HARFORD COUNTY
OFFICE OF ECONOMIC DEVELOPMENT

**Economic Development Advisory Board
Tourism Activity Review Committee**

**Hotel Lodging Tax Revenue
Competitive Grant Process for Tourism-Related Activity
PROGRAM FY 2016
Applicant Information Packet**

**Application Submissions:
March 2 – April 17, 2015**

**2021 Pulaski Highway, Suite D, Havre de Grace, MD 21078
410-638-3059, TTY 410-638-3086**

This document is available in alternative format upon request

Harford County FY16 Tourism Activity Competitive Grant Application Process
Applicant Information Handbook

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Tourism Fund Application Checklist and Signature Page

Please review this checklist to ensure all sections are complete and all requested attachments are included. Please organize information as follows & use this checklist as your Table of Contents for submission.

Application Form:
- ☐ **Section A: Organization Information**
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Please attach the following materials to **each copy** of your application. If it is not attached, your application will be returned.

☐ **501(c)3 or 501(c)6 documentation**

☐ **Names, addresses, and organizational affiliations of current Board of Directors.**

☐ **A copy of any agency accreditations and/or licenses, as applicable.**

☐ **Resumes of principal administrative staff including current job descriptions and functions. (Include this information also for any positions which may be funded by this grant**.)

☐ **Support letters from partnering agencies**

☐ **Most recent financial statement for fiscal year 2015 (quarterly or monthly), including income and expenses.**

☐ **Copy of current annual budget for your organization**

☐ **Financial summary statement or audit statement for fiscal year 2014, signed by a professional accountant or your organization's fiscal officer.**

I certify that all information contained in this application and these attachments are true and accurate.

Print or Type Full Name: _____   Title:_____

Authorized Signature: _____   Date:_____

Telephone Number: _____   Email: _____

All applications and supplemental information must be delivered by 5 p.m. on April 17, 2015 to:

> **Harford County Office of Econ. Dev., 2021 Pulaski Highway, Havre de Grace, MD 21078**

PART I: APPLICATION PROCESS AND INFORMATION

Executive Summary

The Harford County Office of Economic Development is proud to announce its inaugural Request for Competitive Grant Applications for Tourism-Related Activities for Fiscal Year 2016.

The Harford County Office of Economic Development and the Economic Development Advisory Board is committed to supporting the privatized efforts of industry-led tourism in Harford County and serving as good stewards of Harford County's new hotel lodging tax revenue. That portion which is not allocated to directly support municipalities shall be used to financially support a competitive grant 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, the Economic Development Advisory Commission's Tourism Activity Review Committee will review and score eligible applications serving as recommendation to the County Executive who will seek County Council approval to award operating and project grants to qualified organizations.

Technical assistance is available to grant applicants by calling 410-638-3059 or by attending a group information session. The dates of the sessions are listed below.

Application Calendar

March 2, 2015	Tourism Related Competitive Grant Applications available
March 16, 2015	Grant Application Workshop, Office of Economic Development, 2021Pulaski Highway, Havre de Grace, MD 21078, from 6:00-7:30PM in Training Room
April 2, 2015	Grant Application Workshop, Harford County Admin Building, 220 S. Main Street, Bel Air, MD 21014 from 1:00-2:30 PM in Second Floor Conference Room
April 17, 2015	Deadline for applications. **Please submit one (1) original application package, plus one (1) paper copy and one (1) electronic copy (to** ehanley@harfordcountymd.gov**) by 5:00 p.m. Both the paper and electronic copies should include all attachments.** Late applications will NOT be accepted. If you anticipate having a problem submitting a complete application package electronically, please notify Office of Economic Development in advance of this deadline*.*

May 4, 2015	EDAB's Tourism Activity Review Committee reviews, scores grant applications and finalizes funding recommendation to put forth to County Executive
May 13, 2015	Committee recommendations endorsed by EDAB; submitted to the County Executive
May 14, 2015	County Executive forwards to County Council for Approval
May 26, 2015	Preliminary Notification to Recipients
June	Filing & announcement of funding; grant agreements prepared and executed
July 2015	Beginning of Fiscal Year 2016; funding available

Please direct inquiries to:

Harford County Government
Office of Economic Development
ATTN: EDAB -TARC
2021 Pulaski Highway, Suite D
Havre de Grace, MD 21078
POC: Eva Hanley, ehanley@harfordcountymd.gov

Phone: 410-638-3059
TTY: 410-638-3086

The Tourism Related Competitive Grant Program information packet and application
are available in alternative format upon request.

