

# Pennsylvania Festival Grant Program

Program Guidelines | June 2008

> ready > set > succeed



# Table of Contents

---

<b>Section I</b>	<b>Film Festival Guidelines</b>	1
A.	Overview	1
B.	Types of Projects/Events Supported	1
C.	Grant Eligibility	1
D.	Award Criteria	2
E.	Review Process	3
F.	Available Funds	3
G.	Distribution of Grant Funds and Final Reporting	3
H.	How to Apply / Application Due Date	4
I.	Program Timetable	5
J.	Professional Development	5
K.	Questions	5
<b>Section II</b>	<b>Festival &amp; Special Event Guidelines</b>	6
A.	Overview	6
B.	Eligible Applicants	6
C.	How to Apply / Application Due Date	6
D.	Available Funds / Grant Awards	7
E.	Professional Development	7
F.	Questions	7

## Section I – Film Festival Guidelines

---

### A. Overview

The Pennsylvania Film Festival Grant Program is supported by the Pennsylvania Film Office and managed by the Cultural and Heritage Tourism Program. The program highlights sites and activities that play a key role in providing presentation opportunities for Pennsylvania’s developing independent film makers, events that create an aesthetic cross roads for Pennsylvania audiences, and/or events that inform, engage, and enlighten Pennsylvania residents and their guests about Pennsylvania’s contribution to the American experience. The initiative also supports organizations and events that provide best practices and shared knowledge while creating links between the film industry and special events management.

In FY 2008, the Pennsylvania Film Office is offering program funding to eligible 501c3 organizations which expand visitor activities in the tourism region served by the project. For the purpose of these guidelines, a visitor is a traveler from beyond a 50 mile radius of the event. Special consideration will be given to projects that attract audiences from West Virginia, Virginia, Maryland, Ohio, District of Columbia, Delaware, New Jersey, New York, New England, and/or international audiences from Canada, United Kingdom, Germany, Italy, France, and Spain.

### B. Types of Projects/Events Supported

Eligible activities include: film presentations, show case activities, workshops and symposia, special promotions, preview events, open dialogues, pre and post viewing discussions, and familiarization programs.

Ineligible activities include: capital expenditures, facilities rentals for general administration activities, costs associated with fundraising activities, benefit performances, and student presentations for degree granting programs. In addition, costs associated with limousines, receptions, catering and other expenses related to gala activities, travel, lodging of artists or other premier activities and capital development campaigns are not eligible.

A primary goal of the program is to promote overnight stays; therefore, **one-day events are generally ineligible for support**. Single day/event film festivals may be eligible for “marketing incubator support” through the Pennsylvania Partners for the Arts (PPA) – a project of the Cultural and Heritage Tourism Program in association with the Pennsylvania Council for the Arts (PCA). For more information about the Pennsylvania Partners for the Arts (PPA) program, contact PCA at 717-787-6883.

### C. Grant Eligibility

The proposed activities must occur between **January 2, 2009 and December 31, 2009**.

The lead organization applying for the Pennsylvania Film Office grant funds must meet all of the following criteria:

- > A 501c3 non-profit organization with a significant interest in the promotion of film as an art form that provides visitor experience to a tourist region, destination and/or attraction.
- > Promote the Festival activities outside the county and region that houses/hosts the primary activities and events for which the organization is requesting support. Accordingly, at least 50% of the funds requested must be spent outside the county and region to attract visitors.

- > All grants require a minimum of 50% CASH MATCH from non-commonwealth sources of which one-half of the cash match can be pro bono services i.e. goods and services provided by vendors, suppliers, partners from outside the organization at no cost or less than fair market value. Proof of this donation is required at the time that the cash award is drawn down. Administrative staff time, volunteer time, administrative facility costs and basic institutional costs are not eligible for the match.
- > All applicants must demonstrate that they have successfully completed at least two consecutive events and can provide marketing collateral materials, promotion documents, audience development “outcomes and impacts” for their county and region. Generally, no new start-up events will be supported.

