

Grant Guideline

This is not a complete list of what can and cannot be used for grants. If you have any questions, please make sure you contact the Visit Clearfield County office for clarification at (814) 765-5734.

Grants will be denied if:

1. The project is started before the grant is awarded.
2. The closeout report is not 100% completed. You must use the official VCC closeout report.
3. Proof of payment, invoice, and proof of the VCC logo used.
4. If the grant is not closed out within **60 days of project completion or by the deadline**, whichever comes first. The deadline is December 4, 2026, by 2 pm.
5. **Prior approval** was not received for work verifying the usage of the VCC logo.

Once your closeout report is submitted, you will **not** be able to make changes. We will not notify you if something is missing. You will only get reimbursed for items that are included in the closeout report and are done properly.

Promotional and Discretionary Grant Information

You are responsible for 25% of your requested grant amount. If you are awarded \$7,500, your 25% match is \$1,875. This makes your project's total value \$9,375. Grant **must be used in Clearfield County**. This means the business must be located in Clearfield County.

Items that do not qualify for Discretionary or Promotional grant funding:

- Standard or event operational expenses, including venue fees, awards, insurance, etc.
- Sectarian religious purposes
- Fireworks display
- Structural modifications. Including building materials, construction, nuts, screws, bolts, etc. Installation of any signs, projects, including materials and labor
- Pens or any type of giveaway items
- Any type of clothing, including t-shirts for events,
- Postage/Mailings
- Postcards, meeting, and event cards
- Signs that are not affixed to the ground permanently
- Vehicle wraps/signs
- Video Production or photo shoots
- Portable Displays (Trade Show's etc.)

Discretionary and Promotional Grants can be used for:

- Website design/redesign – VCC logo must be prominently displayed with a link to the VCC website.
- Billboards (Graham Signs, Lamar, Kegerreis, Outfront Media, Advert, etc. above above-ground raised up in the sky) Signs that are permanently attached to buildings or cemented in the ground. Does not cover the building/construction of the sign or the materials needed to construct the sign.
- Television Ads
 - Facebook Ads
 - Radio Ads
 - Brochures/flyers/rack

- Cards Posters

Tourism Attraction Plan Funding

This is for projects/events that would enhance the “Stay Ability” of Clearfield County. You must provide information on how the project will increase overnight stays in Clearfield County. New tourist attractions will take precedence. This is to be used for the new construction of a tourist attraction or to enhance/add onto an already existing tourist attraction.

This is a 25% match and is reimbursed the awarded amount.

Sponsorship

VCC is the main sponsor of this event, and the logo must be used on all print materials, including posters, brochures/flyers, banners, website, and all advertising materials for the event. This does not include rental fees, food/beverages, hotel rooms, etc.

If the logo is not used properly and VCC is not named main sponsor event will be responsible for payment back to VCC as per your signed sponsorship agreement.

Sponsorship is meant to help get events started and established, and is meant to be moved around from year to year. Once an event is established, then funds should only be awarded if there are still extra funds to be distributed.

Recreational Attraction Plan

This is improving an existing recreational asset or creating a new recreational asset within Clearfield County that would have the potential to generate overnight stays and boost our local economy. Recreation assets that would continue to offer more than a one-time experience for visitors will be given extra attention. The VCC logo must be used somewhere on the project and must have preapproval.

Qualifying expenses include feasibility studies and planning; architectural and construction design and planning; permitting expenses; building materials and expenses; and contractor labor expenses.

Non-qualifying expenses are indirect expenses that are not eligible for the VCC Recreational Project Award, such as depreciation of goods, buildings, and materials; marketing expenses; payroll expenses; and ongoing operating expenses.

This may not be a complete list. Please contact the office with any questions or for clarification.

Funds are not guaranteed from year to year and should not be added to your planning budget.