



# 2026 Tourism Grant Programs

**CUMBERLAND VALLEY**  
PENNSYLVANIA

Cumberland Area  
Economic Development  
Corporation

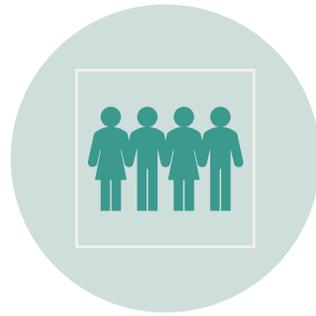
# CUMBERLAND VALLEY

PENNSYLVANIA

Cumberland Area  
Economic Development  
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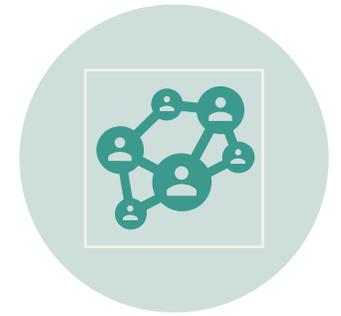
**FUNDING &  
FINANCING**



**BUSINESS &  
COMMUNITY  
DEVELOPMENT**



**DESTINATION  
MARKETING**



**CONNECTIONS**

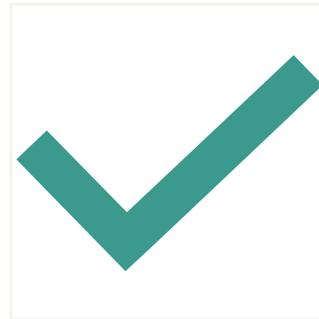
[CUMBERLANDBUSINESS.COM](http://CUMBERLANDBUSINESS.COM) | [VISITCUMBERLANDVALLEY.COM](http://VISITCUMBERLANDVALLEY.COM)

# TOURISM GRANT HISTORY

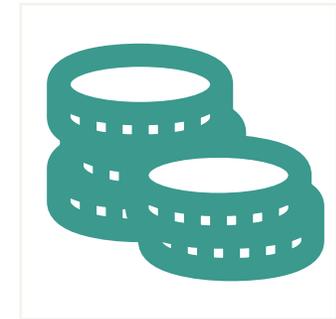
Increase Overnight Stays & Enhance the Visitor Experience



**\$4.2 million Grant Awards**



**237 Projects Funded**



**\$7.9 million  
Total Investment**

# 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

## **Agritourism and Related Amenities**

- Creation of, or upgrades to agritourism experiences, such as farm tours, trail rides or access to farm products
- Creation of, or upgrades to resources that improve and extend the visitor experience, such as wayfinding signage or printing materials for group instruction
- Creation of, or upgrades to lodging and dining projects that directly support agritourism

## **Other Focus Areas**

- Outdoor Recreation 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

# TOURISM PARTNERSHIP GRANT FOCUS AREAS

## **Agritourism Amenities**

- Creation of, or upgrades to agritourism experiences, such as farm tours, trail rides or access to farm products
- Creation of, or upgrades to resources that improve and extend the visitor experience, such as wayfinding signage or printing materials for group instruction
- Creation of, or upgrades to lodging and dining projects that directly support agritourism

## **Other Focus Areas**

- Outdoor Recreation 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**

# TIMELINE

Application Cut-Off	Applicant Notification	Grant Agreement Drafted
February 6, 2026 May 8, 2026 August 7, 2026 November 6, 2026	April 1, 2026 July 1, 2026 October 1, 2026 January 5, 2027	May 1, 2026 August 3, 2026 November 2, 2026 February 2, 2027



# TOURISM GRANT PROGRAMS

## Match

- \$0.50 Cash for every \$1.00 in Grant Request = \$1.50 Total Project Cost

## 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



**THANK YOU**