Technical Assistance: 410-638-3059

Technical assistance is available for all application questions prior to the due date. Information sessions are available on:

March 16, 2015   6:00–7:30PM @ Office of Econ Dev, 2021 Pulaski Hwy, HdG
April 2, 2015   1:00-2:30PM @ 220 S. Main St. Conf Room, Bel Air

EDAB Responsibilities

- Develop and maintain a grant process in accordance with state and local funding requirements

- Develop procedures for submission and funding of proposals
- Review and evaluate proposals for grant funds
- Select/ rank recipients and grant awards
- Monitor and evaluate effectiveness

Purpose of Grant Program

- 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 and heritage aspects of our community.

Eligibility & Qualifications of Applicants

- 501(c)3 or 501(c) 6 non-profit organizations
- Organizations that do not require participation in non-secular activities as a condition for receiving program services
- Independent annual audit or financial summary/audit statement for fiscal year 2014, signed by a professional accountant or your organization's fiscal officer.
- Program or operation must primarily serve a tourism-related function.
- Applicant organizations must be soundly managed and financially accountable and provide proof thereof including a business plan for program requested
- 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.
- Applicants are prohibited from using funding to promote or further non-secular purposes

What are Eligible Activities?

1. 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

2. Activities that can be accomplished during a 12 month period, including operating funds
3. Activities that promote Harford County in a positive light, pose no inherent threat of danger to participants and showcase quality of life in County
4. Activities that do not discriminate on basis of race, religion, ability or sexual orientation

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What are Examples of Eligible Funding Items?

Category	Item
Salaries	Employee wages
Contractual	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
Supplies/Materials	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.
Other	If you have other items not mentioned above, please contact the Office of Economic Development at 410-638-3059.

What are INELIGIBLE Funding Items?

- Property Acquisition
- Capital Building Projects
- Equipment – such as computers, copiers, etc. that would be used for daily office functions

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Demonstrating Partnership and Sustainability?

Demonstrating a partnership for program planning and implementation is seen as a strategy toward sustainability. Be sure to include other partnerships and sustainability methods as part of your business plan.

Application

- The application form can be downloaded from the County website at www.harfordcountymd.gov or www.harfordbusiness.org for completion
- Applications must be typed using Arial 12 pt. font.
- Office of Economic Development may ask for clarifications or revisions.
- Late applications will be rejected and incomplete applications will be returned.
- All required attachments and supplemental information must be included.
- *Please note* ~ an electronic version of the grant application is being requested in addition to the original and one (1) paper copy. Email the completed application and all supporting documents to ehanley@harfordcountymd.gov.
- Please direct all questions regarding preparation and/or submission of these forms to Office of Economic Development at 410-638-3059

Deadline

- The application deadline is **Friday, April 17, 2015 at 5:00 p.m.**
- Late applications will NOT be accepted.
- **Please submit one (1) original application package, plus one (1) paper copy and one (1) electronic copy by 5:00 p.m. Both the paper and electronic copies should include all attachments.**
- **Email** the completed application and all supporting documents to ehanley@harfordcountymd.gov.
- *Please notify the Office of Economic Development in advance of this deadline if you anticipate having problems submitting a complete application package electronically.*

Important Application Details

Tourism Related Competitive Grant Application must be signed (only) by the program director or an officer of the corporate entity.

All applicant organizations 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: http://www.dat.state.md.us

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://www.sos.state.md.us/Charity/SearchCharity.aspx

Incorporated as non-profit, tax-exempt organizations, 501(c)(3) or 501(c)(6).

Application Evaluation Process & EDAB's Tourism Activity Review Committee

The Committee is appointed to assist Office of Economic Development and EDAB in its Tourism Related Competitive Grant Application decision-making. Its function is to review applications, make funding recommendations, and offer policy recommendations.

