

FY 2025 Charles County Government Grants for Tourism Enhancement Guidelines

To: FY 2025 Tourism Grant Applicants

From: Department of Recreation, Parks & Tourism, Tourism Division

RE: Grant Application Guidelines and Application

Eligibility to apply for a Charles County Government Tourism Grant

- 1) Applicant must be based in Charles County and be accessible to all customers, including residents and visitors.
- 2) Awarded programs and projects must be delivered in Charles County and completed by **June 30, 2025**.
- 3) Applicant must be an active 501(c)(3) organization, in good standing with the Maryland Secretary of State, accessible (not membership based), and open to the public.
- 4) The applicant must have no active zoning/permitting violations.
- 5) Additional points will be awarded to applicants for projects that enhance county tourism objectives and or show evidence of fostering or strengthening partnerships with other county organizations, attractions or initiatives that enhance the quality of life for Charles County citizens and tourism visitors.
- 6) Funds requested may not be used for operating expenses (including, but not limited to utilities, office rent, maintenance and repairs, office supplies, insurance, internet access), building repairs, staff salaries or social events. They may be used for producing mission-based activities such as programs, exhibits, workshops and special events, strategic planning or marketing activities.
- 7) Funds may be requested to support or match Maryland State and Federal By-ways and Heritage Trail interpretive signage initiatives.
- 8) To receive funding in multiple grant cycles for the execution of a previously funded program, exhibit, workshop, special event, strategic planning or marketing activity, applicant must show significant expansion over previous years activity.
- 9) Applicants who receive funding from Charles County Charitable Trust are **not eligible** to receive grant funding within the same fiscal year.
- 10) Grant recipients that fail to exhaust previously awarded grant funds, or who fail to meet the grant reporting requirements, are ineligible to reapply for additional funding until all requirements for previously disbursed funding are met.

FY 2025 grant application is comprised of four parts.

- 1) Part I: Organization contact information
- 2) Part II: Organization background and grant management history
- 3) Part III: FY 2025 project description and budget
- 4) Part IV: Attachments, copy of 501(c)(3) letter; copy of your organizations most recent 990; copy of your current approved operating budget and year-to-date budget report.

FY 2025 Grant Application Guidelines

- 1) FY 2024 tourism grant funding recipients must close any previous tourism grant projects and submit the required report prior to **October 30, 2024**.
- 2) Applications are due by **Friday, November 1, 2024** no later than 4:30 p.m.
- 3) Applicants must submit one complete application with the required attachments. This may be submitted

electronically or via mail.

- 4) The application cover letter (Part I) should be one page, front only with the amount being requested, a brief project description and how the project will positively support the County Commissioners of Charles County, Maryland goals for tourism.
- 5) Please ensure that the grant point of contact can be easily reached and can respond to messages via e-mail within 24 hours.
- 6) Each applicant organization must supply the name and contact information for one board member willing to assist with the grant reviews. This is a commitment of approximately six hours of time.
- 7) Award announcements will be accompanied by a contract to be signed by your authorized signatory. The contract hard copy must be returned with an original signature.
- 8) The Tourism Division must be included in the final proof process of any product and the project must include the tourism logo, county logo and if space allows the words “funding for this project was provided (in part) by the County Commissioners of Charles County, Maryland.”
- 9) Charles County Government needs to be recognized with the logos or appropriate wording on each project using county funding.
- 10) To maintain impartiality, the Tourism Division may not subscribe to memberships or make donations to non-profit organizations in Charles County. However, we encourage organizations to add or keep the Tourism Division on their mailing lists for notification of events, newsletters, and other activities.
- 11) A final report should be submitted no later than **July 31, 2025**.
- 12) The final report instructions will be attached to the notice of a grant award.

FY 2025 County Commissioners of Charles County, Maryland, Goals and Objectives for the Tourism Division that should be supported by grant awards include:

- 1) 2A.5 Heritage tourism product development in the form of (site) tours, interpretation, including signage and special events.
- 2) 2A.6 Attract out-of-town, overnight visitation through creative partnerships and weekend event development.