

Jefferson County Tourism Promotion
Grant Application & Report Requirements

The Jefferson County Development Council oversees a marketing and development grant program available to County nonprofits to support County tourism.

Please carefully read the grant guidelines to validate nonprofit and project eligibility requirements.

Submit the completed application with

attachments to:

Jefferson County Development Council
c/o Jefferson County Department of Development-
Director of Tourism
155 Main Street, 2nd Floor
Brookville, PA 15825
Direct questions to Mary Milford at 814-849-1685

Please print or type the information required below:

Nonprofit Name:

Contact Name & Title:

Address:

City, State, Zip Code:

Phone:

Email Address:

Project Name:

Project Date(s):

Grant Amount Requested = \$ _____

Match Amount Required = \$ _____

Example: grant request is \$3,500; match requirement is 25% of grant amount or \$875.

Provide a detailed description of how the 25% match requirement will be met:

Total Project = _____ (attach line-item budget)

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1. Provide the purpose and brief background of the nonprofit. Also, identify the nonprofits IRS Status, federal identification number, and mission as stated in the nonprofit’s bylaws. _____

2. Describe the project being supported by this grant and how this project will increase tourism and overnight stays in Jefferson County.

3. Identify the specific tourism marketing plan these funds will support, to include but not limited to geographic regions, target audiences, media marketplaces, distribution means, timelines, and specific costs, as followed by the Act 18 regulations. _____

4. If applicable, identify the specific project development plan these funds will support. The outcome of project development plans must be directly related to increased tourism (e.g., development of a website to market local events and attract audiences outside the local area to Jefferson County). _____

5. Define how overnight guests and visitors living outside a 75-mile radius of the project will be tracked, recorded, and reported to demonstrate the outcomes were achieved and the project was effective. _____

6. Please include a complete and detailed project budget with this grant request.

I affirm all information in this application and all attachments are true and correct to the best of my knowledge, and the recipient of any grant funds relative to this request will be used for the purpose(s) detailed within this application. I agree to abide by all local, state, and federal laws and regulations as they apply. I understand the Jefferson County Development Council may request additional information and/or a personal interview from the applicant.

Name: _____

Title: _____

Signature: _____

Date: _____

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Grant Criteria and Guidelines

A portion of Jefferson County's Hotel Tax receipts are appropriated for grant programs specifically established to promote and increase tourism and overnight stays to Jefferson County. These grants are typically awarded to county non-profits based on their tourism plan and potential to achieve the outcomes set forth by the Jefferson County Development Council. Grants are administered by the Jefferson County Department of Development's Director of Tourism.

- Grants, up to \$7,500, may be awarded to Jefferson County non-profits and government entities to increase Jefferson County tourism and overnight hotel stays. Award over \$7,500 may be awarded at the discretion of Jefferson County Development Council.
- For-profits are not eligible for grants.
- Grant applications must be complete, accurate, submitted according to stated timelines, and specifically describe how funds will be used to increase tourism and overnight stays.
- Grant funds must be matched 25% in cash and/or in-kind (in-kind may be the value of volunteer time donated to support the event (x volunteer hours x minimum wage); the fair market value of donated materials; the fair market value of donated venue space, the fair market value of donated advertising, etc. Match must be supported with documentation (time records, letter identifying fair market value of donated materials, space, advertising, etc.).
- To calculate the required match, multiply the requested grant amount by 25% (example, requesting \$3,000 grant, multiple by 25% = \$875).
- Grant applications must include a detailed total project budget.
- Marketing must be targeted to audiences outside a 75-mile radius from the proposed tourism event.
- Eligible marketing/advertising programs include but are not limited to billboards, tv, radio, newspapers, magazines, paid social media, and web ads. Printed marketing materials such as event brochures and maps may be eligible if it can be demonstrated they will be used to attract visitors outside the 75-mile radius. Supporting and detailed documentation for marketing/advertising programs must be included with the grant application.
- Project development activities may be eligible if the outcome of the plans is directly related to increased tourism or for event enhancements at the discretion of the Jefferson County Development Council (e.g., development of a website to market local events and attract audience outside the local area to Jefferson County).
- Grant funds cannot be used to fund advertisements in local publications such as high school sports or dance or theater programs, posters, etc. Grant funds cannot be used for beautification, restoration, or the development of a fixed asset. Grant funds cannot be used for routine operational expenses or sectarian religious or political purposes.

- Grants will be considered quarterly throughout the year in January, March, June, and September. Applications are available at any time by visiting www.visitjeffersonpa.org. Applications will be reviewed at the meetings of the Jefferson County Development Council.
- Grant funded projects or events must display the following acknowledgement “Paid for in part by Jefferson County, Pennsylvania Hotel Tax Funds”. This includes mention on any physical structures, brochures and/or websites.
- It should never be presumed that:
 - Applicants will be awarded a grant prior to receiving an official grant award notification. Applicants should never obligate funds prior to the receipt of the official grant award.
 - Applicants will receive grants on a regular and/or annual basis.
 - The availability of grant funds to be part of the applicant’s annual budget.
- Grants approved by the Jefferson County Development Council will be released to the applicant by the Jefferson County Department of Development.
- **As a provision of accepting grant funds, awardees must agree to submit to the Jefferson County Development Council a FINAL CLOSE OUT REPORT WITHIN NINETY (90) DAYS OF COMPLETION OF THE PROJECT OR EVENT. Reports not received by the required due date disqualify the applicant for future grants until the report is received, or at the discretion of the Committee and/or the Commissioners, for an indefinite period. Close Out Reports must include the following:**
 - The Nonprofit’s or Government entity’s Name, POC, mailing address, phone number, and email address.
 - A summary of the event or development activity.
 - Any discrepancies between planned versus actual marketing / development activities with an explanation.
 - An itemized list of grant expenses supported by receipts. These expenses should match those proposed in the grant application. If not, a detailed explanation is required.
 - If physical or electronic marketing materials were purchased, submit one of each with the Report.
 - Report the number of visitors/tourist who attended the event or activity from outside a 75-mile radius and/or stayed overnight and the process and information that supports the number reported.
 - Describe why the grant outcomes warrant the Jefferson County Development Council funding future grants for the nonprofit.
- Awarded funds must be used for the approved purpose and according to the application details and date(s) or returned to the Jefferson County Development Council Hotel Tax Account with an explanation regarding why the funds were not used. The Council may withhold part or all monies awarded or demand return of grant funds awarded if funds are not spent according to the approved application and/or grant criteria and guidelines are not satisfied.

- Unexpended awarded grant funds will be returned to Jefferson County Development Council and will be added back to the hotel grant funds for future granting consideration.
 - The Jefferson County Development Council has the right to reject any and all grants
 - All grant applications must follow Act 18 set by the PA Legislatures
 - The Jefferson County Hotel Tax Grant Application / Criteria & Guidelines will at a minimum be reviewed annually and as needed amended or dissolved.
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