The Economic Development Advisory Board employed its marketing workgroup, comprised of tourism, travel, non-profit, commerce and marketing representatives, to assist in the development of criteria that will enable the TARC to make fair, equitable and consistent assessment of applicants based upon developed criteria.

Review Criteria

The review of grants is based on the following criteria:
- Placement of tourism-related projects, activities or operations that are geographically diverse and reach a broad range of participants
- Ability of the applicant to carry out the project/service
- Impact of project or activity on tourism-related efforts in Harford County
- Consideration of organization to evaluate and sustain tourism-related effort effectively.

At a minimum, the 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.

Technical Merit of Proposal	10 Points
Implementation	35 Points
Capacity, Business Plan and Target Audience Development	35 Points
Finance	10 Points
Past Performance	10 Points

Notification

The Tourism Activity Review Committee will meet and make its recommendations for funding in May 2015. Organizations will be notified by mail in late May or early June 2015 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 must execute a grant/contract agreement before funding is released.

Explanation of FY16 Application

1) The application is available on the County's website, effective March 2 through April 17, at www.harfordcountymd.gov or www.harfordbusiness.org .

2) Click on 'EDAB- Tourism Related Competitive Grant Application'.

3) There are no formulas in the charts or worksheets. Please ensure your calculations are correct.

4) The Tourism Related Competitive Grant Application Checklist should be used to confirm all application items are complete and included, and can be used as your table of contents.

5) An electronic version of the grant application package is being requested in addition to the original and one (1) paper copy. Email the completed application as a Word or pdf document and all supporting documents to ehanley@harfordcountymd.gov.

PART II: POST-AWARD ACTIVITIES AND INFORMATION

Accountability

The Office of Economic Development may request to examine or audit all pertinent books, records, and accounts of grant recipients, as well as service information, customer eligibility and project outcomes.

Additionally, at the end of each quarter, the organization will submit a quarterly activity report which details what services were provided and to whom (with reference to any eligibility criteria) and project outcomes and progress on meeting goals outlined in the grant application. The appropriate reporting form will be forwarded to your organization upon the execution of the grant agreement.

Marketing and Promotion of your Program

If a general operating grant is awarded, all publicity, including brochures, news releases, and other program materials must give credit to Harford County Government Office of Economic Development and, where applicable, the federal/state funding source. A copy of the appropriate logo 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.).

Reporting

A Narrative Progress Report and a signed Financial Status Report are due ten days after the end of each quarter. Please note that both of these reports must be completed before funding can be released. At the end of the reporting period (June 30, 2016), a detailed final Narrative and Financial Status Report on the use of the approved funds for the project must be filed.

The appropriate reporting form will be forwarded to your organization upon execution of the grant agreement.

A professional audit must be filed. Additionally, please attach any/all publicity materials. Future applications will not be considered unless the final report is submitted.

Reporting Schedule - Due Dates
Ten (10) days after the end of each Quarter:
- Narrative Progress Report
- Financial Status Report (if no change, indicate and submit form)

Ten (10) days after the fiscal year end (June 30):
- Final Narrative Progress Report
- Final Financial Status Report
- Copy of Financial Audit
- Copies of Marketing Materials showing Harford County Office of Economic Development as a funding source for the program

Program Changes

Grant recipients must notify Office of Economic Development if a significant change is to be made in any funded program or project. Office of Economic Development must give approval prior to the significant change occurring.

Tourism Related Competitive Grant Application Tips

1. Be sure to make the required number of copies (original plus 1 paper and 1 electronic copy).

2. Double check the application to be sure you have included everything you have been requested to submit. Make sure they are signed by an authorized signatory.

3. The FY16 grant application requires letters of support from partnering agencies. Please be sure each letter of supports meets the specific required guidelines.

4. Use the checklist to be sure you are including all supporting documentation.

5. If the audit/financial statement are spiral bound, be sure to attach a copy to all application packages submitted.

6. The FY16 grant application will have a strong emphasis placed on business plan and target audience development, sustainability and performance measurements.

7. Be sure to read the questions *carefully* and answer what is being asked. Some questions have many parts to them.

8. Try to be concrete in your responses. Jargon and acronyms should be avoided. 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.

