208 Plaza Drive, Clearfield, PA 16830, www.visitclearfieldcounty.org, 814-765-5734

Clearfield County Tourism Promotion Matching Grant

Hotel Tax Fund

Criteria and Unified Application Guidelines

2022

In accordance with state guidelines, portions of collected Clearfield County Hotel Tax revenues are allocated each year to support the county's tourism assets. Awards are granted based on merit to qualified in County partner applicants and projects as determined by the Clearfield County Recreation and Tourism Authority Board.

ALL APPLICANTS ARE ADVISED TO READ THROUGH THE GUIDELINES AND APPLICATION THOROUGHLY AS THE APPLICATION, GUIDELINES, SUPPORTING DOCUMENT REQUIREMENTS, AND REPORTING FORMATS HAVE CHANGED.
Applicants with questions may call Sue at 814-765-5734 or 814-577-0704.

Schedule for Application*:

September 13, 2021: CCTP Grant Application period opens

November 30, 2021: CCTP Grant application deadline (full application)- ***must be received by 4pm***

January 12, 2022: Grant awards announced

December 2, 2022: Last day to submit CCTP Grant Close Out Reports – ***must be received by 4pm***

All grant reports must be in to CCRTA office no later than **December 2, 2022**. No project will be accepted if completed before the awards are granted, NO EXCEPTIONS! Reports shall be submitted on approved/provided report form. **Any awardee not in compliance will be ineligible for future awards. If you have an open grant you cannot apply for another one until it is closed out.**

Criteria and Guidelines

1. Clearfield County Tourism Promotion grants are made on a cost reimbursement basis following a process of application, review, approval, and completion. Receipt of the CCTP award is contingent upon submittal of invoices from bona fide trade's people. The applicant must submit documentation for the total and final cost of the project. **All work must be completed, and receipts must be turned in no later than December 2, 2022, by 4pm** (Late close out reports will not be accepted and will be ineligible for funds).

2. A cash match of 25% is required for all awarded CCTP projects. For example, a request for $7,500 should document an equivalent $1,875 (**25%**) **cash match** ($9,375 total project cost) in the appropriate section of the grant application. This can include in-kind match. **Range amount for grants will be up to $7,500.**

Up to 100 percent of the amount requested may be awarded but is not guaranteed for any tourism promotion project sponsored by an organization, business, attraction, or event located within Clearfield County that submits

a request for such funds. ***Applicants must provide proof of how tourism visitation and overnight stays will be increased through the granting of funds. Approximate number of visitors impacted or reached MUST be included in application narrative.***

Grants will not be awarded for standard or event operational expenses or sectarian religious purposes. Fireworks displays and structural modifications are not eligible. This is not a full and complete list and is subject to committee review. The media must be used to draw out of the area visitors to Clearfield County.

Tourism marketing and advertising promotion, website design/enhancements and signage are eligible expenses for this grant. This grant **does not cover** labor/contractor/installation fees, shipping and other materials used for installation. **The Visit Clearfield County logo must be located on these projects and displayed in a visible spot. The Visit Clearfield County Team must review and approve all projects before completion or before they go live.** This is not a full and complete list and is subject to committee review.

3. 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 as outlined in the Award Agreement along with proof of the VCC logo. If closeout report is not fully completed it may result in funds not being awarded.

4. Applicant must provide supporting documentation of matching funds with the grant application and application must be filled out completely. Incomplete applications may result in funds not being awarded.

5. Nothing shall prevent the Clearfield County Recreation and Tourism Authority from withholding all or part of the monies available in a current grant cycle. Should funds be remaining at the end of any single fiscal year, those funds will be considered part of the general fund.

6. **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 applicant's budget.**

7. The CCRTA Grant Committee is responsible for reviewing all CCTP grant applications and making a recommendation to the CCRTA board of directors, which will approve all awards.

8. Awardees shall publicly acknowledge the Clearfield County Recreation and Tourism Authority/Tourism Promotion Grant support through all reasonable vehicles as a stipulation of receiving such awards. **Example: The Visit Clearfield County logo must be displayed on a brochure or on any advertising vehicles such as: billboards, newspaper, poster, etc…**

9. Awards shall be presented by the County Tourism Promotion Agency.

10. The CCRTA Grant Committee will review the criteria and guidelines annually to enhance, amend or dissolve said guidelines.

11. Payment may take 4-8 weeks to receive due to closeout review(s).

12. For any questions, please contact Sue at svitullo@visitclearfieldcounty.org or call (814) 765-5734 x 202.

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CLEARFIELD COUNTY TOURISM PROMOTION FUND
GRANT APPLICATION

Company/Organization _____ Contact Person _____

Address _____

Address II _____

Telephone _____ Type of Business/Organization _____

Email Address _____ Today's Date _____

Short (30 words or less) description of your Project _____

_____

Amount Requested _____ (**Maximum amount $7,500/ with 25% match required**)

Name of who's Matching _____ Amount of Cash Match _____

Amount of other funds _____ Total Project Cost _____

Type of Project: Special Event ___ Marketing Project ___ Signage ___ Tourism Development ___

Has this applicant ever applied for a Clearfield County Tourism Promotion Grant?

If yes…. Date _____ Amount Granted _____

CERTIFICATION AND SUBMITTAL AUTHORIZATION

I hereby certify that the information submitted with this Project Request is true and correct.

_____ _____
Requester's Signature Date

_____ _____
Date Received Received by

Revised 9/2021

Visit Clearfield County
208 Plaza Drive, Clearfield, PA 16830
www.visitclearfieldcounty.org **814-765-5734**

I. Project Description

Provide a clear and concise statement of the use and purpose of your project for which funding is being requested. You must **include information on how this project will generate overnight stays in Clearfield County and how you will evaluate or quantify these overnight stays**.

II. Marketing Plan

Please provide us with a **brief narrative** [one to three paragraphs only] detailing your overall marketing strategy and target audience [visitors no less than 50 miles outside the region]. The purpose of this narrative is to provide the Review Panel with your rationale on where – and to whom – you will be marketing to attract overnight guests. Include a list of media you are planning on using to promote your project and a description of their coverage area. Please also include how you plan to use Visit Clearfield County's logo and/or website. **Incomplete Marketing Plans may result in a rejected grant application**

III. Matching Funds

Explain Source of funds being used as leverage with project and attach commitment letters. (Other grants, loans, (Pennvest, RUS), personal or local funds and/or in-kind for the project). Explain what each funding source will be paying for.

IV. Work Plan/Time Frame/Costs

Provide a time frame of how the funds will be used in timely manner.

V. Budget Summary

Submit a budget in detail of the project including all cost from this grant and other sources. Please be specific regarding what this grant request will fund and what other funding source will be funding. Include cost estimates for all work included in the project and define each funding source for the work.

Description (Radio Station, Newspaper name, Advertising Company, etc.)	Amount Requested for Reimbursement from CCRTA	Applicant Match (Your matching funds)	Other Funding (Other grants or donations)
Totals	$	$	$