



City of Cumberland

HOTEL/MOTEL GRANT

PROGRAM INSTRUCTIONS

AND APPLICATION

2023

City of Cumberland

57 N. Liberty Street

Cumberland, MD 21502

301-759-6447

www.cumberlandmd.gov



HOTEL/MOTEL GRANT

ABOUT THE PROGRAM

The City of Cumberland Hotel/Motel Grant is made possible through the Hotel/Motel Tax collection through the county's lodging partners. The purpose of this grant program is to enhance the tourism experience, increase overnight stays in City of Cumberland, Maryland, and increase visitor spending in-county. Awards are granted annually on the basis of merit, as determined by Mayor and City Council of the City of Cumberland.

PROGRAM GUIDELINES

Eligibility is limited to 501(c)(3) and 501 (c)(6) organizations in good standing with the state of Maryland. Other organizations may be deemed eligible by the Mayor and City Council, whose programs/operations assist in the promotion of City of Cumberland as a premier tourism destination and attract visitors from outside the county.

Grant amounts requested must be a minimum of \$1,000 and a maximum of \$10,000. The deadline to apply for this grant is **Monday, May 1, 2023 at 4:00 PM**.

Attractions, projects, and/or events supported by the grant program must be located and/or take place in City of Cumberland, Maryland.

Applicants must complete the grant application documents and provide all requested supporting documentation in full and by the deadline. Any application that does not adhere to this will be disqualified.

There is no match required for this grant, however, grant projects that demonstrate a commitment of other funding support will score better when evaluated for funding.



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REVIEW CRITERIA

The Mayor and City Council will take into account the impact of the project on the City of Cumberland. Does the project:

- ◆ Provide destination awareness?
- ◆ Have the ability to increase overnight stays in City of Cumberland / Allegany County?
- ◆ Have the potential to increase visitor spending in the city and have a measurable positive economic impact?

APPLICATION GUIDELINES

- ◆ Applicants must submit the application on forms provide by the City of Cumberland.
- ◆ Applicants may not change the font color, style, or size in this document.
- ◆ Applications should be printed on single sided, plain white paper.
- ◆ All supporting documentation must be included in the application packet.
- ◆ Submitted applications should be paper-clipped and not stapled.
- ◆ Applications must be mailed or personally delivered to City of Cumberland. Fax and/or email copies will not be accepted.
- ◆ Applications must be submitted by the deadline of **Monday, May 1, 2023 at 4:00PM**. Failure to meet deadline will result in disqualification of the application.

Please submit one complete application to:

City of Cumberland – 2023 Hotel/Motel Grant Application
City Clerks Office – City Hall
57 N. Liberty Street
Cumberland, MD 21502

Questions can be addressed to City of Cumberland City Clerk by email: allison.layton@cumberlandmd.gov



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GENERAL INFORMATION

Full Legal Organization Name		
Organization's Street Address	City, State	Zip Code
Organization's Website		
Lead Contact Name and Title		
Contact Phone Number		
Contact Email Address		

ORGANIZATIONAL INFORMATION

Check Which Applies	<input type="checkbox"/> 501(c)(3)	<input type="checkbox"/> 501(c)(6)	<input type="checkbox"/> Other (please define)
Federal ID#			
Fiscal Sponsor Name			
Fiscal Sponsor Address	City, State	Zip Code	
<i>*Fiscal sponsorship is a formal arrangement in which a 501(c)(3) public charity sponsors a project that may lack exempt status.</i>			
Organization's Mission Statement			

GRANT INFORMATION

Title of Project	
Total Projected Budget for the Project	
What is the Proposed Percentage of Hotel/Motel Funds to the Full Budget	
Grant Amount Requested \$	Grant Match, if applicable \$



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GRANT INFORMATION CONTINUED

Please list all other funding sources and amounts, if applicable. Please include letter of commitment for each funding source

Funding Source	Amount \$	Funds Confirmed
Funding Source	Amount \$	Funds Confirmed
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Funding Source	Amount \$	Funds Confirmed

Grant Uses (Check One) General Marketing Event Promotion Event Expenses

Please select the appropriate category (ies) that are associated with this project:

- Printing and/or design for brochures, rack cards and/or marketing collateral
- Advertising—Print, radio, TV and digital outlets (i.e. social media, web banner and/or sponsored content)
- Billboard Advertising
- Event Costs (Please provide detailed costs)
- Interpretive Signage

PROJECT SCOPE AND PERFORMANCE

Describe the scope of this project. Using the space provided, describe your organization's need, problem, or opportunity and how grant funds will address these issues.

How many visitors did your attraction and/or event welcome in 2021 and 2022? How are the visitation numbers determined/collected?

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PROJECT SCOPE AND PERFORMANCE CONTINUED

Provide demographic information you have about your visitors/attendees (Ex. of data: sex, age, zip codes, income, geographical scope), including the percentage of out-of-county visitors compared to local community.

How will this project increase visitor spending in City of Cumberland?

How will you work with City of Cumberland/ Allegany County, Maryland, lodging partners?

How many hotel nights do you anticipate this project will generate?

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PROJECT SCOPE AND PERFORMANCE CONTINUED

How will your organization measure the effectiveness of this project?

If your project is weather-dependent, what is your inclement weather plan?

Is this a cooperative project? If yes, please list the names of the additional partners. *Include the Organization Name, Contact Person's Name and Contact Person's Phone Number.*



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REQUIRED SUPPLEMENTAL DOCUMENTATION

The following documentation must be provided with each application. Failure to submit the required documentation shall disqualify the application from review.

1. Organizational Chart for the applicant organization.
2. Detailed budget for the proposed event.
3. Full disclosure of all fees charged for the proposed event.
4. Disclosure of any salary, stipend or honorarium paid to members of the event sponsor organization.
5. Three years of Profit/Loss reports for the event. If it is a new event a Pro Forma estimate is required.
6. Organizational Financial Data for the applicant, (Balance Sheet, Account Balances etc.)
7. Most current 990 / 990EZ or Federal Tax Return for the organization.
8. Proof of Good Standing with the State of Maryland.
9. Full accounting of expenditures of prior years allocation (if received).

AGREEMENT

Completion and submission of this application is no guarantee of a project being funded. I/We affirm that all information in this application and all attachments are true and correct to the best of my/our ability and that the receipt of any grant funds relative to this request will be used for the purpose detailed within this application. I/We agree to abide by all local, state, and federal regulations as they apply. I/We understand that grants received may be subject to an audit and/or further verification. I/We understand that the City of Cumberland.

The Mayor and City Council may request additional information and/or interview applicants.

****One copy of the IRS 501(c)(3) or 501(c)(6) Determination Letter is required.**

Name

Title

Signature

Date

FOR OFFICIAL USE ONLY

Date Application Received _____			Received by _____			
Org. Chart	Yes	No	3 Years PNL	Yes	No	
Budget	Yes	No	Org. Financial Data	Yes	No	
Disclosure of Fees	Yes	No	990/990 EZ	Yes	No	
Good Standing w/State	Yes	No	Prior Year Expenditures	Yes	No	N/A
Date Reviewed with M&CC _____			Final Determination	Accept	Reject	Amount \$ _____