**Grant recipients will be required to:**

- > Present a letter of endorsement from their Destination Marketing Organization pledging support for promotion, branding and positioning of the event(s) beyond the county and region of origin. Additional support letters from Heritage Area and/or Main Street/Elm Street organizations are encouraged as applicable.
- > Provide the Pennsylvania Welcome Centers with a collateral piece (minimum of 5,000 copies) for the promotion of the event not less than 90 days before the event(s) occur.
- > Maintain a listing on [visitPA.com/festivals](http://visitPA.com/festivals).
- > Maintain an active and up to date web site with links to [visitPA.com/festivals](http://visitPA.com/festivals).
- > Include the Pennsylvania Festivals and/or Pennsylvania Film Office logo prominently in advertising materials.
- > Attend a marketing workshop and program orientation clinic in Harrisburg.
- > Participate in at least one Pennsylvania Festival Alliance film showcase during the project period. This showcase is administered by Arts Quest for the Pennsylvania Film Festival Alliance. Contact the Cultural and Heritage Tourism Program Office at 717-720-1311 for more information.
- > Submit a final report detailing the results of the project.
- > Participate with other grantees in the development, design and collection of audience surveys and exit information.

**D. Award Criteria**

This grant program is highly competitive. Projects will be selected based on whether the activity meets the goals and objectives of the Pennsylvania Film Office and the Cultural and Heritage Tourism Program. All applicants must demonstrate the following:

- > The capacity to host visitors from beyond the county and region.
- > Organizational stability and capacity to carry out the project.
- > Ability to analyze and report on findings, outcomes, and/or impacts.

Applicants should focus requests for activities that target the following key tourist seasons and clearly designate which season(s) the activities will impact:

Winter	December 1 – February 28
Spring	March 1 – May 31
Summer	June 1 – August 31
Fall	September 1 – November 30

The following criteria will be used to evaluate each proposal:

- > Artistic excellence of the programs and events presented in the past two program cycles. (25 points)
- > Potential to attract significant numbers of visitors and to generate overnight stays as demonstrated by evaluation, analysis and return on investment (ROI) measurement tools. (25 points)
- > Evidence that a strategy is developed and disseminated to partners that targets audiences in key inbound areas including but not limited to West Virginia, Maryland, Ohio, District of Columbia, Delaware, New Jersey, United Kingdom, Germany, Italy, France, Spain. (25 points)
- > Evidence of paid professional marketing staff or the equivalent in pro bono or contracted services available to carry out the project. (15 points)
- > Potential to complement and enhance the destination's regional and out-of-region marketing plan. (10 points)

Added weight is given to activities that include any of the following: a lodging (hotel, motel, B&B, farm stay, camp site etc.), attraction or retail partnership(s).

## **E. Review Process**

An advisory committee comprised of cultural tourism experts will review proposals and make recommendations for funding. All proposals will be evaluated utilizing the award criteria outlined in Section I.D. The advisory committee's recommendations are forwarded to the Cultural & Heritage Tourism Program and Policy committee for endorsement before recommendations are submitted to the Deputy Secretary for final approval.

*Note: An award in one fiscal year does not guarantee funding in subsequent cycles.*

## **F. Available Funds**

Subject to availability of funds, up to \$50,000 will be available for grant awards. Eligible organizations may request grants in the range of \$5,000 to \$20,000.

Awards in excess of \$20,000 will only be given in special circumstances based upon demonstration of national and international impact of the event. All awards are given at the discretion of the Pennsylvania Film Office and are based upon availability of funds.

## **G. Distribution of Grant Funds and Final Report**

Funds are disbursed on a reimbursement basis. Up to 60% of funds can be drawn down on the first invoice and an additional 30% may be drawn down at anytime during the 90 day period before the actual event(s). Documentation must be attached to justify reimbursement.

The Pennsylvania Film Office will reimburse grantees for the final 10% upon receipt of the final report detailing the results of the project along with a copy of the collateral piece. The request for payment form must accompany the final report document and will include a detailed account of grant related expenses.

