

Jefferson County Tourism Development Grant

2019-20

A Project of the Jefferson County Hotel Tax Fund
Overseen by the Jefferson County Hotel Tax Committee

Program Guidelines

The Jefferson County Tourism Development Grant program is designed to stimulate and encourage the development and/or expansion of tourist attractions within Jefferson County. The program is funded by the Jefferson County hotel tax, which is collected on room rentals throughout the county. The purpose of the tax is to “put heads in beds”, in other words, to attract overnight visitors to our county, thus bringing outside dollars into our local economy. Therefore, this program intends to encourage development activities that will help the county attract visitors who will spend one or several nights within our county borders.

The Tourism Development Grant can be used in conjunction with other grants and loans and can be used to leverage other matching grants.

Eligibility

Eligible nonprofit organizations can be 501c3, 501c6, or 501c4 corporations organized to promote tourism, to foster economic development, or to hold a festival or event.

Program Requirements

- **The maximum amount awarded to any applicant is \$5,000.**
- The program is a matching grant, meaning that the applicant must demonstrate the ability to match the total amount of grant funds received.
- The grant money is distributed on a reimbursement basis; in other words, the grantee must provide paid invoices for eligible expenditures relating to the project before the grant monies will be released. (For example, invoices totaling \$10,000 would result in a reimbursement of \$5,000.)
- **The applicant must submit a complete project budget.**
- If the applicant has a Web site, it must be up-to-date featuring current information about the organization or business.
- The applicant must file a close out report once the project for which the money is granted is completed.
- An organization is only eligible to receive one Development Grant per year.

Eligible Use of Funds

Eligible program activities include design of website, map, or brochure and advertising *beyond* a 75-mile radius of the event. Ineligible activities include land purchases and infrastructure development.

Application:

Organization/Business Name:

CEO/Director/Owner:

Address:

City/State:

Zip:

501c3 501c4 501c6

FEIN:

Contact name:

Title:

Phone:

Fax:

E-mail:

Web site address:

Submission Date:

Project Site Location:

Name of site (if any):

Address:

City:

State:

Zip:

Municipality:

Funding Amount Requested:

Project Name/Description: (25 words or less)

Project Budget

Please attach a complete project budget, **including documentation to support budget costs** (quotes, estimates, etc.)

Project Narrative

Attach a comprehensive description of the project or event. The narrative must specifically address each of the items below.

1. Applicant's background; i.e., the founding or incorporation date, history of the business or organization, mission of the organization, current business market area.
2. Project or event description, including the goals, how will the goals be accomplished, expected outcomes, long-range plans for the project or event.
3. How will the project or event potentially enhance or increase overnight stays/tourism in Jefferson County?
4. How will the grant funds be used?
5. Description of matching or in-kind funds.
6. Project schedule, milestones, and dates.
7. Planning/zoning letter, if applicable.

Project Close-out Report

As a provision of accepting grant funds, **awardees must provide a grant close-out report no later than 12 months after the award date.** The report must include the following:

1. A narrative on the outcome of the project, including whether the project was completed as described, the impact of the project in the region, and whether or not the project is meeting its goals.
2. A final budget report for the funding awarded. Document how the funds were used and whether or not all funds were expended.
3. ***The project or event must display acknowledgement that the project was funded in part by the Pennsylvania Great Outdoors Visitors Bureau as a Jefferson County Hotel Tax project. This includes mention on any physical structures, brochures and/or websites. Our logo and information is available at your request.***

Submitting the Application

Nine (9) copies of your applications should be submitted to:

Jefferson County Room Tax Committee
C/o Jamie Popson
2801 Maplevale Road
Brookville, PA 15825

Any questions, contact:
Jamie Popson
Phone: (814) 299-4013
E-mail: Jamie@VisitPAGO.com