

Jefferson County Tourism Development Grant 2009

**A Project of the Jefferson County Hotel Tax Fund
Overseen by the Jefferson County Hotel Tax Committee**

Program Guidelines

The Jefferson County Tourism Development Grant program is designed to stimulate and encourage the development and/or expansion of tourist attractions within Jefferson County. The program is funded by the Jefferson County hotel tax, which is collected on room purchases throughout the county. The purpose of the tax is to “put heads in beds”, in other words, to attract overnight visitors to our county, thus bringing outside dollars into our local economy. Therefore, this program intends to encourage development activities that will help the county attract visitors who will spend one or several nights within our county borders.

The Tourism Development Grant can be used in conjunction with other grants and loans and can be used to leverage other matching grants.

Eligibility

Eligible nonprofit organizations can be 501c3, 501c6, or 501c4 corporations organized to promote tourism, to foster economic development, or to hold a festival or event. For-profit enterprises are eligible only if the enterprise is developing a new attraction or building a new event, but are not eligible if the project is an expansion of their current business.

Program Requirements

- The maximum amount awarded to any applicant is \$30,000 and the minimum awarded is \$5,000.
- The program is a matching grant, meaning that the applicant must demonstrate the ability to match the total amount of grant funds received.
- The grant money is distributed on a reimbursement basis; in other words, the grantee must provide paid invoices for eligible expenditures relating to the project before the grant monies will be released. (For example, invoices totaling \$10,000 would result in a reimbursement of \$5,000.) Reimbursements can be made periodically throughout the project period. Minimum reimbursement is \$5,000.
- The applicant must submit a complete project budget.
- Finalists for the grant may be asked to make a 5 to 15 minute presentation to the committee.

Eligible Use of Funds

Eligible program activities include construction, entertainment or event bookings, design or engineering work, and advertising *beyond* a 100-mile radius of Jefferson County. Ineligible activities include land purchases and infrastructure development.

Application:

Organization/Business Name:

CEO/Director/Owner:

Address:

City/State:

Zip:

For-profit corporation

Non-profit corporation

Partnership

Sole proprietorship

FEIN:

Contact name:

Title:

Phone:

Fax:

E-mail:

Project Site Location:

Name of site (if any):

Address:

City:

State:

Zip:

Municipality:

Project Name/Description: (25 words or less)

Project Budget

Please attach a complete project budget, including documentation to support budget costs (quotes, estimates, etc.)

Project Narrative

Attach a comprehensive description of the project. The narrative must specifically address each of the items below.

1. Applicant's background; i.e., the founding or incorporation date, history of the business or organization, mission of the organization, current business market area.
2. Project description, including the goals of the project, how will the goals be accomplished, expected outcomes, long-range plans for the project.
3. How will the project bring overnight visitation to Jefferson County?
4. How will the grant funds be used?
5. Project schedule, milestones, and dates.
6. Planning/zoning letter, if applicable.

Project Close-out Report

As a provision of accepting grant funds, awardees must provide a grant close-out report no later than 12 months after the award date. The report must include the following:

1. A narrative on the outcome of the project, including whether the project was completed as described, the impact of the project in the region, and whether or not the project is meeting its goals.
2. A final budget report for the funding awarded. Document how the funds were used and whether or not all funds were expended.
3. ***The project must display acknowledgement that the project was funded in part by the Great Outdoors Visitors Bureau as a Jefferson County Hotel Tax project. This includes mention on any physical structures, brochures and/or websites. Our logo and information is available at your request.***

Submitting The Application

Eleven (11) copies (Please do not place in any type of folder or binding, clip or staple only) **of your applications should be submitted no later than October 17, 2008 to:**

Great Outdoors Visitors Bureau
Jefferson County Tourism Development Grant
175 Main Street
Brookville, PA 15825

Applications received *without* 11 copies or *after* the October 17 deadline will not qualify for the grant. You will be notified by November 30, 2008 as to the outcome of your application.

Any questions, contact Carla Wehler at:
Phone: 814-834-1267
FAX: 814-834-1294
E-mail: Carla@visitpago.com