



**FY2021  
Tourism Award Competitive Funding Process**

**INFORMATION PACKET**

**Funding Period:  
July 1, 2020 – June 30, 2021**

(Application period: February 14, 2020 – March 20, 2020)

**Harford County Office of  
Community & Economic Development**

**15 South Main Street Bel Air, Maryland 21014  
410-638-3045, TTY 410-638-3086**

**This document is available in alternative format upon request**

**Please read this packet before completing the application**

**Barry Glassman  
Harford County Executive**

**Leonard R. Parrish  
Director, Community & Economic Development**

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## PART I: APPLICATION PROCESS AND INFORMATION

### EXECUTIVE SUMMARY

- ❖ The Harford County Office of Community & Economic Development is proud to announce its Request for Competitive Funding Applications for Tourism-Related Activities for Fiscal Year 2021 (July 1, 2020 – June 30, 2021).
- ❖ The Harford County Office of Community & Economic Development and the Economic Development Advisory Board are committed to supporting the privatized efforts of industry-led tourism in Harford County and serving as good stewards of Harford County’s hotel lodging tax revenue.
- ❖ A portion which is not allocated to directly support municipalities shall be used to financially support a competitive funding application process to encourage enhanced tourism-related activities that augment the County’s cultural, historical, agricultural, eco- and sports tourism and heritage aspects that serve to make Harford County a premier tourism destination.
- ❖ To carry out this mission, Harford County Office of Community & Economic Development and the Economic Development Advisory Board’s Tourism Activity Review Committee will review and score eligible applications serving as a recommendation to the County Executive who will seek County Council approval to award operating and project funds to qualified organizations.
- ❖ All selected programs/projects are subject to the availability of funding and Harford County’s budget review process.
- ❖ Harford County maintains the right to reject or accept proposals to fund or not to fund, or to reduce the amount of funding requested.

### FUNDING PURPOSE

- ❖ To enhance the ability of public/private sector organizations to provide enhanced tourism-related programs and activities making Harford County a premier tourism destination.
- ❖ To address the operational and program needs of public/private organizations that are striving to deliver effective and efficient tourism-related activities that reflect the cultural, historical, agricultural eco-and sports tourism and heritage aspects of our community.

## INQUIRIES & ASSISTANCE

Harford County Office of Community & Economic Development contact:

**Susan Bowen**  
**Grants Specialist**  
**15 South Main Street**  
**Bel Air, MD 21014**  
**410-638-3045 ext. 1835**  
[skbowen@harfordcountymd.gov](mailto:skbowen@harfordcountymd.gov)  
[www.harfordcountymd.gov/Community & Economic Development](http://www.harfordcountymd.gov/Community & Economic Development)

## FUNDING & TECHNICAL ASSISTANCE WORKSHOPS

❖ **Funding & Technical Assistance Workshop #1** (encouraged/not mandatory)

**Where:** Harford County Office of Community & Economic Development  
2021 Pulaski Highway  
Havre de Grace, MD 21078

**When:** Wednesday, February 5, 2020 from 2:00 p.m.-3:00 p.m.

**\*\*Please RSVP no later than January 31, 2020 to [commdev@harfordcountymd.gov](mailto:commdev@harfordcountymd.gov) \*\***

❖ **Funding & Technical Assistance Workshop #2** (encouraged/not mandatory)

**Where:** Harford County Office of Community & Economic Development  
15 S. Main Street  
Bel Air, MD 21014

**When:** Wednesday, February 12, 2020 from 9:30 a.m.-10:30 a.m.

**\*\*Please RSVP no later than February 7, 2020 to [commdev@harfordcountymd.gov](mailto:commdev@harfordcountymd.gov) \*\***

The applications and the application information packet are available in an alternative format or language by contacting Harford County Office of Community & Economic Development at 410-638-3045. If you require special accommodations, please call 410-638-3045 or Maryland Relay 711 (voice/tty).

