
2020-2021 Room Tax Grant Application

As the designated agency responsible for ensuring that Hotel Room Tax money collected in Bradford County is used for the purpose of tourism development, the Bradford County Tourism Promotion Agency now administers the Room Tax Grant Program. 30% of all Hotel Room Tax is set aside for distribution through the Grant Program in Bradford County.

Grant Categories:

- Special Event or Exhibit – must:
 - Be open to the public.
 - Promote tourism in the county.
 - Be advertised outside a fifty mile radius.
- Marketing and Promotional Projects – must:
 - Demonstrate that the project directly correlates to increasing tourism within the region.
 - Target promotion beyond a fifty mile radius.
- Wayfinding Aides – must:
 - Consideration will be given to groups proposing to develop maps, signage or other tools which would be of assistance to area visitors.

General Conditions

- An organization must:
 - Be a bona fide, officially recognized not-for-profit organization (501C-3 or 501C-6) or a branch of local or county government. **A letter or certificate of designation from the IRS is required.**
 - Have at least one year of audited financial reports.
 - Have a proven positive record of advertising to bring patrons and audience members from beyond a fifty mile radius.
- **Show proof of having 25% cash or in-kind match of the total amount requested. For example: “Proof of Match” is per event, NOT overall total budget. When closing out a grant, organizations must show the money received AND matching funds went toward what they applied for (proof by invoices submitted). NO grant money can be used outside of the original request. This proof **MUST** be shown separately from the Organization’s Annual Budget.**
- Grant funds will not be awarded to any organization that has an outstanding grant closeout.
- Grant funds will not be provided for sectarian religious expenses.
- Grant funds will not be awarded for food or refreshments, travel, **entertainment** or operational expenses.
- Grant funds may be used to match federal and state funds, but are not considered private donations. They can only be used to match grants that are being used for projects that will directly impact tourism within the region.
- All publicity and promotional campaigns undertaken with grant funds must include the following:
 - *“Funded in part by the Bradford County Tourism Promotion Agency.”*

Questions regarding the application process should be directed to:

**Bradford County Tourism Promotion Agency
1 Washington St. Suite B
Towanda, PA 18848
570.265.TOUR (8687)**

2020 Room Tax Grant Application

Instructions: Applicants must complete all sections of the Grant Application and submit all required supportive documents to be considered for funding. If additional space is required for any question, please attach separate pages and reference the appropriate line item of this application. Submit five **(5)** unbound copies of the completed Grant Application and requested attachments to:

**Bradford County Tourism Promotion Agency
1 Washington St., Suite B
Towanda, PA 18848
bctourism@bradfordco.org**

All applications must be postmarked on or before October 16, 2020. Grant decisions and notifications shall be completed no later than December 4, 2020. Incomplete applications will not be reviewed by the grant committee.

By signing below, I affirm that all information in this application and all attachments are true and correct to the best of my ability, and that the receipt of any grant funds relative to this request will be used for the purposes detailed within this application.

Name:

Title:

Signature:

Date:

Section 1

Please indicate the type of Room Tax Grant that you are applying for:

Event or Exhibit

Marketing & Promotional Project

Wayfinding Aids

Project Name: _____

Project Date(s): _____

Amount Requested: _____

Organization Name: _____

Tax ID Number: _____

Name of Contact Person: _____

Title in Organization: _____

Mailing Address: _____

Phone # _____ Fax # _____

E-mail _____

Website _____

Section 2

Please answer the following utilizing no more than three (3) 8 ½" x 11" pages total (see example below). Responses must be easily read when copied:

1. What is the **mission** or purpose of your organization?
2. Provide a brief **summary** of the proposed project which includes a projected timeline for distribution of your promotional items and/or completion of your project/event.
3. What are the **goals/objectives** of your proposed project/event?
4. How will your proposed project/event attract tourists and visitors to our area – and **ideally generate overnight stays**?
5. Identify and list qualifications/experience of key **management** staff, volunteers, board members, etc., responsible for making sure the project is completed. List any similar, past projects the organization has completed. List any supporting or sponsoring organizations for this project and any in-kind support.
6. How will you specifically **evaluate/quantify** your efforts to generate more visitors to our area and overnight stays? If this is a reoccurring event, please include a history of attendance.**

Example

Type the number and bold highlighted word(s) in each question first and then your reply, for example...

1. **Mission:** *Our organization's mission is...*
2. **Summary:** *Our organization will....*
3. **Goals/Objectives:** *The goal of...*
4. **Generate Overnight Stays:** *We will generate overnight stays by.....*
5. **Management:** *The management of our project is.....*
6. **Evaluate/Quantify:** *We will evaluate the success of....*

You must provide the following support materials with your Application.

Please submit 5 unbound, complete copies:

- Organization's Annual Budget – please indicate any plans for large reserves of income.
- Last year's audited financial statement or a copy of your IRS 990 form.
- Project's Itemized Budget for current year (be sure to identify sources of additional income) – Include last year's project's final financial report if annual event.
- A copy of your most recent 501c-3 or 501c-6 Certification/Designation Letter.
- **Proof of having 25% cash or in-kind match of the total amount requested. For example: "Proof of Match" is per event, NOT overall total budget. When closing out a grant, organizations must show the money received AND matching funds went toward what they applied for (proof by invoices submitted). NO grant money can be used outside of the original request. This proof **MUST** be shown separately from the Organization's Annual Budget.**
- A list of your Board of Directors.

- Marketing Plan – including what markets (towns, specific locations), publications, cross-promotion with other organizations, web sites, social media, packages put together with lodging in the area and any other marketing initiatives.
- If applying for wayfinding, please include type of sign, estimated cost, design if available, size of sign and location of sign placement.

** Please note you will need to provide us with attendance numbers, statistics from your web site, etc., in your final report that is due by January 31, 2022.