



SUSQUEHANNA COUNTY PROMOTION & TOURISM

ROOM TAX GRANT INFORMATION & APPLICATION

APPLICATION YEAR: 2023
SPENDING YEAR: 2024

CONTENT INCLUDES:

- General Information
- Eligibility
- General Grant Conditions
- Application Submission Process
- Application Review Process
- Grant Application

The Susquehanna County Promotion & Tourism Agency offers 30% of Susquehanna County's room tax money to go towards grants to help organizations promote and develop tourism in Susquehanna County. The Agency will review these applications as part of a pre-application process to ensure applicants meet the requirements. Qualifying applications will then be forwarded to the Agency's Grant Board and the Susquehanna County Commissioners for review.

GENERAL CONDITIONS:

- An organization must:
 - Be a bona fide, officially recognized not-for-profit organization 501(C)(3) or 501(C)(6) or a branch of local or county government.
 - Have a least one year of audited financial reports.
 - Have a proven positive record of advertising to bring patrons and audience members from outside of the county.
- All grants must have a 25% cash or in-kind match.
- 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 (payroll, insurance, utilities, etc.)
- 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 statement:**
 - “Funded in part by the Susquehanna County Room Tax Fund through the Susquehanna County Promotion and Tourism Agency”*
- Recipient must provide a direct link from its respective website to the Susquehanna County Promotion and Tourism Agency website, www.visitsusqco.com
- Recipient will have one year from the time of fund disbursement to spend grant funds/complete projects.
- Recipient must provide adequate proof that funds received were used for their intended purpose through:
 - Submission of tear sheets
 - Media billings or any other similar documentation
 - Properly executed vouchers, invoices, cancelled checks and/or records detailing the nature and propriety of the charges
 - Receipts
- Applicants must complete all sections of the application and submit all supporting documents to be considered for funding.

GRANT CATEGORIES:

- Special Event or Exhibit or Expansion/Improvement of Current Business/Attraction – must:
 - Be open to the public.
 - Be in Susquehanna County.
 - Promote tourism in the county.
 - Be advertised **outside** of the County.
- Marketing & Promotional Projects – must:
 - Directly correlate with increasing tourism within Susquehanna County.
 - Target promotion outside of the County.
- Historical Preservation Project – must:
 - Be used to improve, restore, or preserve existing historical sites/buildings that are relevant to the area’s culture, history, and sense of identity.
 - Be an existing tourist draw or have the potential to add to the tourism attractions within the area.
 - Not be a capital improvement project – i.e., sidewalks, sewers, etc.
 - Not be a private residence or business.
- Wayfinding Aids:
 - Consideration will be given to groups proposing to develop maps, signage or other tools which would be of assistance to visitors in the area.

Questions regarding the application process should be directed to:

**Susquehanna County Promotion & Tourism Agency
(570) 278-598031 Lake Ave, Montrose, PA 18801
tourism@visitsusqco.com**



ROOM TAX GRANT APPLICATION

Applicants must complete all sections of the grant application and submit all required supporting documents. If additional space is required for any section, please attach separate pages and reference the appropriate line item of this application. Submit 3 unbound copies of the application and requested attachments to:

Susquehanna County Promotion & Tourism Agency
31 Lake Ave/PO Box 218
Montrose, PA 18801

All applications must be postmarked by November 15, 2023

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.

I also understand that no applicant should assume that they will be awarded a grant on an annual basis, nor should they consider these tourism grants a permanent addition to their budget.

Name:

Title:

Signature:

Date:

Section 1 – General Information

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

☐ Event or Exhibit ☐ Marketing & Promotional Project ☐ Historical Preservation ☐ Wayfinding

Project Name: _____

Project Date(s): _____

If applying for an Event, location of event: _____

If applying for Marketing & Promotional Project, where marketing will take place:

Amount Requested: _____

Organization Name: _____

Tax ID Number: _____

Name of Contact Person: _____

Title in Organization: _____

Mailing Address: _____

Phone #: _____ Fax #: _____

Email: _____

Website: _____

Section 2 – Project Information

Please answer the following, utilizing no more than three (3) 8 ½ x 11" total pages:

Please type the number and bold highlighted word(s) in each question first and then your reply

(Example: 1. **Mission:** Our organization's mission is....):

1. What is the **mission** or purpose of your organization? (*Or organization's mission is....*)
2. Provide a **summary** of the proposed project which includes a projected timeline for distribution of your promotional items and/or completion of your project/event. (*Our organization will...*)
3. What are the **goals/objectives** of your proposed project/event? (*The goal of...*)
4. How will your proposed project/event attract tourists and visitors to our area – and **generate overnight stays**? (*We will generate overnight stays by...*)
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 that the organization has completed. List any supporting or sponsoring organizations for this project and any in-kind support. (*The management of our project is...*)
6. How will you specifically **evaluate/quantify** your efforts to generate more visitors to our area and overnight stays? If this is a recurring event, please include a history of attendance for the past 3 years. (*We will evaluate the success of....*)
7. Identify your case or in-kind 25% **match** and the source of the match. (*Our 25% match is ____ # of hours @estimated cost of \$ ____ per hour or \$ ____ of advertising with monies from marketing budget*)

Section 3 – Organization & Budget Information

You must provide the following support materials with your application. Please have each piece/section clearly labeled.

Please submit 3 unbound copies:

- ☐ Organization's Annual Budget – please indicate any plans for large reserves of income.
- ☐ Last year's audited financial statement or 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 it is an annual event.
- ☐ A list of your Board of Directors
- ☐ Marketing Plan – include what markets (towns, specific locations), publications, cross- promotion with other organizations, web sites, social media, and packages put together with lodging in the area and any other marketing initiatives.
- ☐ If applying for wayfinding, please indicate type of sign, estimated cost, design if available, size of sign and location of sign placement.

GRANT APPLICATIONS ARE DUE: **NOVEMBER 15, 2023**