**APPLICATION PERIOD TIMELINE**

<b>February 5, 2020</b>	Funding & Technical Assistance Workshop #1, OCED Havre de Grace Office, 2:00 p.m.-3:00 p.m.
<b>February 12, 2020</b>	Funding & Technical Assistance Workshop #2, OCED Bel Air Office, 9:30 a.m.-10:30 a.m.
<b>February 14, 2020</b>	FY2021 Application period begins; applications available on OCED website
<b>March 20, 2020</b>	FY2021 Application period ends; all applications <b>due no later than 4:00 p.m.</b> Late applications will <b>NOT</b> be accepted
<b>April 2020</b>	Applications reviewed; finalize funding recommendations
<b>May 2020</b>	Funding recommendations submitted to the County Executive
<b>May 2020</b>	County Executive forwards to County Council for Approval
<b>June 2020</b>	Announcement of funding to Recipients; MOAs for awardees prepared and executed.
<b>July 1, 2020</b>	Beginning of Fiscal Year 2021; funding available

**ELIGIBLE APPLICANTS**

- ❖ Incorporated as non-profit, tax-exempt organization, 501(c)(3) or 501(c)(6) in good standing with the State of Maryland.
- ❖ Organizations that do not require participation in non-secular activities as a condition for receiving program services. Applicants are prohibited from using funding to promote or further non-secular purposes.
- ❖ Program or operation must primarily serve a tourism-related function.
- ❖ Applicant organizations must be soundly managed and financially accountable.
- ❖ Applicant organizations must hold their activities in spaces accessible to the disabled. Also, activities must be altered to meet the needs of the visually and hearing impaired upon appropriate notification of need.
- ❖ First time applications will be considered.

**ELIGIBLE ACTIVITIES**

- ❖ Tourism-related activities that serve to attract a transient population defined as those who enter our County from outside its geographic borders for the purpose of entertainment, education, or athletic competition and can be categorized as at least one of the following:
  - Cultural
  - Historical
  - Agricultural
  - Eco-Tourism
  - Sports Tourism
  - Heritage and Preservation
- ❖ Activities that can be accomplished during FY2021 period, including operating funds.
- ❖ Activities that promote Harford County in a positive light, pose no inherent threat of danger to participants, and showcase quality of life in County.
- ❖ Activities that do not discriminate on basis of race, religion, ability, or sexual orientation.
- ❖ Activities that support the applicant’s operations or its programs.

**EXAMPLES OF ELIGIBLE ITEMS FOR FUNDING**

Category	Item
<b>Salaries</b>	Employee wages
<b>Operational/Contractual</b>	Rent, lease of office equipment and building space, utilities, telephone, website services, advertising/marketing, general liability, unemployment insurance, professional services (legal, audit/financial, etc.), service and maintenance contracts; tent rentals, event security, equipment rental.
<b>Supplies/Materials</b>	General office supplies, printing, postage and delivery, janitorial supplies, food, small tools (hammers, etc.) audio/visual equipment, computer supplies and software, printer cartridges, paper, etc.

- ❖ If you have other items not mentioned above, please contact Susan Bowen: 410-638-3045 ext. 1835 or [skbowen@harfordcountymd.gov](mailto:skbowen@harfordcountymd.gov).

**INELIGIBLE ACTIVITIES**

- ❖ Property Acquisition.
- ❖ Capital Building Projects.
- ❖ Equipment – such as computers, copiers, etc. that would be used for daily office functions that do not relate to the program requested funding. (Note: equipment specific to a program need may be considered).
- ❖ Retirement or reduction of debt.

**EDAB & TOURISM ACTIVITY REVIEW COMMITTEE RESPONSIBILITIES**

- ❖ Assist with the funding application decision-making.
- ❖ Review and evaluate proposals for awarding funds.
- ❖ Select/rank applicants, make funding recommendations.

**COMMUNITY & ECONOMIC DEVELOPMENT RESPONSIBILITIES**

- ❖ Administer the Tourism Funding Award Program.
- ❖ Develop and maintain a grant process in accordance with local funding requirements.
- ❖ Develop procedures for submission and funding of proposals.
- ❖ Review and evaluate proposals for awarding funds.
- ❖ Select/rank applicants, make funding recommendations.