The final report must include at a minimum the following:

- > What was the visitor experience?
- > How did you market your festival outside of your county to promote in-bound visitation to your event?
- > How did you work with your Destination Marketing Organization or other regional marketing groups to align with their marketing strategy for the region?
- > How did you distribute print and promotional pieces outside of the region?
- > How did you prepare festival staff and volunteers to develop hospitality to inbound visitors?
- > How did you measure the impact of your marketing on the stabilization and growth of your event?
- > How many visitors attended the event?

## **H. How to Apply / Application Due Date**

To apply for funding, the applicant must submit the electronic on-line DCED Single Application for Assistance located at <http://www.newpa.com/programFinder.aspx>. Please reference the Web ID number on any documents sent with the signature page. Contact the DCED Customer Service Center at 1-800-379-7448 or (717) 787-3405 to answer questions regarding the single application.

Organizations must submit the following information:

- > Letters of endorsement from Destination Marketing Organizations (DMO).
- > Letters of endorsement from Heritage Area Manager and/or Main Street - Elm Street organizers.
- > A narrative not more than 2 pages in length describing the activities to be completed.
- > A two page marketing strategy.
- > A budget, including the amount and source of matching funds.
- > Board authorization and proof of non-profit status.
- > Hard-copy of the signature page from the Single Application filed online.
- > Samples of local, regional, and national marketing materials used in past event cycles.

All application narratives must be typed. Three complete copies of the application narratives and required attachments must be submitted separate from the single application to:

Kalin Miller  
Pennsylvania Tourism Office  
Department of Community and Economic Development  
400 North Street, 4th Floor  
Commonwealth Keystone Building  
Harrisburg, PA 17105-0225

Questions regarding the program can be directed to Lenwood Sloan 717-720-1313 or email [lsloan@state.pa.us](mailto:lsloan@state.pa.us).

The Single Application must be completed on or **before 4:00 pm on July 31, 2008** and all other required information must be received before 4:00 pm on July 31, 2008. Postmarks will not be accepted. Incomplete applications will not be considered for funding. To be considered a complete application, both the single application and required documents need to be completed and submitted on time.

## I. Program Timetable

June 13, 2008	Grant guidelines available.
July 31, 2008	Grant applications due along with completion of the online Single Application.
September 15, 2008	Peer Panel Review.
October 1, 2008	Recommendations forwarded to Cultural and Heritage Policy Panel for endorsement.
November 1, 2008	Recommendations forwarded to Deputy Secretary for approval.
November 15, 2008	Grant awards announced.
January 2, 2009	Project start date.
December 31, 2009	Project completion date.

## J. Professional Development

A special professional development fellowship will be offered to underwrite the International Festival & Events Association (IFEA) certification program. The fellowship includes scholarship and travel resources to attend a series of cultural tourism marketing and arts administration-audience development clinics in Harrisburg and Philadelphia. To receive a copy of the fellowship application, please submit a letter of interest by August 1, 2008 to Kalin Miller, Pennsylvania Tourism Office, Commonwealth Keystone Building, 400 North Street, 4th Floor, Harrisburg, PA 17120-0225.

## K. Questions

For more information regarding Pennsylvania's Cultural and Heritage Tourism Programs, please contact Lenwood Sloan, Director of Cultural & Heritage Tourism, at 717-720-1313 or email [lsloan@state.pa.us](mailto:lsloan@state.pa.us). Program guidelines can be found at [www.newPA.com](http://www.newPA.com), search by program name.

## **Section II – Festival & Special Event Guidelines**

---

### **A. Overview**

The Pennsylvania Festival Marketing Initiative is an initiative of the Pennsylvania Tourism Office in association with the Pennsylvania Council on the Arts (PCA). The goal of this initiative is to identify a roster of local and regional festivals and special events which can help Destination Marketing Organizations (DMO) to increase inbound traffic and overnight hotel stays in Pennsylvania’s seven tourism regions.

