. Enter the complete name of the grantee, as stated in the contract and the complete address.
2. Enter the Grantee Federal I.D. # as found on the signature page of the contract.
3. Enter the date of this request.
4. Enter the Contract # as found in the right hand corner of the contract.
5. Indicate which requisition this is: 1st, 2nd, 3rd, etc.
6. Enter the payment amount that is being requested and whether this is the total DCED grant amount or a partial payment.
7. Enter the name of contact person and phone #.
8. Grantee signature.

8. I certify that the information provided on this form is correct.	
_____ Signature of Authorized Official	_____ Name and Title (Typed)

This section for Commonwealth Use Only

Account Code

DCED Approval	Comptroller Use
---------------	-----------------

Appendix F – Qualifying and Non-Qualifying Expenses for Tourism Promotion Assistance Grants

Eligible Promotional Expenses for Tourism Promotion Assistance Grants

Promotional Wages and Salaries - includes gross payroll for full-time, part-time, seasonal or temporary staff, and employee and employer taxes for persons responsible for promoting the TPA region as determined by the Pennsylvania Tourism Office. Staff must be employed by the TPA and include, but not limited to: convention sales, marketing manager, public relations director, executive director and membership director.

Promotional Personnel Benefits - includes employer-paid medical benefits, insurance, pension, retirement annuities, and other benefits paid for TPA employees responsible for promoting the TPA region as determined by the Pennsylvania Tourism Office.

Advertising - includes all advertising costs including media, production, talent and related direct costs incurred by a tourism promotion agency or its contracted advertising agency. Media includes TV and radio broadcast, magazine and newspaper print, outdoor, trade publications, websites, and production of public service announcements in all categories. Includes cooperative advertising expenses provided that the TPA has a proportionate cash investment in the advertising and there are at least two tourism businesses from the destination with paid participation. Any rebates from media or third parties must be reported and deducted from the expenses submitted for matching funds.

Commonwealth Marketing Investment - includes all advertising costs for Pennsylvania Tourism Office's marketing tools that include: annual Travel Guide, PURSUITS Magazine, Transportation map, PennsylvaniaOnDisplay and visitPA.com.

Printing - includes all costs of paper stock and printing of tourism promotion agency informational and promotional materials, brochures, newsletters, banners, posters, letterhead and envelopes, direct marketing pieces, business cards, news releases and photos, stickers, badges, placemats, pins and related matter. For lease or purchase of reprographic or duplicating machinery equipment, see office supplies and material.

Postage - includes all mailing and shipping costs and permits; and the lease or rental of postage metering machines and scales. Does not include supplies needed for wrapping, bundling, or shipping of mail and bulk material.

Travel/Entertainment - includes transportation costs, mileage reimbursement on employee vehicles, lodging, meals, client entertainment costs, brochure distribution activity done by a tourism promotion agency, and promotional sales calls. Also includes vehicle lease. Excludes vehicle purchase, lease buyouts, maintenance and repair costs, and vehicle insurance and registration fees. Also excludes purchase of alcoholic beverages.

Promotion/Public Relations - includes costs of travel and trade shows, sales missions, sales promotions, registration fees for tourism-related meetings and educational seminars, costs of familiarization tours, displays, brochure distribution services/costs, association membership and dues, photographic materials (film and paper) and development costs, audio-visual presentations, and advertising specialty items.

This category includes the cost of fulfillment provided by a contracted agency or completed in-house. Also included is the monthly fee for toll-free telephone service and regular phone line service when the use is for fulfillment purposes.

Remote information centers may be eligible for reimbursement provided that they are used exclusively for welcoming visitors and distributing information to travelers and are not part of the office headquarters. Eligible expenses include rent, utilities, brochure racks, and insurance. However, maintenance costs such as repairs to the facility, and snow plowing, grass cutting, and trash removal are excluded.

NOTE: Does not include special event and festival sponsorship costs, annual dinners, or the cost of items purchased for resale. Does not include installation, maintenance, service, or purchase of telephone equipment.

Regional Costs - includes regional dues, and shared costs of printing, advertising, promotion, and related activity.

Promotional Consultants / Contractual Services / Research - includes the cost of consultants and contractual services hired on a project basis directly relating to promotional and advertising activities. Also includes the cost of purchasing and collecting travel-related data and information. The Pennsylvania Tourism Office retains the right of reviewing consultant and contractual service contracts prior to approving reimbursement.

Non-Eligible Expenses for Tourism Promotion Assistance Grants

Consultants / Contractual Services - includes legal and accounting costs, and specialized consultants hired on a project basis from an outside agency, institution, or organization that are not directly related to promoting the destination.

Leases / Rent - includes rental and leasing fees for office and office equipment, storage, information center and warehouse space. Lease of reprographic and duplicating equipment should be shown here.