**APPLICATION REVIEW CRITERIA & NOTIFICATION**

- ❖ Applications are received and initially reviewed by the Office of Community & Economic Development for preliminary quality review and past performance. The Tourism Activity Review Committee then reviews all applications scoring them based on technical merit of proposal, implementation, capacity and development, and finance.
- ❖ The Office of Community & Economic Development will meet with the Tourism Activity Review Committee in April to discuss the reviews, to make fair, equitable, and consistent assessment of applicants based upon the review criteria.
- ❖ At a minimum, the Office of Community & Economic Development and Tourism Activity Review Committee will address each of the following criteria when the application is reviewed. This information is included to assist the applicant organization in preparing the application.

Preliminary Quality Review	15 Points
Past Performance	15 Points
Technical Merit of Proposal	10 Points
Implementation	25 Points
Capacity and Development	25 Points
Finance	10 Points

- ❖ Organizations will be notified by mail in late May or early June as to the disposition of the application after final selection by the County Executive and upon approval by the Harford County Council. If approved for funding, the organization will be required to execute a Memorandum of Agreement before funds are released via direct deposit.

## REQUIRED APPLICATION SUPPLEMENTS

- ❖ 501(c)(3) or 501 (c)(6) documentation
- ❖ Names and organizational affiliations of current Board of Directors
- ❖ Resumes of principal administrative staff that include current job descriptions and functions (Include this information also for any positions which may be funded by this grant.)
- ❖ A copy of any agency accreditations and/or licenses, as applicable
- ❖ Current Good Standing documentation from the Maryland State Department of Assessment and Taxation  
Visit the following website to confirm these requirements and initiate any corrective action, if necessary: <https://egov.maryland.gov/BusinessExpress/EntitySearch>. (webpage print out is sufficient)
- ❖ Current Good Standing documentation from the Maryland Office of the Secretary of State, Charitable Organization Division.  
Visit the following website to confirm these requirements and initiate any corrective action, if necessary: <http://sos.maryland.gov/Charity/Pages/SearchCharity.aspx>. (webpage print out is sufficient)
- ❖ Most recent financial statement for fiscal year 2020 (quarterly or monthly), including income and expenses
- ❖ Copy of current annual budget for organization
- ❖ Financial summary statement or audit statement for fiscal year 2019, signed by a professional accountant or organization's fiscal officer

## DEMONSTRATING PARTNERSHIP AND SUSTAINABILITY

- ❖ Demonstrating a partnership for program planning and implementation is seen as a strategy toward sustainability. Be sure to include a list of partnerships organizations when asked in the application. (Support letters are not required for FY2021).



## APPLICATION TIPS

- ❖ Be sure to submit the required number of copies (one (1) original and one (1) electronic).
- ❖ Review the application to be certain you have included everything you have been requested to submit.
- ❖ Be sure to read the questions carefully and answer what is being asked. Some questions have many parts to them.
- ❖ Try to be concrete in your responses. Remember to back up any statements/claims you make. Do not leave the reviewers wondering what you mean. It is helpful to have someone outside of your organization review your application for clarity of ideas.
- ❖ For previous grant recipients, remember that **the reviewers will receive a report on the timeliness and completeness of your past performance** and will take this into consideration when making recommendations.
- ❖ The reviewers do study your financial reports carefully. Make sure they are accurate and understandable.
- ❖ Must be legally active and in **GOOD STANDING** with the Maryland State Department of Assessment and Taxation. The organization's name in the MD SDAT database must match **exactly** the organization's legal name.  
Visit the following website to confirm these requirements and initiate any corrective action, if necessary: <https://egov.maryland.gov/BusinessExpress/EntitySearch>
- ❖ Must be registered and in **GOOD STANDING** with Maryland Office of the Secretary of State, Charitable Organization Division. The organization's name in the Secretary of State's database must match **exactly** the organization's legal name.  
Visit the following website to confirm these requirements and initiate any corrective action, if necessary: <http://sos.maryland.gov/Charity/Pages/SearchCharity.aspx>
- ❖ Information submitted in the application is subject to disclosure under the Public Information Act. Please consider this when submitting resumes that may include private phone numbers and home addresses.
- ❖ All applications must be **signed (only) by the program director or an authorized officer** of the corporate entity.

