

Delaware County TPA Block Grant Request For Proposals

SUMMARY

The Delaware County Occupancy Tax was enacted into law by the Board of Supervisors for the purposes of creating a dedicated funding stream to promote and develop the tourism industry within Delaware County and stimulating economic growth. Funds raised through the occupancy tax will be utilized to support the implementation of programs designed to promote and increase tourism in Delaware County, as well as projects relating to capital and infrastructure investments supporting the further development of this industry.

Delaware County will allocate up to 50% of occupancy tax revenues received in 2016 to the TPA Block Grant program. This program will provide funding assistance to initiatives proposed by the Tourism Promotion Agency for Delaware County that are in the furtherance of their mission to grow the economy and create jobs by dramatically increasing visitors, visitor frequency, and visitor spending in Delaware County. Applications for funding assistance will be accepted for specific program activities that are separate and distinct from the agency's operating budget.

Grant awards are made by the Delaware County Board of Supervisors on recommendation of the Tourism Advisory Board. In 2017, there is a total of \$38,549.33 available to support TPA initiatives. Only those proposals that are recommended by the Tourism Advisory Board and approved by the Delaware County Board of Supervisors will receive funding, regardless of the availability of funds.

PROGRAM GOALS

Delaware County is seeking proposals for initiatives to market and promote the tourism industry within the County. Proposals should clearly articulate how the project will expand tourism opportunities, increase the number of visitors to the County, increase visitor frequency, increase visitor length of stay and/or increase visitor spending.

PROPOSAL FORMAT

Proposals for 2017 TPA Block Grant funding will be accepted on an ongoing basis as funds remain available. Proposals should follow the following format and be submitted to the Tourism Advisory Board, c/o Delaware County Department of Economic Development.

A. Project Description

Proposals should contain a detailed description of the project including, but not limited to:

1. A comprehensive scope of work and project deliverables,
2. The needs/issues to be addressed by the project,
3. Target audience and marketing plan,
4. How the project will seek to collaborate and/or be coordinated with other municipalities, community organizations and/or for-profit businesses?
5. An implementation plan including key personnel, responsibilities and detailed project schedule.

B. Project Goals

Proposals should contain a detailed description of the short and long-term goals of the project, how they align with goals of this program, as well as what constitutes success for this project and how will it be measured.

C. Project Benefits

Proposals should clearly articulate how this project will benefit the tourism industry and tourism related businesses in Delaware County, as well as how those benefits will be measured.

D. Project Budget

Proposals should contain a detailed description of the budget correlating to the attached Budget Form, as well as the appropriateness of individual expenditure items. Sources of matching funds should be clearly documented, including proof of commitment and/or timeframe for commitment. Lastly, it is anticipated that 50% of the requested funding would be provided upon signing a contract and 50% upon project completion. Proposals should discuss how the organization will be able to implement the project under these constraints.

EVALUATION CRITERIA

Proposals submitted to the Tourism Advisory Board must clearly demonstrate how the project will result in an increase in the number of visitors, visitor frequency and/or visitor spending in Delaware County. Proposals shall clearly define project goals, as well as how the success of the project will be measured. Proposals will be required to demonstrate a minimum of 1:1 match between TPA Block grant funds and other project funds. The Tourism Advisory Board will evaluate proposals on such criteria as:

- Is the project, including goals, tasks and outcomes, clearly defined and likely to succeed?
- How likely is the project to result in increased visitors, particularly for overnight stays, and visitor spending?
- How significant are the potential benefits of the project, are they measurable and how will they be measured?
- Are the overall project costs and grant request justified based upon the expected benefits?
- Does the project demonstrate strong partnerships, community support and collaboration with for-profit businesses?
- Does the project leverage other public and or private funds?
- Is the budget reasonably detailed and appropriate?
- Is the project likely to be completed in a timeframe that is reasonable and appropriate?
- Is documentation of project match provided?

REPORTING

Upon project completion the TPA will be required to submit a closeout report that will enable the Tourism Advisory Board to evaluate the success of the project. The closeout report will specifically address the results/impact of the project and project finances, in addition to other items deemed appropriate by the TPA and/or requested by the Tourism Advisory Board. To the extent possible, the TPA shall include quantitative as well as qualitative measurements of the results/impact of the project. Financial reporting shall include a summary of all project receipts and expenditures, along with appropriate documentation.