9. This is a new process and it is important that you take your time with your application.

10. The reviewers *do* study your financial reports carefully. Make sure they are accurate and understandable.
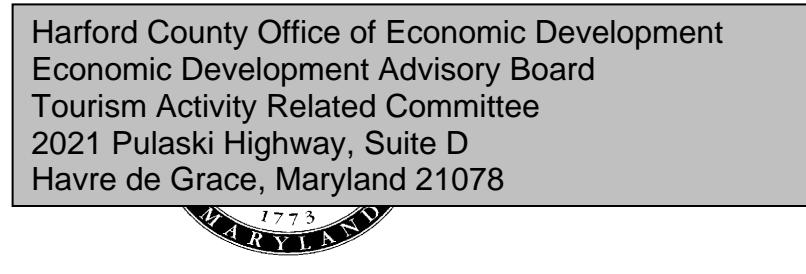
Resources
Maryland Department of Assessment and Taxation - Taxpayer Services Division, Charter Record Search
http://sdatcert3.resiusa.org/UCC-Charter/CharterSearch_f.aspx

Maryland Office of the Secretary of State, Charitable Organization Division
http://www.sos.state.md.us/Charity/SearchCharity.aspx

Harford County Office of Economic Development
Economic Development Advisory Board
Tourism Activity Related Committee
2021 Pulaski Highway, Suite D
Havre de Grace, Maryland 21078

FY 2016 Tourism Related Competitive Grant Application
(July 1, 2015 – June 30, 2016)

Please read all instructions before completing this application. NOTE: Please submit one (1) original application package, plus one (1) paper copy and one (1) electronic copy (to ehanley@harfordcountymd.gov) by Friday, April 17, 2015 at 5:00 p.m. Both the paper and electronic copies should include all attachments. All applications should be typed using Arial 12 point font. Late applications will not be accepted. After your application is reviewed, you may be asked to clarify or augment information. Incomplete or incorrectly completed applications will be returned. This application is available on our web site at www.harfordcountymd.gov or www.harfordbusiness.org under 'EDAB- Tourism Related Competitive Grant Application'

SECTION A: ORGANIZATION INFORMATION

First -Time Applicant?   Yes   No

Applicant Organization (Full legal name):

Address:

Program Contact person/title:

E-mail address:

Phone number: **Fax:**

Organization's programs objective:

Target audience/population:

Number of people projected to be served with Tourism-Related Competitive Grant funds:

Amount of funding requested:

Funds are requested for the following program: (Explain in 350 words or less)

SECTION B: ORGANIZATIONAL HISTORY AND BACKGROUND

Background of the Organization

- Provide a general background of your organization including its mission and vision.

- Does your organization hold any license/certifications/accreditations related to serving your targeted audience or population?   YES   NO   (If yes, please include copies with your application.)

- How many employees and volunteers do you have?
        Full time staff: Part time staff: Volunteers:

- How many board members do you have?

- Provide your organization's total annual budget? $

- Please list staff, titles, skill levels and number of years with the organization. Attach resumes for all key staff. *(Attach additional information as needed)*

Name	Title	Skill Level	Years with Organization

Define the tourism-related program your organization is seeking to hold?
- Describe the long-term goals of your organization. How will the proposed program be used to advance your organization's objectives?

- Who is your target audience or population?

- What is the geographic area served?

- Describe the tourism-related aspect this program would strive to meet (i.e., cultural, historical, agricultural, eco-tourism, sports tourism or heritage, etc) and how your organization is working to sustain that goal or objective. If you have held a similar type of program before, how will securing this funding increase or improve upon your organization's goals?

- List & briefly describe programs offered by your organization and their purpose.
        Program Name
        Program Description
        Purpose

SECTION C: CAPACITY/BUSINESS PLAN; EXPERIENCE TO DELIVER RESULTS

Organization's History in Meeting Target Audience or Population Programming:

- Discuss how in the past your organization has been able to work with the target audience or population within your identified targeted geographic area(s). Include detail on how your organization's experience and your staff's experience have demonstrated an understanding of the challenges associated with program implementation, as well as details regarding your organization's capacity to meet these challenges and build upon sustaining these efforts..