## APPLICATION SUBMISSION

- ❖ Applications are available: <http://www.harfordcountymd.gov/1373/Tourism-Funding-Application>
- ❖ Applications must be typed in Arial font.
- ❖ Submit **one (1)** completed electronic application to [skbowen@harfordcountymd.gov](mailto:skbowen@harfordcountymd.gov) and verify that all required supplements are included in **PDF format only**.
- ❖ If you require technical assistance with the electronic submission, please contact **Susan Bowen** at 410-638-3045 ext. 1835, or [skbowen@harfordcountymd.gov](mailto:skbowen@harfordcountymd.gov), early in the process.
- ❖ In addition to the electronic submission, submit **one (1) PRINTED** and **SIGNED** version of the application with all attachments to:

**Harford County Office of  
Community & Economic Development  
15 South Main Street  
Bel Air, MD 21014  
Attention: Susan Bowen**

- ❖ Both formats of the application must be submitted by or no later than **Friday, March 20, 2020 at 4:00 p.m.** (Office Hours: M-F 8:00-5:00).
- ❖ The hand delivered submission will be accepted only with binder clips or paper clips. Any other form of submitting the documents, such as stapled, bound, hole punched, etc., will **NOT** be accepted and will be returned to the applicant.
- ❖ Incomplete or incorrectly completed applications will be returned and late applications will **NOT** be accepted.

## PART II: POST AWARD ACTIVITIES

### MEMORANDUM OF AGREEMENT

- ❖ If approved for funding, each organization will be required to enter into a Memorandum of Agreement (MOA) with Harford County, Maryland. The MOA will include all the contractual obligations such as quarterly reporting and the scope of work. Upon final execution by the County Executive your organization will receive a copy of the Memorandum of Agreement for record retention.
- ❖ All MOAs will be due back to OCED within **fourteen (14) business** days of receipt.
- ❖ All funds must be obligated or encumbered by June 30, 2021.
- ❖ Any funds not obligated or encumbered by June 30, 2021 exceeding Twenty-Five Dollars (\$25.00) will be returned to the County.

### MARKETING AND PROMOTION OF YOUR PROGRAM/EVENT

- ❖ If funding is awarded, all publicity, including brochures, news releases, and other program materials must give credit to Harford County Government.
- ❖ Copies of the appropriate logos will be provided electronically. When no printed information is used, verbal credit must be given at public events (i.e., at fundraisers, award events, etc.).

### ACCOUNTABILITY & REPORTING

- ❖ The FY2021 program year will feature a Performance Narrative Progress Report and Financial Status Report form.
- ❖ **Additionally, for those organizations using funding for staff salaries, a Personnel Activity Report has been created. This report will be used by all employees who are funded by this award showing the hours worked for each quarter that are billed to your award.**
- ❖ All reporting forms listed above that are applicable, including supporting documents, will be due within **ten (10) business days** after the end of each quarter in electronic form.  
  
(**Note:** Supportive documentation includes but not limited to: receipts for project work, cancelled checks, invoices, payroll summaries, contractor agreements, etc.).
- ❖ The appropriate reporting forms will be provided **electronically** to your organization upon execution of the Memorandum of Agreement.

**Quarterly Reporting Periods**

<b>Quarter</b>	<b>Quarter Period</b>	<b>Due Date</b>
<b>One</b>	July 1, 2020 - September 30, 2020	October 10, 2020
<b>Two</b>	October 1, 2020 - December 31, 2020	January 10, 2021
<b>Three</b>	January 1, 2021 - March 31, 2021	April 10, 2021
<b>Four</b>	April 1, 2021 - June 30, 2021	July 10, 2021

- ❖ The Office of Community & Economic Development may request to examine or audit all pertinent books, records, and accounts of award recipients, as well as service information and project outcomes during the program year.

**PROGRAM CHANGES AND OPERATIONAL CHANGES**

- ❖ Recipients must notify The Office of Community & Economic Development if a significant change or reallocation is proposed with regard to any program, event, project, or operational function supported by the funding. The Office of Community & Economic Development must give approval prior to the significant change occurring.