

Elk County Tourism Marketing Grant Application

Organization Name: _____

EIN Number: _____

Contact Name & Title: _____

Mailing Address: _____

Contact Phone: _____

Contact Email: _____

Website: _____

Facebook Page: _____

Grant Amount Requested: \$ _____

(Each grant application, based on merit, may qualify for a maximum of \$1,000 per day, not to exceed \$3,500 for multi-day events or projects)

In a separate document, please type answers to the following as completely as possible:

1. Provide a brief description of your organization.
2. What is your overall project budget including other funding sources.
3. What is the mission of this project? Describe the current need, problem and/or opportunity and how grant funds will address these issues.
4. Please provide a detailed marketing plan including the following:
 - a. Description of target audience.
 - b. Proposed marketing plan or distribution outside a 75 mile radius of event.
 - c. Overall timeline.
 - d. 25% matching funds or in kind donations
5. How will this project increase tourism and overnight stays in Elk County?
6. How will your organization judge the effectiveness of this program? How will results be measured?
7. Include a copy of your non-profit or not-for-profit status paperwork.

I/We affirm that all information in this application and all attachments are true and correct to the best of my/our ability and that the receipt of any grant funds relative to this request will be used for the purpose detailed within the application. I/We agree to abide by all local, state and federal regulations as they apply. I/We understand that the Tourism Grant Review Committee may request additional information and/or personal interviews from applicants.

Name (print): _____

Signature: _____ Date: _____

Elk County Tourism Marketing Grant Guidelines

Submit the application and attachments to:

PA Great Outdoors Visitors Bureau, c/o John Straitiff

19073 Bennetts Valley Hwy, Suite 123, PO Box 219, Weedville, PA 15868

Please staple application and attachments. Do not place copies in binders or covers.

Failure to submit the required number or copies will result in disqualification.

Applications must be received no fewer than 90 days preceding the event date.

Direct questions to: John Straitiff john@visitpago.com or (814) 578-9200.

STATEMENT OF PURPOSE

A portion of the Elk County Hotel Tax has been appropriated for a grant program specifically established to support Elk County's tourism assets. The purpose of this grant program is to enhance the tourism experience, increase tourism visitation and overnight stays within Elk County. Awards are granted on the basis of merit as determined by the Elk County Hotel Tax Committee. Grants are administered by the Pennsylvania Great Outdoors Visitors Bureau.

CRITERIA AND GUIDELINES:

1. **Grants (\$1,000 up to \$3500)** may be requested for the marketing of any tourism-oriented initiative sponsored by a non-profit organization located within Elk County that submits a completed application. Applications must show how tourism visitation and overnight stays will be increased through the funding.
2. **25% Matching Funds or in kind donations** are required on all grants to meet Act 18 guidelines.
3. **Eligible Uses** include advertising and marketing programs targeted to media that will reach residents at least 75 miles outside of Elk County, including television, radio, newsprint, billboards, paid Facebook ads, rack cards, and magazines. Event brochures are also eligible if it can be demonstrated that they are used to attract non-county residents. The development or enhancement of a website is an eligible use. All uses must encourage overnights stays and include information on the Pennsylvania Great Outdoors Visitors Bureau.

4. **Ineligible Uses** include advertisement in local publications such as high school sports programs, local newspapers, local radio, dance or theater programs, etc. Grant funds cannot be used for beautification, restoration or development of an asset. Grants will not be awarded for standard or event operating expenses or sectarian religion purposes.
5. **The grants are available on a continual basis throughout the year.** Applications are available any time by visiting www.visitpago.com/counties/elk/room-tax. Applications will be reviewed quarterly or as needed at the meeting of the Elk County Hotel Tax Committee.
6. **Award amounts must be utilized within 12 months of the award date.** If the funds are not used within the 12-month period, applicants must return the entire amount to the Elk County Tourism Grant Review Committee along with an explanation of why the funds were not used, unless an extension has been formally submitted in advance and accepted by the committee.
7. As a provision of accepting these monies, awardees must provide adequate proof that the funds received were used for their intended purpose. **A final project report is required within thirty (30) days of the completion of the project.** If the awarded project will not be concluded on a specific date, a final project report is required no later than 13 months after the award date. The report must include:
 - a. Documentation of the project
 - b. An itemized list of expenses
 - c. Copies of receipts/invoices and marketing materials
 - d. Summary of the completed project
8. **An organization may only submit one grant request per project.**
9. Nothing shall prevent the Elk County Tourism Grant Review Committee from withholding part of all of the total monies available for annual awards should that entity feel that insufficient requests have been made justifying exhaustion of those funds. Should funds be remaining at the end of any single fiscal year, those funds need not be rewarded.
10. **It should not be presumed that any applicant will be awarded a grant on an annual basis, nor should the availability of these grant awards be considered an annual part of any applicants budget.**
11. The members of the Elk County Hotel Tax Committee are appointed at the determination of the Elk County Commissioners and the Pennsylvania Great Outdoors Visitors Bureau. In the event that a member of the Tourism Grant Committee serves on the Board of the applicant organization or event, or is affiliated in another manner, it is mandatory that said member remove his or herself from that review and/or decision making process.
12. **Awardees shall publicly acknowledge the Elk County Hotel Tax Grant program and Pennsylvania Great Outdoors Visitors Bureau support through all reasonable vehicles as a stipulation of accepting such awards.** *"This project/brochure/ad/website, etc. was made possible in part by a Pennsylvania Great Outdoors Visitors Bureau Tourism Marketing Grant."* This notice *must* be placed on any brochure, website or literature produced by this funding. It must also be noted as sponsorship for such groups. Pennsylvania Great Outdoors Visitors Bureau logo use is required.
13. Grant awards will be presented to each recipient via the Pennsylvania Great Outdoors Visitors Bureau.
14. The Tourism Grant Review Committee will review the criteria and guidelines annually at the end of the fiscal year to enhance, amend or dissolve said guidelines.

Direct questions to: John Straitiff John@visitpago.com or (814) 578-9200