### **B. Eligible Applicants**

Festivals and special events that have received support from either the Pennsylvania Partners in the Arts (PPA) fund administered by the Pennsylvania Council of the Arts or from a Destination Marketing Organization are eligible to apply for “festival incubator quick grants.” These grants ranging from \$1,000 to \$2,500 are for cooperative marketing promotions designed to draw audiences from beyond the county and region of the applicant organization.

### **C. How to Apply / Application Due Date**

To make application for these marketing funds, a letter (no longer than four pages in length) must be submitted answering the following six questions.

1. What is the visitor experience at your event? How long is the experience?  
  
(For the purpose of this initiative, a visitor is someone who travels from beyond a 50 mile radius to attend your event and enjoy your products and services. The length of the experience includes the time it takes a visitor to complete the engagement that you have developed within a single visit).
2. How would you use Pennsylvania Tourism Office marketing resources OUTSIDE YOUR COUNTY to promote in-bound visitation to your event? What zip codes and geographic areas will you reach out to beyond your current market? Please attach a simple budget on how the requested grant dollars will be used. There is no matching requirement, but funds may not supplant existing marketing resources for your festival or be used for general operating expenses. You may request funds for such products and services as flyers, rack cards, outdoor advertising and display banners (used outside the county), distribution services, radio and media spots and web enhancements.
3. How will you work with your county Destination Marketing Organization or regional marketing group to align with their marketing strategy for the region?
4. How will you distribute print and promotional pieces outside the region?
5. How will you prepare festival staff and volunteers to develop hospitality to inbound visitors?
6. How will you measure the impact of these resources on the stabilization and growth of your event?

7. Please provide the following information about your event:

- > Festival Name
- > Managing Organization
- > Festival Dates
- > Festival City
- > PA Region
- > Free or Admission
- > Group Rate Available
- > Accept Credit Cards and/or checks
- > Nearby ATMs
- > Parking Available
- > Bus/Camper Parking Available
- > Handicap Accessible Event
- > Nearest Highway Exit (if applicable)
- > Targeted Age Demographic
- > Closest Airport
- > Family Friendly
- > Available to Family Reunions
- > Brochure/Fulfillment Piece Available
- > Contact Name for Leads
- > Contact Telephone number
- > Contact Email address
- > Contact mailing address
- > Event mailing address
- > Festival web site
- > Two sentence festival description

Be sure to attach a copy of your award letter from PPA and an endorsement letter from your DMO and/or Main Street or Heritage Manager. Incomplete applications will not be considered for funding.

Applicants will also be required to complete a self-tutored marketing survey online.

All application narratives must be typed. Three complete copies of the application narratives and required attachments must be submitted by **4:00 pm on September 15, 2008** and forwarded to:

Kalin Miller  
Pennsylvania Tourism Office  
400 North Street, 4th Floor  
Commonwealth Keystone Building  
Harrisburg, PA 17120-0225

#### **D. Available Funds / Grant Awards**

A total of \$30,000 is available. Applications will be evaluated and scored based on the quality of the responses to the questions in Section II. C. Grant awards will be issued by the Citizens for the Arts.

#### **E. Professional Development**

A special professional development fellowship will be offered to underwrite the International Festival & Events Association (IFEA) certification program. The fellowship includes scholarship and travel resources to attend a series of cultural tourism marketing and arts administration-audience development clinics in Harrisburg and Philadelphia. To receive a copy of the fellowship application, please submit a letter of interest by August 1, 2008 to Kalin Miller, Pennsylvania Tourism Office, Commonwealth Keystone Building, 400 North Street, 4th Floor, Harrisburg, PA 17120-0225.

#### **F. Questions**

For more information regarding Pennsylvania's Cultural and Heritage Tourism Programs, please contact Lenwood Sloan, Director of Cultural & Heritage Tourism, at 717-720-1313 or email [lsloan@state.pa.us](mailto:lsloan@state.pa.us). Program guidelines can be found at [www.newPA.com](http://www.newPA.com), search by program name.