

MARKETING TO ATTRACT TOURISTS

Program Guidelines | September 2017

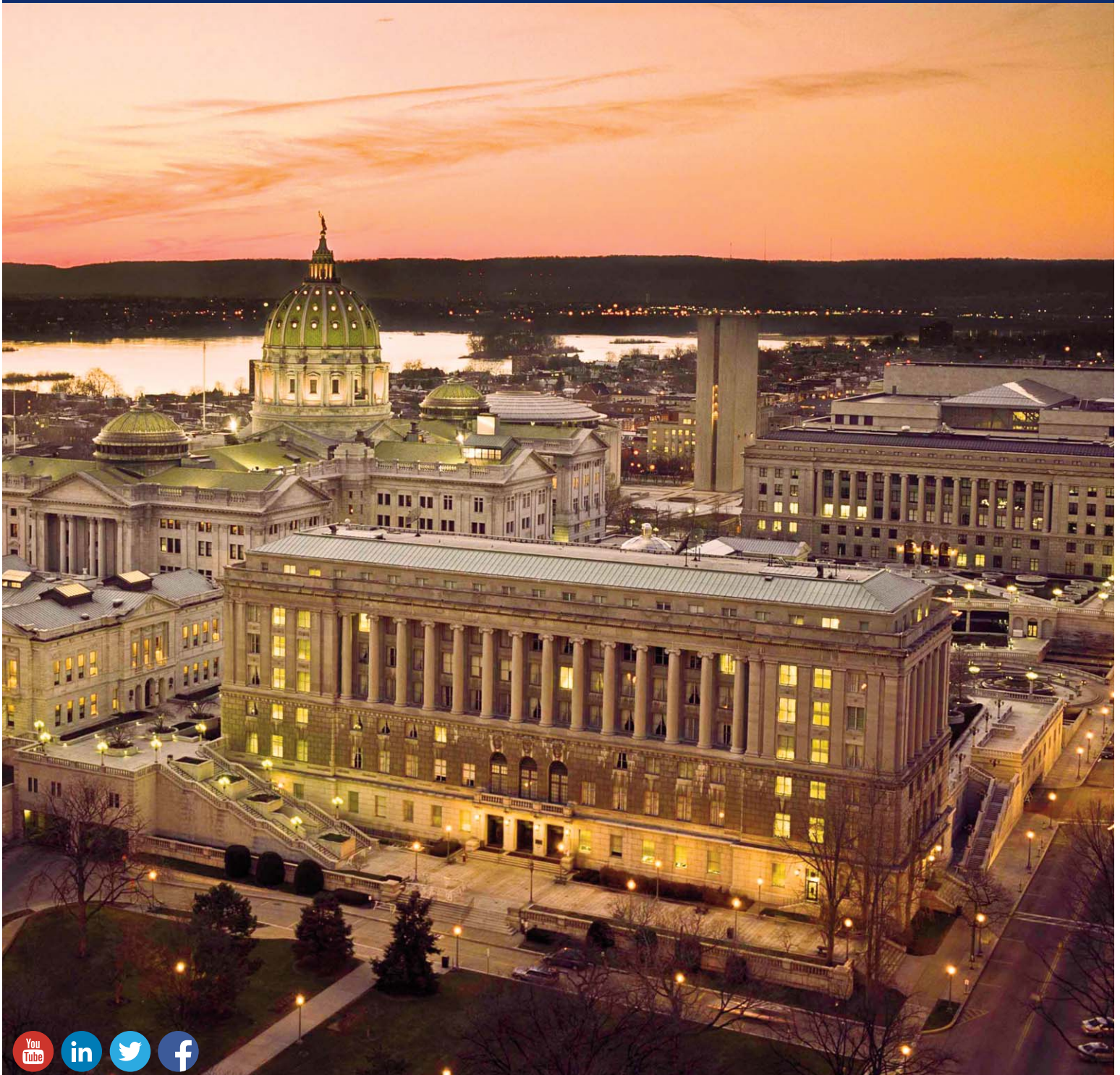


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Section I – Introduction

The Marketing to Attract Tourists Program provides funding to support and develop programs to support international tourism, sports marketing, outdoor recreation, and cultural attractions.

