



2020 Room Tax Grant Pre-Application

As the designated agency responsible for ensuring that Hotel Room Tax money collected in Sullivan, Susquehanna and Wyoming counties is used for the purpose of tourism development, the Endless Mountains Visitors Bureau has developed the Room Tax Grant Program. 30% of all Hotel Room Tax is set aside for distribution through the Grant Program in each county. **Please note:** The Endless Mountains Visitors Bureau will review applications as part of a pre-application process to assure it meets all the grant requirements. Qualifying applications will then be passed on to their respective county for approval and may require additional information to be submitted.

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 50-mile radius.
- Historical Preservation Project – must:
 - Be used to improve, restore or preserve existing historical sites/buildings that are considered to be of value to the area's culture, history and sense of identity.
 - Be an existing or potential tourist draw and will add to the existing tourism attractions within the area.
 - Not be a capital improvement project – i.e., sidewalks, sewers, etc.
 - Not be a private residence or business.
- Wayfinding Aides –
 - Consideration will be given to groups proposing to develop maps, signage or other tools which would be of assistance to visitors to the area.

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.
 - 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 50 mile radius.
- 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, travel and utilities).
- 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 (county name) County Room Tax Fund and the Endless Mountains Visitors Bureau.**
- Award recipient organization must provide a direct link from its respective website to the Endless Mountains website – www.endlessmountains.org

Questions regarding the application process should be directed to the Endless Mountains Visitors Bureau, 5405 State Route 6, Tunkhannock, PA 18657. Phone 570-836-5431 or jean@endlessmountains.org



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 Grant Application and requested attachments to:

**Endless Mountains Visitors Bureau
Attn: Room Tax Grants
5405 State Route 6
Tunkhannock, PA 18657**

All applications must be postmarked by September 25, 2020.

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** **Historical Preservation** **Wayfinding (signage)**

Project Name: _____

Project Date(s): _____

Amount Requested: _____

Organization Name: _____

Tax ID Number: _____

Name of Contact Person: _____

Title in Organization: _____

Mailing Address: _____

County: _____

Phone # _____ Fax # _____

E-mail _____

Website _____

Section 2

Please answer the following utilizing no more than three (3) 8 ½" x 11" total pages (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 **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 for the past 3 years.
7. Identify your cash or in-kind 25% match and the source of the match.

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....*
7. **Match:** *Our 25% match is ___# of hours @ estimated cost of \$_____ per hour or \$_____ of advertising with monies from marketing budget.*

You must provide the following support materials with your Application. Please submit 5 unbound 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.
- 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, and 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.

Applicants should not 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.