



2017 SEASONAL APPLICATION PROGRAM (SNAP) OVERVIEW

Sponsored by the Cumberland Valley Visitors Bureau

Timeline

Call for applications will be announced:	January 17, 2017
Applications due:	Jan 20, Feb 17, Mar 17, Apr 21, May 19, Jun 16, Jul 21, Aug 18, Sept 15
Applications reviewed:	Last Friday of Every Month

Eligibility

In order to be eligible to participate, the applicant must be:

- Located in Cumberland County, PA.
- A for-profit, not-for-profit or governmental enterprise.
- Meet Eligibility criteria.
- Must be a partner in good standing.
- Must be submitting an application that directly impacts Cumberland County, PA.
- Must be submitting an application that increases tourism or enhances the visitor experience.

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CUMBERLAND AREA
ECONOMIC DEVELOPMENT | VISITORS BUREAU
CORPORATION

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Introduction

The Cumberland Valley Visitors Bureau (CVVB), created in 2005 under the umbrella of the Cumberland Area Economic Development Corporation (CAEDC), is the official Destination Marketing Organization serving Cumberland County. The CVVB exists to generate visitor volume and spending by attracting business and leisure visitors, meetings or conventions and events to Cumberland Valley. The CVVB is funded by a county lodging tax that is assessed on each overnight stay in Cumberland Valley.

Mission

The CVVB's mission is to promote Cumberland Valley as a tourist destination, attract visitors to the area, enhance the visitor's experience, and encourage and promote overnight stays.

Seasonal Application Program (SNAP) Purpose

Since 2016, the CVVB has awarded nearly \$28,000 in Seasonal Application Program grants to fund nearly 20 projects representing heritage, cultural, agricultural and experiential tourism. The SNAP was created in 2016 to compliment the annual Tourism Grant Program.

The SNAP is designed to help Cumberland Valley partners quickly fund small projects including: brochure printing, professional photography and videography and advertising for major events and to attract overnight visitors.

The SNAP does not cover any design costs. SNAP applications are available for projects ranging from \$500-\$2,500.

SNAP Guidelines

SNAP awards are chosen on the basis of merit and determined by an independent Review Panel. Applications are reviewed on a monthly basis. Applications that closely align with the CVVB Mission are stronger candidates than those that are not. When submitting an application, keep in mind that the end goal should be to promote and attract visitors to the area that will generate overnight stays, or enhance the visitor's experience. SNAP funds may not be applied to retroactive projects.

SNAP awards require design of the brochure or advertisement to be turned in with the application. There will be no reimbursements for design, whether or not the program is funded. Submitting an application does not guarantee funding

will be received. **Changes in submitted artwork may be requested to be eligible for SNAP funding.**

Eligible applicants may submit one (1) SNAP application and one (1) Tourism Grant application per calendar year. Funding will be received as a reimbursement once all required materials have been submitted.

All brochures and advertisements must contain the Cumberland Valley Pennsylvania destination logo. In some instances, the destination logo may be used on the landing page instead of the actual advertisement for advertising applications. The destination logo may be downloaded from <https://www.visitcumberlandvalley.com/newsroom/media-kit/>.

Copies of brochures (1,000 unless otherwise specified), photos and video files (digital files) must be provided to the Cumberland Valley Visitors Bureau upon completion of project. Advertising projects may require a brief report on how the ad(s) performed.

SNAP Timeline

The SNAP program is a first-come, first-serve, rolling program that will accept applications beginning January 17, 2017.

SNAP applications submitted by the third Friday of every month will be reviewed by the Review Panel at the end of each calendar month. Once awarded, SNAP applicants have sixty (60) days to complete their project and submit their reimbursement invoice. The September cycle SNAPs must submit their invoices for reimbursement by December 4, 2017.

The SNAP is a reimbursement program. Once your project has been completed, a copy of all invoices from the vendor and all cancelled checks from your organization must be provided to the CVVB with an invoice to the CVVB for reimbursement. It takes approximately one month to receive your reimbursement.

Apply Now

Download the application at <https://www.visitcumberlandvalley.com/newsroom/tourism-funding/snap/>