



# 2026 Tourism Grant Programs

CUMBERLAND VALLEY  
PENNSYLVANIA

Cumberland Area  
Economic Development  
Corporation

# CUMBERLAND VALLEY

## PENNSYLVANIA

Cumberland Area  
Economic Development  
Corporation



**FUNDING &  
FINANCING**



**BUSINESS &  
COMMUNITY  
DEVELOPMENT**



**DESTINATION  
MARKETING**



**CONNECTIONS**

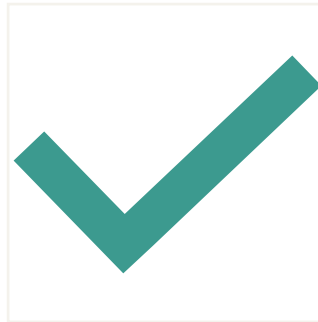
[CUMBERLANDBUSINESS.COM](https://cumberlandbusiness.com) | [VISITCUMBERLANDVALLEY.COM](https://visitcumberlandvalley.com)

# TOURISM GRANT HISTORY

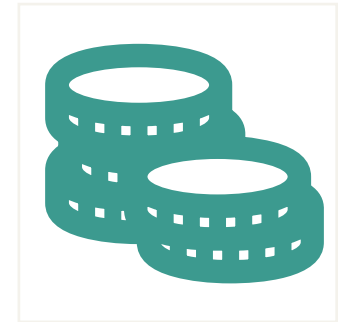
Increase Overnight Stays & Enhance the Visitor Experience



**\$3.7 million Grant Awards**



**232 Projects Funded**



**\$7.2 million  
Total Investment**

# CURRENT PROGRAMS

## **Tourism Product Development Grant**

- \$25,000-\$250,000 in Awards to Fund Physical Development

## **Tourism Recovery Grant**

- \$2,500-\$10,000 in Awards to Fund Projects put on hold due to Covid Pandemic
- Equipment & Machinery, Deferred Maintenance, Marketing to Regain Lost Market Share & New Projects

## **Destination Sales Grants**

- \$10,000-\$100,000 to Fund Multi-Day Events

**All Programs Close October 29, 2025**

# 2026 TOURISM PRODUCT DEVELOPMENT GRANT

## Goals of Tourism Product Development

- Increase the number of products, experiences and services that will draw overnight visitors to Cumberland Valley
- Grow the number of visits, length of stay and spending by visitors to Cumberland Valley
- Keep Cumberland Valley's tourism assets competitive with other destinations

## Program Details

- Grant Request Minimum & Maximum: \$25,000 - \$500,000
- Prevailing Wage Applies
- 5-Year Clawback Period (For-Profit)



# TOURISM PRODUCT DEVELOPMENT FOCUS AREAS

## Outdoor Recreation and Related Amenities

- Creation of, upgrades to or connection of land and water trails
- Creation of, or upgrades to resources that improve and extend the visitor experience, such as boat launches or bicycle repair stations
- Creation of, or upgrades to lodging and dining projects that directly support outdoor recreation

## Other Focus Areas

- Agritourism and Related Amenities
- Group Facilities and Related Amenities
- Attractions and Specialty Amenities
- Downtown Development

# 2026 TOURISM PARTNERSHIP GRANT

## Goals of Tourism Partnership

- Increase the number of products, experiences and services that will draw overnight visitors to Cumberland Valley
- Grow the number of visits, length of stay and spending by visitors to Cumberland Valley
- Keep Cumberland Valley's tourism assets competitive with other destinations

## Program Details

- Grant Request Minimum & Maximum: \$2,500 - \$10,000
- Prevailing Wage Applies
- 5-Year Clawback Period (For-Profit)

# TOURISM PARTNERSHIP GRANT FOCUS AREAS

## Outdoor Recreation and Related Amenities

- Creation of, upgrades to or connection of land and water trails
- Creation of, or upgrades to resources that improve and extend the visitor experience, such as boat launches or bicycle repair stations
- Creation of, or upgrades to lodging and dining projects that directly support outdoor recreation
- Marketing materials to support the trail experience, such as maps

## Other Focus Areas

- Agritourism Amenities
- Group Facilities Amenities
- Downtown Amenities & Historical Signage



# 2026 DESTINATION SALES GRANT

## Goals of Destination Sales

- Increase group and conference overnight travel to Cumberland Valley
- Attract quality, multi-day events that bring visitors to the area
- Keep Cumberland Valley competitive with other destinations

## Program Details

- Grant Request Minimum & Maximum: \$3,000 - \$100,000
- Grant Tiers Apply for Projects Requesting \$10,000+
- Can Apply for up to Three Years of Funding Request in One Application

# DESTINATION SALES GRANT FOCUS AREAS

- **Meetings & Conferences**

- Facility rental
- Off-site banquet rental
- Equipment rental for event (ex. microphone, speakers, podium, etc.)
- Shuttle services for event attendees

- **Sporting Events & Outdoor Recreation**

- Bid fees
- Facility rental
- Off-site banquet rental
- Equipment rental for event (ex. sport court, basketball hoops, etc.)
- Shuttle services for event attendees

- **Festivals, History Events & Community Events**

- Outdoor event space rental
- Equipment rental for event (ex. parking barricades, tents, etc.)
- Shuttle services for event attendees
- Event marketing (ex. signage)
- Event advertising (outside 50-mile radius of Cumberland Valley)

- **Reunions**

- Equipment rental for event (ex. microphone, speakers, podium, etc.)
- Shuttle services for event attendees

- **Adventure Travel and Tours**

# APPLICATION DEADLINES

## 2025 Tourism Grant Programs

- October 29, 2025

## 2026 Tourism Grant Programs

- *Applications accepted beginning November 6, 2025*
- February 6, 2026
- May 8, 2026
- August 7, 2026
- November 6, 2026





# TOURISM GRANT PROGRAMS

## Match

- \$0.50 cash for every \$1.00 in grant request

## Ineligible Project Requests

- Retroactive Projects
- Applicant Labor Costs
- Business Signage
- Routine Expenditures
- Acquisition of Building or Land
- Projects that do not Impact Tourism in Cumberland Valley



# TOURISM INFRASTRUCTURE LOAN FUND

## Eligible Uses

- Land and Building Acquisition
- Machinery and Equipment
- Site Preparation and Testing
- New Construction, Renovation, and Related Engineering

## Program Details

- Loan Request Minimum & Maximum: \$10,000 - \$150,000
- CAEDC Investment Capped at 50% of Total Project Cost

# TOURISM IMPACT SPONSORSHIP

## Eligible Uses

- Leisure, Sporting & Group Tour events that will generate leads and/or increase awareness of CV
- Training that will assist a small business to attract tourists, such as entrepreneur or marketing training
- Training that will allow downtown agencies to better promote small businesses
- Training to create or maintain outdoor recreation sites

## Program Details

- Sponsorship Maximum: Up to \$2,500
- Maximum Annual Sponsorships per Organization: \$5,000



# AMERICA250PA CUMBERLAND COUNTY SPONSORSHIP PROGRAM

## Eligible Uses

- **Product Development:** Public Art and/or Murals, Wayside Markers & Exhibits
- **Promotional Materials:** Walking/Driving Tours, Maps, Event Brochures & Façade Décor
- **Event Expenses:** Speaker Fees, Living History Programs, Tour Guides, etc.
- **Matching Funds:** Matching Funds for Non-CAEDC Grants

## Program Details

- Sponsorship Request Minimum & Maximum: \$500 - \$3,000
- Events & Activities Taking Place Before December 1, 2026





# THANK YOU