Past Program Results

- Describe one success and one challenge your organization has experienced with a program in the past. What resources or lessons learned did your organization employ to make the experience beneficial? . *(Attach additional information as needed)*

Program name	Inception date (mo/yr)	Successful aspect of a program	A specific challenge you faced in this program?	Lesson learned: How did you ensure improvement going forward?

SECTION D: PROPOSED PROGRAM AND BUDGET

Detailed Program Description

- Provide a detailed description of the specific program that your organization will implement with the requested funds. Be sure to tell how staff and volunteers will deliver the program from planning to implementation over the course of a full year.

Client Identification and Engagement

- Explain why you are confident that you can identify and engage the projected number of target audience members you are proposing to serve. Describe in detail your methods of outreach.

Partnerships*

- Describe the partnerships and collaborations that you have developed with other community organizations and resources to further enhance your program's ability to succeed. A partnership is different from donors.

- List all community partners with which you intend to collaborate to achieve success in this particular program year. For each partner listed, briefly describe current and/or planned efforts for shared planning, resources, marketing, etc. and any other assets to help you create successful program planning and implementation.

Organizations must request letter(s) of support from each partnering agency who routinely contribute to the success of your organization's ability to plan and execute this program. The letters of support must detail the nature of each partnership, including roles and responsibilities. Each partnering agency or organization's letter must be submitted to you on the agency's letterhead and signed by the agency's executive director. These letter(s) of support must be submitted with this application.

Similar Services

- What other organizations are you aware of that currently provide a similar tourism-related program or operation in our community and how is your organization different?

Program Budget

- Provide the total annual budget for the **program** for which you are seeking funding. Break this budget down by source and use. *(Attach additional information as needed.)*

Program's Total Annual Budget: $

Use/Expense	Amount	Source

- What is the cost breakdown per person? Explain how you calculated this cost.

In-Kind Donations

- Describe non-cash donations (in-kind services, office/program space, materials, printing, etc.) given to your organization for this particular **program**. *(Attach additional information as needed.)*

Organization	Type of Donation	Estimated Value

Total Estimated Monetary Value of In-Kind Donations for this Program: $

SECTION E: PAST PERFORMANCE, DEMONSTRATED RESULTS

Part I - Narrative of Past Performance

Describe your organization's FY15 (2014 -2015) program goals and performance. Please provide the following details about the program's performance and target audience results:

How much did we do?
- Describe program outcomes, participation/people served, activities or services delivered (type and frequency). **Example:** *Number of program participants served.*

How well did we do it?
- Describe how this program demonstrates quality.
  Example: *Describe ways in which your organization helped further promote county tourism and foster Harford as a premier tourism destination.*

Who is better off and in what ways as a result of our program?
- Provide information on the methods used, and by whom, for measuring performance.
  - *Examples:*
    - ➢ *Numbers and percentage of repeat program participants*
    - ➢ *Number and percentage of increased volunteer base, vendor participation, media coverage, sponsorship?*
    - ➢ **Were all FY15 goals achieved?   YES   NO**

For each goal that was not achieved, explain why.

Determining Eligibility and Program Limitations

Please provide details regarding the following:

- How your organization determines tourism related program scope?

- Where your tourism-related program or activity participants draw from?

- How your organization maintains volunteers, vendors, sponsors?

- Whether you have program contingency plans in place (i.e., extreme weather, low ticket sales, insufficient sponsorship)
  - If yes, how your organization addresses these issues

SECTION E: SUSTAINABILITY PLAN

Funding plan

- Describe your organization's plan to sustain the proposed program beyond funding from Harford County. Describe your organization's planned fundraising efforts for this fiscal year.

Other funding requests

- Please list other organizations to which you have applied or intend to apply for funding. Note the amount you are requesting and the status of said request. *(Add rows as needed.)*

Organization	Amount Requested	Status (Pending, Funded, Declined)

- Do you plan to use Tourism Related Competitive Grant Funds, if awarded, as a Match for other funding?

     Yes_____   No_____

- If Yes, please estimate below how much Tourism Related Competitive Grant funding will be used as Match and to what other funding source the Match will be attributed.

Please note that Tourism Related Competitive Grant funds cannot be counted more than once as Match.

Tourism Related Competitive Grant Match Amount	Other Funding Source