Utilities / Insurance - includes the cost of gas, light, and heat bills of the office headquarters; trash removal and related expenses. Also includes personal, liability, automobile, fire and other insurance costs.

Office Supplies / Materials - includes the purchase cost or contracted repair of office equipment, computer hardware and software, photographic and audio-visual equipment, and other office supplies.

Loans - principal and interest payments made as reimbursement to a financial lending institution. Also, includes finance charges.

Expenses Paid by Other State Grants - includes all expenses paid with monies from other state grants regardless if expenses are eligible promotional expenses.

Other - includes function sponsorship such as tourism promotion agency membership meeting costs; motor vehicle repair; items purchased for resale and other items not specified above. Fairs, festivals, and other events sponsored by the TPA are also included here.

Appendix G – Branding the Commonwealth

Branded Logo

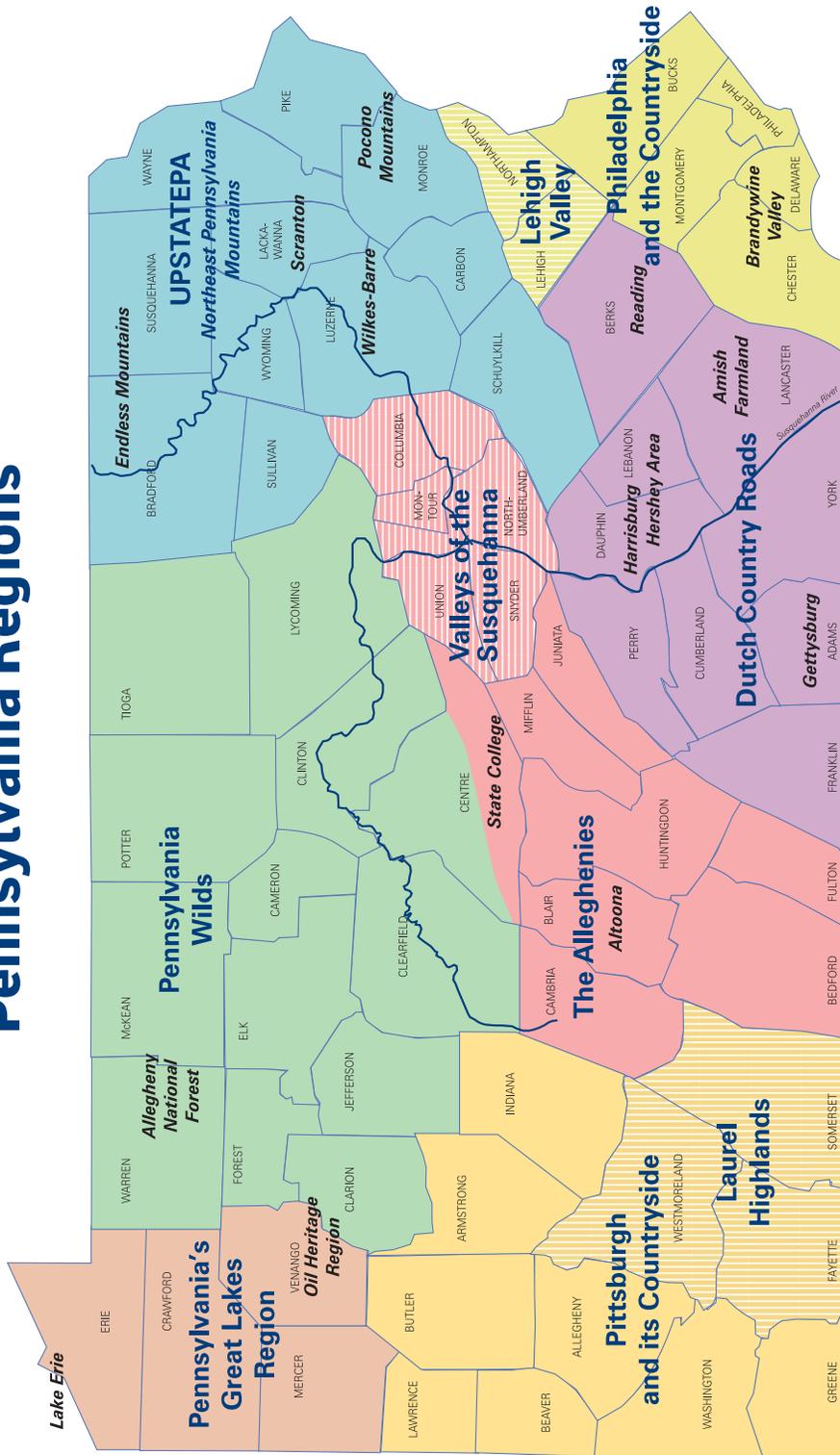


Keystone & Heritage Icons



Appendix H – Map of Regions

Pennsylvania Regions



Last Updated: 4/7/09