



Tourism Grants & Loans

	Tourism Sales & Marketing Grant	Tourism Product Development Program	Tourism Infrastructure Loan Fund (TILF)
Match Required	The applicant must be able to match each dollar by a quarter (\$75 grant request + \$25 your match = \$100 project cost) for marketing projects; or all additional expenses for Tourism Tradeshows.	The applicant must be able to match each dollar by a quarter (\$75 grant request + \$25 your match = \$100 project cost).	Minimum of 10% of the project as equity. One full-time job must be created or retained for every \$35,000 borrowed.
Minimum to Maximum Request	\$500-\$10,000; \$10,000 limit per calendar year.	Up to \$100,000	\$50,000 Minimum
Eligible Partners	A for-profit, not-for-profit or governmental enterprise directly impacting Cumberland County, PA.	A for-profit, not-for-profit or governmental enterprise directly impacting Cumberland County, PA.	A for-profit, not-for-profit or governmental enterprise directly impacting Cumberland County, PA.
Eligible Projects	Early Bird Registration for Tourism Tradeshows, Collateral & Distribution; Photography, Video & Website; Advertising for Major Events or to Promote Overnight Stays; Select Signage	Thematic Trails/Tours; Technical Assistance; Asset, Event or Meeting/ Conference Expansion or Development	Real Estate Acquisition and Construction; Machinery and Equipment
Project Goals	Increases visitation or enhances the visitor experience.	Increases visitation or enhances the visitor experience.	Increases visitation or enhances the visitor experience.
Application Frequency	One open application at a time.	One open application at a time.	One open application at a time.
Application Due Dates	Applications accepted year-round; due the 3 rd Friday of each month.	Applications accepted year-round; due the 2 nd Friday of each month.	Applications Accepted Year-Round
Project Term	Varies by project; may not exceed 12 months.	18 Months	Project Dependent
Pre-Application Meeting Required	Yes	Yes	Yes
Point of Contact	Ashley Kurtz (717) 240-7192	Valerie Copenhaver (717) 240-7193	Valerie Copenhaver (717) 240-7193
Applications Reviewed By	Internal Committee	External Committee	External Committee

Find more information on CAEDC's Tourism & Grant Loans at VisitCumberlandValley.com/Newsroom/Tourism-Funding.