**Jefferson County Hotel Tax Grant Application & Report Requirements**

**(Applications must be submitted no later than 60 days prior to the activity start date)**

**Grant Criteria and Guidelines**

A portion of Jefferson County’s Hotel Tax receipts are appropriated for a grant program specifically established to promote and increase tourism and overnight stays to Jefferson County. These grants are typically awarded to county nonprofits based on their tourism plan and potential to achieve the outcomes set forth by the Jefferson County Hotel Tax Committee and the Jefferson County Commissioners. Grants are administered by the Jefferson County Department of Development’s Director of Tourism.

* Up to $7,500 may be awarded to nonprofits in Jefferson County to increase tourism and overnight stays in Jefferson County.
* For-profit entities 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 increased 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 event (xxx 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, multiply by 25%= $875).
* Grant application must include a detailed total project budget.
* A nonprofit may only submit one grant request per calendar year.
* 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 of 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 (e.g., development of a website to market local events and attract audience outside of the local area to Jefferson County).
* Grant funds cannot be used to fund advertisements in local publications such as high school sports/dance/theatre programs, posters, etc. Grant funds cannot be used for beautification, restoration, or the development of an asset. Grant funds cannot be used for routine operational expenses or for religious or political purposes.
* Grants will be considered on a continual basis throughout the year. Applications are available any time by visiting www.jeffersoncountypa.com/departments/department-of-development. Applications will be reviewed at the meetings of the Jefferson County Hotel Tax Committee and funding recommendations will be made to the Jefferson County Commissioners.
* 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 recommended by the Hotel Tax Committee and subsequently approved by the Jefferson County Commissioners 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 Hotel Tax Committee a final closeout report within 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 name, POC, mailing address, phone number, and email address.
	+ A summary of the event or development activity.
	+ Any discrepancies between planned vs. 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/tourists 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 Committee and Commissioners funding future grants for the nonprofit.
* Awarded funds must be used the approved purpose and according to the application details and date(s) or returned to the Jefferson County Hotel Tax Committee with an explanation regarding why the funds were not used. The Committee 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 if not satisfied.
* Unexpended awarded grant funds will be returned to the Jefferson County Department of Development and will be added back to the hotel grant funds for future granting consideration.
* The Jefferson County Hotel Tax Grant Application/Criteria & Guidelines will at a minimum be reviewed annually and as needed will be amended or dissolved.
* The Jefferson County Hotel Tax Committee members are appointed by the Jefferson County Commissioners. In the event a member of the Committee serves on a Board or is affiliated in another manner with an applicant nonprofit, said member must remove themselves from that applicant’s application review and/or decision-making process.

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The Jefferson County Hotel Tax Committee oversees a marketing and development grant program available to Jefferson County nonprofits to support County tourism. The Committee reviews and recommends grants to the Jefferson County Commissioners who have ultimate grant approval authority.

Grants are administered by the Department of Development-Director of Tourism.

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

**Submit the completed application with attachments to:**

Jefferson County Pennsylvania Hotel Tax Committee

c/o Jefferson County Department of Development-Director of Tourism

155 Main Street, 2nd Floor

Brookville, PA 15825

Direct questions to the Director of Tourism at (814) 849-3047

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 of $875.*

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

**Total Project: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (attach line-item budget)**

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Please provide the following information in a complete, accurate, and timely manner. Insert information below or use separate pages to respond.

* 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Describe the project being supported by this grant and how this project will increase tourism and overnight stays in Jefferson County: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 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 audience outside of the local area to Jefferson County: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 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: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* 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 Hotel Tax Committee may request additional information and/or a personal interview from the applicant.

**Name:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Title:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Signature:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Date:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_