

## 2022-2023 Room Tax Grant Application

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As the designated agency responsible for ensuring that Hotel Room Tax money collected in Bradford County is used for the purpose of tourism development, the Bradford County Tourism Promotion Agency administers the Room Tax Grant Program. 30% of all Hotel Room Tax is set aside for distribution through the Grant Program in Bradford County

### Grant Categories:

- Special Event or Exhibit – must:
  - Be open to the public.
  - Promote tourism in Bradford County
  - Be advertised outside a fifty mile radius.
- Marketing and Promotional Projects – must:
  - Demonstrate that the project directly correlates to increasing tourism within Bradford County.
  - Target promotion beyond a fifty mile radius.
- Wayfinding Aides – must:
  - Consideration will be given to groups proposing to develop maps, signage or other tools which would be of assistance to area visitors.

### 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. **A letter or certificate of designation from the IRS is required.**
  - Have one year of audited financial reports from within the last 2 years OR 990 if the organization does not do annual audits.
  - Have a proven positive record of advertising to bring patrons and audience members from beyond a fifty mile radius.
- Show proof of having 25% cash or in-kind match of the total amount requested. “Proof of Match” is per event or per project, NOT overall total budget. When closing out a grant, organizations must show the money received AND matching funds went toward what they applied for (proof by invoices submitted). NO grant money can be used outside of the original request.
- **Grant funds will not be awarded to any organization that has an outstanding grant closeout.**
- **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.**
- 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 Bradford County Tourism Promotion Agency.”*

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### Instructions:

Applicants must complete all sections of the Grant Application and provide the required support materials to be considered for funding. Incomplete applications will not be reviewed by the grant committee. Once the application is complete, please submit (if submitting by mail, applications must be postmarked on or before the deadline listed here) 5 collated copies by the end of business on **Friday, October 14, 2022** to:

**Bradford County Tourism Promotion Agency  
1 Washington Street, Suite B  
Towanda, PA 18848**

### 1. Organization and Project Information:

Choose one type of project to apply for and fill in all organizational information regardless if you have applied in the past.

### 2. Grant Narrative:

Answer all narrative questions fully but concisely within three 8 ½" x 11" pages total. If additional material is required for any question, please attach a separate page with the supplemental material and reference the appropriate line item from the application.

*For example, if you have mapped where your attendance has come from in the past, you can attach the map and reference question 4 of the grant narrative.*

### 3. Required Supporting Materials:

- A copy of your most recent 501c-3 or 501c-6 Certification/Designation Letter. The IRS only issues new designation letters when there is a change in your status. If you have submitted this with a previous grant application and there is no change in your status, you still need to submit copies of your determination letter with each new application. They are not held on file for continued use.
- Organization's Annual Budget – please indicate any plans for large reserves of income.
- Audited financial statement or a copy of your IRS 990 form from within the last 2 years. If you submit a full 990 with schedules, you only need to provide one full copy of the 990 with your grant, your additional copies can be just the first page of the form 990.
- Project's Itemized Budget for current year (be sure to identify sources of additional income).
- Proof of having 25% cash or in-kind match of the total amount requested. "Proof of Match" is per event, NOT overall total budget. When closing out a grant, organizations must show the money received AND matching funds went toward what they applied for (proof by invoices submitted). NO grant money can be used outside of the original request. **This proof MUST be shown in the Organization's Project Budget, not the Overall Budget.**
- For annual events, include the final financial report from the past year's project.

- 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, packages put together with lodging in the area and any other marketing initiatives. **The marketing plan must show the requirement to advertise outside a 50+ mile radius has been met.** *Strong applications will demonstrate/indicate the use of FREE resources offered by BCTPA.*
- If applying for wayfinding, please include type of sign, estimated cost, design if available, size of sign and location of sign placement.

#### **4. Signature Page:**

By signing this page, you are affirming that all information in the application and its attachments are true and correct to the best of your ability, and that the receipt of any grant funds relative to this request will be used for the purposes detailed within this application.

**\*Grant decisions and notifications shall be completed no later than December 3, 2022.**

**Questions regarding the application process should be directed to:  
Bradford County Tourism Promotion Agency  
1 Washington St. Suite B  
Towanda, PA 18848  
570.265.TOUR (8687)**

#### **Helpful Tips to a Successful Grant:**

- Read the instructions and follow them carefully.
- Don't procrastinate completing the grant—funding is competitive and strong applications that are well thought out, detail-oriented, and connect back to building tourism tend to have greater funding success.
- Have someone double check the application to make sure it is complete
- Make a full copy of your grant application and materials for yourself – it is a good thing to keep in your files.

#### **Looking ahead - Final Reporting Requirements:**

If you are awarded the grant, here are the materials you will need to provide in your final report after your project is finished:

- Invoices for all grant related expenses including those that are part of your match.
- Copies of print materials and ad proofs that demonstrate that you used the required acknowledgement line for the advertising materials funded by the grant
- Final financial report for the event/project showing the 25% matching funds.
- Attendance numbers, statistics from your web site, number of hotel rooms booked, etc.
- Guarantee to post your events to the FREE calendar on the Tourism Website for promotion.

**Section 1: Organizational and Project Information**

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

- Event or Exhibit**                       **Marketing & Promotional Project**                       **Wayfinding Aids**

Project Name: \_\_\_\_\_

Project Date(s): \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Tax ID Number: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Title of Contact Person in Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone # \_\_\_\_\_ Fax # \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

## **Section 2: Grant Narrative:**

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

Please read each questions carefully and answer fully.

1. What is the **mission** or purpose of your organization?
  - *EX: "Our organization's mission is...."*
2. Provide a brief **project summary** which includes a projected timeline for distribution of your promotional items and/or completion of your project/event.
  - *EX: "Our organization will...."*
3. What are the **goals/objectives** of your proposed project/event?
  - *EX: "The goal of the project is....."*
4. How will your proposed project/event attract tourists and visitors to Bradford County – and **ideally generate overnight stays**? If this is a reoccurring event, where have guests come from in the past?
  - *EX: "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 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? **\*\*Please include attendance numbers of your annual event over the last 3-5 years.\*\***
  - *EX: "We will evaluate the success by...."*

**Section 3: Signature Page:**

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:

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Title:

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Signature:

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Name of Organization:

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Date:

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## Grant Checklist:

### Section 1:

- Organizational and Project Information page is fully complete

### Section 2:

- Grant Narrative is complete answering all 6 questions.

### Section 3:

- Signature Page is fully complete

### **ALL Supporting Materials are included.**

**\*If any of these are missing, the grant committee will be unable to move forward in their review process.**

- A copy of your most recent 501c-3 or 501c-6 Certification/Designation Letter. The IRS only issues new designation letters when there is a change in your status. If you have submitted this with a previous grant application and there is no change in your status, you still need to submit copies of your determination letter with each new application. They are not held on file for continued use.
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- If applying for wayfinding, please include type of sign, estimated cost, design if available, size of sign and location of sign placement.
- Printed 5 copies of the application for submission