Clearfield County Tourism Promotion Matching Grant
Hotel Tax Fund
Criteria and Unified Application Guidelines
2020

In accordance with state guidelines, portions of collected Clearfield County Hotel Tax revenues are allocated each year to support the county’s tourism assets. Awards are granted based on merit to qualified in County partner applicants and projects as determined by the Clearfield County Recreation and Tourism Authority Board.

ALL APPLICANTS ARE ADVISED TO READ THROUGH THE GUIDELINES AND APPLICATION THOROUGHLY AS THE APPLICATION, GUIDELINES, SUPPORTING DOCUMENT REQUIREMENTS, AND REPORTING FORMATS HAVE CHANGED. Applicants with questions may call Sue at 814-765-5734 or 814-577-0704.

Schedule for Application*:

May 1, 2019: CCTP Grant Application period opens

November 22, 2019: CCTP Grant application deadline (full application) - must be received by 4pm

January 8, 2020: Grant awards announced

December 4, 2020: Last day to submit CCTP Grant Close Out Reports – must be received by 4pm

All grant reports must be in to CCRTA office no later than December 4, 2020. No project will be accepted if completed before the awards are granted. NO EXCEPTIONS! Reports shall be submitted on approved/provided report form. Any awardee not in compliance will be ineligible for future awards. If you have an open grant you cannot apply for another one until it is closed out.

Criteria and Guidelines

1. Clearfield County Tourism Promotion grants are made on a cost reimbursement basis following a process of application, review, approval and completion. Receipt of the CCTP award is contingent upon submittal of invoices from bona fide trade’s people. The applicant must submit documentation for the total and final cost of the project. All work must be completed, and receipts must be turned in no later than December 4, 2020.

2. A cash match equal to the grant amount is required for all awarded CCTP projects. For example, a request for $7,500 should document an equivalent $7,500 cash match ($15,000 total project cost) in the appropriate section of the grant application. This can include in-kind match.

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Up to 100 percent of the amount requested may be awarded but is not guaranteed for any tourism promotion project sponsored by an organization, business, attraction or event located within Clearfield County that submits a request for such funds. **Applicants must provide proof of how tourism visitation and overnight stays will be increased through the granting of funds. Approximate number of visitors impacted or reached MUST be included in application narrative.**

Grants will not be awarded for standard or event operational expenses or sectarian religious purposes. Fireworks displays and structural modifications are not eligible. This is not a full and complete list and is subject to committee review. The media must be used to draw out of the area visitors to Clearfield County.

Tourism promotion, website design/enhancements and signage are eligible expenses. **The Visit Clearfield County logo must be located on these projects. The Visit Clearfield County Team must review and approve all projects before completion or before they go live.** This is not a full and complete list and is subject to committee review.

3. As a provision of accepting these monies, awardees must provide adequate proof that the funds received were used for their intended purpose. A final project report is required as outlined in the Award Agreement along with proof of the VCC logo.

4. Applicant must provide supporting documentation of matching funds with the grant application.

5. Nothing shall prevent the Clearfield County Recreation and Tourism Authority from withholding all or part of the monies available in a current grant cycle. Should funds be remaining at the end of any single fiscal year, those funds will be considered part of the general fund.

6. **It should not be presumed that any applicant will be awarded a grant on an annual basis, nor should the availability of these grant awards be considered an annual part of any applicant’s budget.**

7. The CCRTA Grant Committee is responsible for reviewing all CCTP grant applications and making a recommendation to the CCRTA board of directors, which will approve all awards.

8. Hotel tax funds are no longer allowed to pay for signage, unless the sign has the **Visit Clearfield County logo prominently displayed.** The proper camera-ready logo will be provided by Visit Clearfield County.

9. Awardees shall publicly acknowledge the Clearfield County Recreation and Tourism Authority/Tourism Promotion Grant support through all reasonable vehicles as a stipulation of receiving such awards. **Example: The Visit Clearfield County logo must be displayed on a brochure or on any advertising vehicles such as: billboards, newspaper, poster, etc…**

10. Awards shall be presented by the County Tourism Promotion Agency.

11. The CCRTA Grant Committee will review the criteria and guidelines annually to enhance, amend or dissolve said guidelines.

12. Payment may take 4-8 weeks to received due to closeout review(s).
CLEARFIELD COUNTY TOURISM PROMOTION FUND
GRANT APPLICATION

Company/Organization ____________________________ Contact Person ____________________________

Address ______________________________________________________________________________________

Address II ______________________________________________________________________________________

Telephone ___________________________ Type of Business/Organization ____________________________

Email Address ___________________________ Today’s Date ______________

Short (30 words or less) description of your Project __________________________________________________
____________________________________________________________________________________

Amount Requested _____________________ (Maximum amount $7,500/ with 50/50 match required)

Source of Match ________________________ Amount of Cash Match ________________________________

Amount of Leverage ____________________ Total Project Cost _________________________________

Type of Project:  Special Event ___ Marketing Project ___ Website ___ Signage ___ Tourism Development ___

Has this applicant ever applied for a Clearfield County Tourism Promotion Grant?

If yes…. Date ______________ Amount Granted ______________

CERTIFICATION AND SUBMITTAL AUTHORIZATION

I hereby certify that the information submitted with this Project Request is true and correct.

_________________________________________  __________________________________________
Requester’s Signature  Attest

_________________________________________
Date Received  Received by

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I. Project Description

Provide a clear and concise statement of the use and purpose of your project for which funding is being requested. 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.
II. Marketing Plan

Please provide us with a brief narrative [one to three paragraphs only] detailing your overall marketing strategy and target audience [visitors no less than 50 miles outside the region]. The purpose of this narrative is to provide the Review Panel with your rationale on where – and to whom – you will be marketing to attract overnight guests. Include a list of media you are planning on using to promote your project and a description of their coverage area. Please also include how you plan to use Visit Clearfield County’s logo and/or website. **Incomplete Marketing Plans may result in a rejected grant application**
III. Matching Funds
Explain Source of funds being used as leverage with project and attach commitment letters. (Other grants, loans, (Pennvest, RUS), personal or local funds and/or in-kind for the project). Explain what each funding source will be paying for.
### IV. Work Plan/Time Frame/Costs
Provide a time frame of how the funds will be used in timely manner.

### V. Budget Summary
Submit a budget in detail of the project including all cost from this grant and other sources. Please be specific regarding what this grant request will fund and what other funding source will be funding. Include cost estimates for all work included in the project and define each funding source for the work.

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