



American Hotel & Lodging Educational Foundation's Research & Project Funding Guidelines

To meet the goals of the American Hotel & Lodging Educational Foundation (AH&LEF), projects should contribute to the prosperity and vitality of the lodging industry and afford the industry an opportunity to be proactive rather than reactive to any impending or pressing industry-wide problem. **Typically, AH&LEF is not looking to fund projects that strictly address an academic audience. Instead, all funded projects should have clear applicability directly to lodging operators. The end result should be in a format that is easily understood by an average hotel operator and ready for distribution to the industry.** Proposals should benefit a major segment of the lodging industry (i.e. smaller properties, resorts, chains) and be broad based in geographical appeal.

A summary of previously funded projects is available on www.ahlef.org.

Eligibility

Eligible Organizations

Grants can be made to profit and nonprofit applicants, which may include:

1. Corporations
2. Associations
3. Foundations
4. Universities
5. Individuals

Subject Areas of Interest

1. Management and conservation of natural resources.
2. Public safety and security issues.
3. Career awareness.
4. Impact of developing industry trends.
5. Study of challenges currently being experienced by the industry.
6. Professional advancement and personal development.
7. Methods for advancing technological innovation.
8. Innovative use of organizational development (effective management practices and efficient use of workforce).
9. Programs focusing on diversity in the lodging industry.

Eligible Use of Funds

Grants may be made for the following types of initiatives:

1. Projects
2. Research studies
3. Booklets, pamphlets, and video production

Ineligible Use of Funds

1. Sustaining support for ongoing program operations.
2. Endowment funds.
3. Facilities (buildings, capital fund drives).
4. Acquisition of publications, videos, and films.
5. Purchase of tangible real property or personal property.
6. Projects restricted to private or exclusive participation.
7. Capital improvements.
8. Travel not associated with project.
9. Private entertainment, food, or beverages.
10. Prize money and scholarships.
11. Annual operating expenditures not directly related to the project.
12. Salaries of full-time existing staff; exceptions will be reviewed only in the case of professional consulting firms.
13. Interest or reduction of deficits or loans.
14. Expenses incurred or obligated prior to or after project funding period; subject to exceptions made by the Research and Project Funding Committee.
15. Indirect/overhead costs in excess of 20% of the total amount of grant; exceptions will be reviewed only in the case of professional consulting firms.
16. Political campaigns or voter registration drives.
17. Influence of legislation other than which occurs when nonpartisan analysis, study, and research is made available.
18. To make grants or re-grant the funds to another organization or individual.
19. Travel costs associated with the presentation of study results may not be included in the budget. If AH&LEF requests a presentation of the results, then appropriate travel costs will be reimbursed.

Proposal Qualities Considered

1. Clear applicability directly to the industry and specifically to lodging operators. AHLEF is not looking to fund projects that strictly address an academic audience.
2. Cost effectiveness measured by industry impact.
3. Positive image and positioning for the industry and Foundation.
4. Provision for evaluation and dissemination of results. The final product should have value to the hotel operator.
5. Evidence of need from a broad base of the hotel industry.
6. Any submitted proposals that have the endorsement or partnership with any American Hotel & Lodging Association (AHLA) committees or department are typically given preference.
7. Quality of applicant's track record and management staff qualifications.
8. Proposed budget — size of grant relative to operating budget and project value.
9. Cost-sharing attributes. Grants with matching funds or other outside funding sources will be given preferential consideration.
10. Applicability of similar or related research.
11. Potential short and long run benefits.
12. Evaluation plan including qualitative and quantitative measurements.
13. Potential for expansion and growth.
14. Projects and research requiring little AHLEF staff time.
15. Grants with high appeal and lasting value will be given preferential consideration.

Size of Grant

Grants will be considered on basis of industry impact and may vary widely in scope and size. AHLEF's Website will post the program's current annual budget.

1. Grants range in size from \$1,000 to \$75,000. The average grant size in the past three years has been \$36,000.
2. Grants of more than \$40,000 may be spread over a two-year period.
3. Project funding by the AHLEF Board is viewed as complete funding for any approved project rather than a source of guaranteed continuous funding.
4. Although encouraged to administer the grant without charging indirect costs, an institution may charge no more than 20 percent in indirect

costs, and this must be included in the grant total.

