



COUNTY OF LEHIGH
Office of Community & Economic Development

Cindy McDonnell Feinberg
Director

April 13, 2011

RE: County of Lehigh – 2012 Tourism Development Grant

Dear Tourism Development Grant Applicant:

The County of Lehigh is pleased to announce the next round of funding for the 2012 Tourism Development Grant. Although we don't know if funding will be available for grants in 2012, we're requesting applications in hopes of continuing this very valuable program. Regional tourism venues that are non-profit 501(c)3 organizations or government entities are eligible for Tourism Development Grants.

Tourism venues may request funding for one-time events, first-year events or capital projects. If funding is available the submitted grant applications will be considered for 2012 funding. The application will be evaluated based on the venue's ability to attract visitors to Lehigh County. Projects occurring in Lehigh County that encourage new or one-time events or improve facilities and are regional in nature, with the potential to draw a large number of people, will be eligible for consideration. Capital projects which will promote tourism, events or conventions will also be eligible for consideration.

Organizations that receive this funding are not eligible to receive any other grant funds from Lehigh County in the same year for the same project. If the project spans Lehigh and Northampton Counties, a one-to-one funding match will be required. Lehigh County capital projects are paid on a reimbursement basis for construction costs. All awarded grant projects must be completed within two years.

Applications must be received in Lehigh County's Community & Economic Development Department by 4:00 PM on Friday, May 27, 2011.

Lehigh County has continuously shown a strong commitment to the civic, cultural and recreational well-being of our community. We are proud of the support we provide to organizations in the community. We look forward to your participation in this program. Please feel free to contact me at 610-782-3614 or cindyfeinberg@lehighcounty.org if you have any questions or if you would like additional information.

Sincerely,

Cindy McDonnell Feinberg
Director

Enclosures

*Government Center
17 South Seventh Street
Allentown, Pennsylvania 18101-2401
Phone: 610-782-3614
Fax: 610-820-3615
CindyFeinberg@lehighcounty.org*



TOURISM DEVELOPMENT - COMPETITIVE COUNTY OF LEHIGH - 2012 GRANT APPLICATION

Name of Organization: _____

Name, Location, and Date of Event: _____

Grant Request Amount: \$ _____ Year Organization Established: _____

Venue Address: _____

Mailing Address: _____

Contact Person: _____ Title: _____

Day Telephone: _____ Fax: _____ Email: _____

Under which definition does your organization qualify for a Tourism Development Grant?

____ One-Time Event ____ First-Year Event ____ Capital Project

Please provide the following information on a separate sheet of paper:

For Event Requests:

- A detailed event description.
- A detailed budget for the event.
- The projected event attendance.
- The projected economic impact based on a day visitor estimate of \$47/day or an overnight estimate of \$152.00/day.

For a Capital Project Requests:

- A detailed project description.
- The project's goals and objectives.
- A summary of the project's benefits.
- A detailed budget.
- A project timeline.

Please submit one completed original application and three copies by 4:00 PM, Friday, May 27, 2011.

Cindy McDonnell Feinberg, Director
Community & Economic Development
County of Lehigh
Government Center
17 South Seventh Street
Allentown, PA 18101-2401

LEHIGH COUNTY 2012 TOURISM GRANT BUDGET--INCOME

	Actual Income, Last Complete FY	Income Budget, Current FY	Income Budget, Next Fiscal Year
	\$	\$	\$
EARNED REVENUE			
1 Admissions, ticket sales	_____	_____	_____
2 Subscriptions	_____	_____	_____
3 Membership fees	_____	_____	_____
4 Contracted services	_____	_____	_____
5 Tuitions/class & workshop fees	_____	_____	_____
6 Sales (shop, souvenirs, etc.)	_____	_____	_____
7 Food/beverage concessions	_____	_____	_____
8 Space rental	_____	_____	_____
9 Interest Earnings	_____	_____	_____
10 Advertising	_____	_____	_____
11 Rental	_____	_____	_____
12 (Specify other)	_____	_____	_____
13	_____	_____	_____
14	_____	_____	_____
15	_____	_____	_____
16	_____	_____	_____
17	_____	_____	_____
18	_____	_____	_____
CONTRIBUTED SUPPORT: PRIVATE			
19 Individual Donations	_____	_____	_____
20 Trustee Support	_____	_____	_____
21 Corporate (specify)	_____	_____	_____
22	_____	_____	_____
23	_____	_____	_____
24	_____	_____	_____
25 Foundation	_____	_____	_____
26	_____	_____	_____
27	_____	_____	_____
28	_____	_____	_____
29 Fundraising	_____	_____	_____
30	_____	_____	_____
31	_____	_____	_____
32	_____	_____	_____
CONTRIBUTED SUPPORT: PUBLIC			
33 Federal (specify)	_____	_____	_____
34	_____	_____	_____
35	_____	_____	_____
36 State	_____	_____	_____
37	_____	_____	_____
38	_____	_____	_____
39 Quality of Life - Lehigh County	_____	_____	_____
40 Other County (not QL)	_____	_____	_____
41 Local	_____	_____	_____
42	_____	_____	_____
ENDOWMENT INCOME			
43 Restricted	_____	_____	_____
44 Unrestricted	_____	_____	_____
45	_____	_____	_____
46 GRAND TOTAL	\$	\$	\$

Organization Name _____

LEHIGH COUNTY 2012 TOURISM GRANT BUDGET--EXPENSE

	Actual Expenses, Last Complete FY	Expense Budget, Current FY	Expense Budget, Next Fiscal Year
	\$	\$	\$
ORGANIZATION/ADMINISTRATION			
1 Payroll			
2 Taxes			
3 Employee benefits			
4 Insurance			
5 Office equipment/supplies			
6 Telephone/postage/printing, etc.			
7 Travel			
8 Professional dues/fees/subscriptions			
9 Audit/accounting			
10 Loan payments			
11 (Specify other)			
12			
13			
14			
15			
PRODUCTION/PROGRAMS			
16 Artists fees			
17 Transportation/touring costs			
18 Marketing/promotion			
19 Equipment (specify)			
20 Events/activities (specify)			
21			
22			
23			
24			
25			
26			
27			
28			
29			
30			
FACILITIES			
31 Purchase of building/real estate			
32 Mortgage payment			
33 Space rental			
34 Building/grounds maintenance			
35 Utilities			
36			
37			
38			
39 GRAND TOTAL	\$	\$	\$
BALANCE (DEFICIT)	\$	\$	\$

If income and expenditures are not equal, provide a brief explanation of and plans for the balance/deficit: