

Pennsylvania Great Outdoors Visitors Bureau

**JEFFERSON COUNTY
MARKETING GRANT
APPLICATION 2019-20**

Please submit ***NINE (9)** copies of this application with attachments to:
****Failure to submit required copies will result in disqualification.
Please do not place in any type of Binder or Folder.***

**Jefferson County Room Tax Committee
C/o Pennsylvania Great Outdoors Visitors Bureau
2801 Maplevale Road
Brookville, PA 15825**

Any questions, contact:
Jamie Popson
PA Great Outdoors Visitors Bureau
(814) 299-4013
Jamie@VisitPAGO.com

PLEASE PRINT OR TYPE

Organization Name: _____

Contact Name & Title: _____

Address: _____

Phone: _____ Fax: _____

E-Mail: _____

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Grant Amount Requested: \$ _____

Total Projected Budget: \$ _____

Description of 25% cash or in-kind match: _____

Please answer the following questions as completely as possible and attach responses on a separate sheet(s) of paper.

1. Provide a brief description of your organization and non-profit status.
2. Mission of this project or event. Describe the current need, problem, or opportunity and how grant funds will address these issues.
3. Please provide a **detailed** marketing plan including targeted audience, proposed media or distribution of marketing piece, timeline and costs. Include total project budget.
4. How will this project or event potentially enhance or increase tourism/overnight stays in Jefferson County?
5. How will your organization monitor the effectiveness of this project or event? How will results be measured?

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 purposed detailed within this 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): _____ Title: _____

Signature: _____ Date: _____

**Jefferson County Tourism Marketing Grant Program
Criteria and Guidelines
2019-20**

STATEMENT OF PURPOSE:

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

CRITERIA AND GUIDELINES:

1. **Grants (up to \$2,000)** may be awarded for the marketing of any tourism-oriented initiative sponsored by a nonprofit organization or event located within Jefferson County that submits a completed application. Applications must show how tourism visitation and overnight stays will be increased through the funding. As required by state law, all grants **must have a cash and/or in-kind local match** of at least twenty-five percent. Your application must include a detailed list and/or explanation of the 25% match amount. **For-profit businesses are not eligible.**
2. **Marketing and Advertising** Advertising programs must be targets to traditional and social media that will reach a marketing area outside a 75-mile radius from the event. Examples of tourism marketing promotion and advertising include: billboards, television, radio, newspaper & magazine advertisements, paid social media advertising, and event website development and enhancement. Provide as much detail and supporting documentation as possible in order to support your request.
3. **Eligible Uses** Grant funds may be used for advertising and marketing programs targeted to media that will reach non-County residents, including television, radio, newsprint, billboards, 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.
4. **Ineligible Uses** The Grant Program will not fund advertisements in local publications such as high school sports programs, dance or theater programs, etc. Grant funds cannot be used for beautification, restoration, or the development of an asset. Grants will not be awarded for standard or event operational expenses or sectarian religious purposes.
5. The grants are now available on a continual basis throughout the year. Applications are available at any time by visiting www.VisitPAGO.com/counties/Jefferson/Room-Tax. Applications will be reviewed at the meeting of the Jefferson County Hotel Tax Committee.
6. 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.

7. An organization may only submit **one grant request per project per year**.
8. 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.
9. The members of the Jefferson County Hotel Tax Committee are appointed at the determination of the Jefferson County Commissioners and Pennsylvania Great Outdoors Visitors Bureau. In the event that a member of the Tourism Grant Review 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.
10. *Awardees shall publicly acknowledge the Jefferson County Hotel Tax Grant program and Pennsylvania Great Outdoors Visitors Bureau support through all reasonable vehicles as a stipulation of accepting such awards.* 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 sixty (60) days of the completion of the project and must include documentation of the program, itemized list of expenses with copies of receipts, and a summary of the completed project.

Award amounts must be utilized within 12 months. If the funds are not expended within the 12-month period, applicants must return the entire amount to the Jefferson County Tourism Grant Review Committee along with an explanation of why the funds were not used.

9. Grant awards will be presented to each recipient by Pennsylvania Great Outdoors Visitors Bureau and Jefferson County Commissioners.
10. 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. Nothing shall prevent the Jefferson County Tourism Grant Review Committee from withholding part or 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 may be rolled forward into the following year for granting consideration.