



2024 Tourism Development Grant Application Guidelines

Eligible Organizations:

Regional tourism venues which are a nonprofit 501(c)(3) organization, political subdivision, or a municipal authority.

Eligible Activities:

The main goals of the Lehigh County Tourism Development Grant Program are to assist organizations who are promoting tourism on a regional level and who encourage visitors to plan overnight stays in our local hotels.

Tourism Grants may be awarded for projects occurring in Lehigh County that encourage substantially large events or improve facilities, are regional in nature, and have the potential to draw a significant amount of people. Capital projects (but not general maintenance) which will promote tourism, events or conventions are also acceptable.

Priority will be given to those organizations who partner with Discover Lehigh Valley to increase the success of their events (documentation of partnership will be required).

Eligibility Requirements:

1. To be considered for funding, the application will be evaluated based on the venue's ability to attract visitors to Lehigh County.



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2. An organization requesting a Tourism Grant must be a nonprofit organization under Section 501(c)(3) of the Internal Revenue Code, a political subdivision, or a municipal authority.

3. Funds or services which will be provided to each organization shall be passed annually and shall be contingent upon the availability of County resources, considering total County services to the organization concerned.

4. 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.

5. Arts, cultural, historical, and civic organizations must be in the financial position to provide, through private, non-governmental funding sources, three dollars (\$3.00) for every one dollar (\$1.00) of County funds, be it in real dollars or services, which the organization is allocated to receive (Any of the organization's non-governmental funds/revenues are eligible to be used for the match). Organizations receiving two thousand five hundred dollars (\$2,500.00) or less from the County, in real dollars or services, **are exempt** from this matching requirement.

6. Organizations who partner with Discover Lehigh Valley to collaborate on marketing strategies in order to increase the success of their events must provide a Discover Lehigh Valley Partnership Form (included in the Grant Application packet) outlining the intended collaboration at time of application submittal. Proof of partnership must also be submitted after the event for reimbursement. For example, invoices and canceled checks from joint advertising. Please contact Alex Michaels, President & CEO, Discover Lehigh Valley, alex@discoverlehighvalley.com or 484-747-0402 **PRIOR** to grant submission to discuss.



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7. If the project spans Lehigh and Northampton Counties, a **one-to-one match** from Northampton County is required.
8. All awarded grant projects must be completed within two years and are paid on a reimbursement basis.
9. Taxes
 - a.) A requesting organization must be current with any taxes due the County. Grants will not be dispersed until delinquent taxes are paid in full. Delinquent taxes owed by an organization shall herein be defined as “the point when the taxes owed shall become the responsibility of the Tax Claim Bureau to collect.”
 - b.) If an organization becomes delinquent on taxes owed the County during a year when said organization is budgeted to receive a grant, grant funds shall be withheld in lieu of taxes until taxes are paid in full.
10. If an applicant organization is a lessee of Lehigh County, the applicant organization’s rent must be paid in full as provided for in the terms of the lease agreement.

Financial Information

In addition to the previous eligibility requirements, as per Ordinance 2017-131, the following information will be posted on the County website **for all grant requests over \$2,500.00** and **MUST** be submitted with the application:

11. The current and previous fiscal years’ budgets which include the actual revenues and expenditures for the previous year.



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12. The positions of all employees, officers and board members who receive \$50,000.00 or more in annual compensation, including bonuses, from the organization requesting.

13. The total compensation of the organization's five (5) highest compensated individuals.

14. A list of all funding sources from the previous year along with the total amount received from each funding source.

15. A list of all funding sources for the current year, and a list of all pending applications for funding, **INCLUDING** the amount being requested.

Please Note: As per Ordinance 2017-131, "Organizations which cannot comply with these provisions must obtain a waiver recommended by the County Executive and approved by motion of the Board of Commissioners to be eligible to be considered for grant funding." *The Request for Waiver of Financial Information Form is included in Application Packet.*

Exceptions:

Ordinance 2017-131, 614 A states: "The provisions of section 610.C shall not apply to organizations whose TOTAL amount of grants RECEIVED from the County in any one calendar year is **Two Thousand Five Hundred Dollars (\$2,500.00) or less.**"