208 Plaza Drive, Clearfield, PA 16830 www.visitclearfieldcounty.org Phone: 814-765-5734 Fax: 814-765-4130

Tourism Attraction Plan Funding

**Please review this page before applying for TAPF from Visit Clearfield County.*

Visit Clearfield County is dedicated to enhancing the local economy by increasing tourism throughout our county. Tourism creates jobs and stimulates the economy with imported dollars. For every 147 room nights one job is created. Visit Clearfield County is prepared to offer tourism attraction plan funding (TAPF) funding to qualifying candidates. This is a competitive program and is not guaranteed to any or all applicants. The project plan must show proof of continuing funding sources and a sustainable business plan. The plan must reflect a tourism focus for the purpose of supporting the mission of Visit Clearfield County. The plan must be completed within one year of the award. Proper documentation must be provided before funds will be issued to awardees.

Tourism Project: A project that would enhance the "stay ability" of Clearfield County, within Clearfield County. For every 1 hour of travel time we need 4 hours of entertainment to generate an overnight stay. Projects building on our natural, historical, cultural or recreational assets are preferred projects. Qualifying applicants might be individuals looking to build upon an existing attraction/business that will add a separate but related feature; or a new attraction/business that would potentially generate more overnight stays. **Visit Clearfield County logo and/or website must be used displayed on the project. Proof of logo must be provided upon completion of project to receive funding.**

Attraction: Any place of interest that will bring visitors to Clearfield County year round. **Events** are not qualifying attractions.

Timeframe: Open year round application process. Visit Clearfield County is prepared to fund two projects in the current fiscal year.

Limit of Funding: Up to $25,000 non-matching plan funding with a 25% cash or in-kind match ($6250).
This application is part one of a three-part process

1. Completion of application.
2. All applications will be reviewed by the grant committee and all qualifying applications will be forwarded on to the Board of Directors.
3. Qualifying applicants receive an invitation to present their program to Visit Clearfield County Board of Directors for financial consideration.

1. **Reimbursement**: Please allow 4-6 weeks to receive payment due to closeout review(s).

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Tourism Attraction Plan Funding Application

Typed applications using the following format are accepted.

Company/Organization Name _____

Address of Applicant_____

Address of Project _____

Contact Person _____ Telephone _____

Email Address _____Today's Date _____

Short description and name of your project _____

_____

*Amount Requested _____ (Maximum amount $25,000)

Total Cost _____

Has this applicant ever applied for or received funding from any of the Visit Clearfield County funding programs?

If yes…. Date _____ Amount Granted _____

I. Project Description

Attach a typed clear and concise statement of the use of the plan for which funding is being requested. Include all information about further work and funding that will support the completed plan. Explain how the completed project will enhance the Clearfield County tourism product.

II. Marketing and Business Plan

Attach a typed **brief narrative** [one to three paragraphs only] detailing your overall marketing strategy and sustainable business plan. The purpose of this narrative is to provide the Review Panel with your rationale on how your planning study will attract tourism upon the completed projects. **Incomplete Marketing/Business Plans may result in a rejected grant application.** 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.

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III. Budget

Attach a typed operational budget for the plan. This budget should show the financial security of the project, the supporting funding for the future projects. If additional funding is necessary to complete the project, show the source of that funding. This budget should show the applicants efforts in sustaining the project long-term.

IV. Scope of Work

The development of a series of recommendations to acquire and/or develop the proposed TAPF. These recommendations must set forth proposed actions, priorities, and costs.

Certification Personal Guarantee of Completion and Payments

*I hereby certify that the information submitted with this application is true and correct and agree that an engineer certified site plan for _____ will be completed or I agree I am financially responsible and accountable to return all unused funds and / or funds used. This application must be signed and notarized before application will be considered by Visit Clearfield County Board of Directors.

_____ _____

Print Name / Title Date

_____ _____

Date Received Received by

Revised 9/2021