Grant Management

- A grantee will be required to designate a Project Manager to maintain communication, files, and submit reports as required.
- Grant payment will be on the following terms - 50% of the grant amount will be made upon receipt of the signed funding agreement, 25% upon submission of a progress report, and the final 25% upon completion and submission of the deliverables. Grants made to individuals will likely be distributed on a reimbursement basis.
- All deliverables should be written for a general audience (unless specified otherwise) so that the results can be distributed throughout the industry and easily interpreted by hotel operators. Reports written strictly for an academic audience are not acceptable
- Financial records pertaining to the grant must be maintained in accordance with generally accepted accounting principles. Receipts and other documentation in connection with the grant must be maintained for at least five years and be open to AHLEF inspection at any time during normal business hours.
- AHLEF shall review and approve all proposed contracts generated as a result of any project funded.
- With respect to any matters covered by this funding project application, records and accounts must be maintained as set forth in the approved budget and made available for audit or inspection purposes at any time during normal business hours and as often as AHLEF deems necessary.

Funding Agreement

Acceptance of the application and subsequent review by the Research and Project Funding Committee does not imply approval or incur any liability by AHLEF for the funding of any project described in the application. The review of projects by the Research and Project Funding Committee and recommendations to the AHLEF Board are not binding. The final award for project funding shall be the sole responsibility of the

AHLEF Board. Applicants approved for funding will be required to sign a responsibility agreement prior to receiving any monies. The agreement specifies:

- Use of Funds – as described in the submitted application and any amendments.
- Reports and Deliverables – including due dates.
- Copyrights and Patents – see AHLEF’s general guidelines below.
- Indemnity and Hold Harmless Clause for AHLEF – can be negotiated with public institutions of higher learning in certain states.
- Payment Terms.
- Termination of Funding – AHLEF has the right to terminate funding for any project at any time without liability.

AHLEF reserves the right to negotiate ownership of copyrights and patents on individual projects. The general guidelines are as follows:

Recognition

The American Hotel & Lodging Educational Foundation of the American Hotel & Lodging Association must be identified as the source of funding in all materials associated with the project including media exposure.

Publications

It is the mission of AHLEF that funded research be widely distributed to the industry. The Foundation encourages publication of research findings in additional publications.

1. AHLEF reserves the right of publication or the right to withhold publication of any part or in total of any project it funds.
2. The applicant will provide AHLEF with a reprint of any publication resulting from the research.
3. Permission to publish journal articles, make presentations or otherwise utilize research will not be unreasonably withheld.

Copyright

1. If AHLEF funds are used in whole or in part to meet costs of publication, the costs will be a first charge upon any royalties and will be refunded to AHLEF out of the first royalties received, before any royalties are shared by the applicant/sponsoring institution and AHLEF.
2. Any publication will contain a notice that the project was supported in whole or in part by a grant from AHLEF.
3. All works and inventions (and their derivatives) produced by the direct or indirect

use of moneys that were obtained, in whole or in part, from the AHLEF, and all copyrights thereon, shall be the sole and exclusive property of AHLEF.

4. AHLEF reserves first copyright and will be willing to consider granting subsequent copyright.

Patents

In the event that any inventions are developed in the course of the project, the applicant must notify AHLEF immediately.

1. The patent application shall include a statement in the first paragraph of the specification that the invention was made in the course of research supported in whole or in part by a grant from AHLEF.

All works or inventions (and their derivatives) produced by the direct or indirect use of moneys that were obtained, in whole or in part, from AHLEF, and all patents thereon, shall be the sole and exclusive property of AHLEF.

Making Application

- **The deadline dates for receipt of unsolicited grant applications are March 15, June 15 and September 1.**
- Proposals may be submitted via AH&LEF’s online grant application at www.ahlef.org, click under research.
- The Research and Project Funding Committee will meet at least three times a year, typically in April, July and October, to review unsolicited grant applications.
- Recommendations of the Research and Project Funding Committee are subject to approval by the Board. No project may begin, or any responsibility agreements signed until this approval is secured.
- Decisions, acceptance or rejection, will be provided no later than 30 days after the meeting date.
- Prior to completing the online application, applicants are encouraged to read all materials carefully and to call the Foundation with any questions before preparing the application.
- Upon acceptance of the proposal, the applicant will receive notice of receipt.
- Incomplete or insufficient proposals will not be reviewed.
- The Foundation may request modifications or additions to the proposal at anytime; the

applicant will be informed of any changes resulting in a postponement of a final decision.

- On-site visits may be made to grant applicants by staff.
- The decision of AHLEF not to accept an application, or its decision not to review or to delay review of a particular application, rests within the sole and unfettered discretion of AHLEF, is for the sole benefit of AHLEF, may be made for any reason whatsoever without limitation or for no reason, shall be final and binding and shall not be subject to challenge in any court for any reason.

For Questions

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