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 development of tourism products that provide a visitor experience to a tourist region, destination and/or attractions are eligible to apply. Funds may be used to support events, facility enhancements, new construction and/or renovations, or for the development of marketing, advertising and public relations campaigns.

A primary goal of the program is to promote overnight stays. Applicants should, 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.esa.dced.state.pa.us. 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 over night stays, public relations metrics, and attendance results of marketing campaigns to attract visitors, i.e. visitors, room nights, 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. Applications will be reviewed and grants 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. Successful applicants are required to submit a final report that provides an overview of the completed activities and the measureable outcomes.
3. Funds will be directly deposited in grantee's bank account via an Automatic Clearing House (ACH) transfer of funds in accordance with the grant contract.
4. Contracts funded with commonwealth funds totaling \$100,000 and over are required to have a Project Audit performed. The Project Audit must be done in accordance with DCED Audit Guidelines. For contracts funded with commonwealth funds totaling less than \$100,000, a Grant Close-out Report (GCR) must be completed. Both the Audit Guidelines and GCR forms and instructions can be found at dced.pa.gov/compliance.
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

- A. 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 visitPA.com/PA-logos.



- B. All public relations/announcements must include mention of the partnership with the commonwealth, i.e., joint press releases, signage, programs, invitations to participate in events in a public capacity, etc. DCED will provide appropriate language.
- C. The Pursue Your Happiness logo must be included in:
- Promotional and marketing materials
 - Brochures
 - Travel guides
 - Maps
 - In-kind and paid advertising including online and broadcast commercials, out-of-home, and print advertising
- D. Events hosted or sponsored by the Applicant must offer/include:
- The Pennsylvania Tourism Office an advertisement in the event program;
 - The Pennsylvania Tourism Office an opportunity to distribute promotional materials during the event.
 - The Pursue Your Happiness logo in:
 - Event brochures and collateral
 - Event advertisements including online and broadcast commercials
 - Sponsor recognition signage

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 or contract 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@pa.gov

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

Note: Grantee organizations must be registered with the commonwealth’s Vendor Registration System before a grant may be approved. The system tracks information regarding all 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 Vendor Data Management Unit at the address and phone number below. Please have your nine digit Federal Identification Number available when you call.

Commonwealth of Pennsylvania
Vendor Data Management Unit
Payable Services Center
9th Floor, Forum Place
555 Walnut Street
Harrisburg, PA 17101

Toll Free: 877-435-7363
Local: 717-346-2676
Email: ra-pscsupplierrequests@pa.gov

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.

The Single Application for Assistance will be accepted only as an on-line submission via www.esa.dced.state.pa.us found on DCED's website dced.pa.gov.

Section VIII – Nondiscrimination

No assistance shall be awarded to an applicant under this program unless the applicant certifies that the applicant shall not discriminate against any employee or against any person seeking employment by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the Pennsylvania Human Relations Act, which prohibits discrimination on the basis of race, color, religious creed, ancestry, age, sex, national origin, handicap or disability, or in violation of any applicable federal laws. All contracts for work to be paid with grant funds must contain the commonwealth’s official nondiscrimination clause.

Section IX – Conflict of Interest Provision

An officer, director, or employee of an applicant who is a party to or has a private interest in a project shall disclose the nature and extent of the interest to the governing body of the applicant, and may not vote on action of the applicant concerning the project, nor participate in the deliberations of the applicant concerning the project.

Section X – Project Records

The applicant must maintain full and accurate records with respect to the project and must ensure adequate control over related parties in the project. The program office requires access to such records, as well as the ability to inspect all work, invoices, materials, and other relevant records at reasonable times and places. Upon request of the program office, the applicant must furnish all data, reports, contracts, documents, and other information relevant to the project.

Section XI – Pennsylvania Prevailing Wage Act

The Pennsylvania Prevailing Wage Act (43 P.S. §165-1 et. seq.) may be applicable to a project funded under this program. Prevailing Wage requirements are generally applicable to grants for construction, reconstruction, demolition, alterations, repair work, renovations, build-out and installation of machinery and equipment in excess of \$25,000. If applicable, the applicant is responsible for including prevailing wage rates in all bid documents, specifications, and construction contracts pertaining to the project funded under this program. The Department of Labor and Industry (L & I) has final authority to make prevailing wage applicability determinations. Questions may be directed to (717) 787-3681.