

November 10, 2011

2012 Tourism Grant Program

Announcement

The Wayne County Tourism Promotion Advisory Board announces the 2012 Tourism Grant Program. The committee is concentrating efforts on specific event advertising and targeted for advertising out of Wayne County. Coordination of efforts with other organizations with events during the same time period is encouraged to maximize marketing potential. Every organization making application that has a website, should demonstrate that they have a link to www.visitwaynecounty.com. Please review the grant guidelines for specific instructions.

Wayne County Tourism is driven by the visitor participating in activities, events and recreation across the area. Coordination of events that keep the visitor overnight greatly increases overnight stays at our lodging facilities and campgrounds and benefits supporting businesses as well.

Applications for the 2012 Tourism Grant Program can be obtained in the Wayne County Commissioners office or downloaded at www.co.wayne.pa.us under Features. Applications should be returned to the Chief Clerk, Wayne County Commissioner's Office no later than Friday December 16, 2011. Awards will be announced in February 2012.

**Wayne County Tourism Grant Program
Criteria and Guidelines
2012**

STATEMENT OF PURPOSE:

Twenty percent of the first \$500,000.00 of the Wayne County Hotel Excise Tax is appropriated for a grant program specifically established to support the County's tourism assets. The purpose of this grant program is to enhance the tourism experience, increase tourism, visitation, and overnight stays within Wayne County. Awards are granted annually on the basis of merit as determined by the Tourism Grant Review Committee and administered by the Wayne County Commissioners and Pocono Mountain Visitors Bureau.

CRITERIA AND GUIDELINES

Applicants:

1. Grants may be awarded to any tourism-related entity located within Wayne County that submits a request for such funds. Grants may be awarded in the following category:
 - A. Marketing and Advertising Programs: Advertising programs should be targeted to media that will reach non-County residents. The Grant Program will not fund advertisements in local publications; local high school sports programs, local dance troupe programs, etc.
 - Preference is given to those applicants who demonstrate a collective effort between an event and lodging facility or multi-event project.
 - Preference is given to the promotion of events during "Off Peak" dates.
 - Applicants must secure and maintain listing on www.visitwaynecounty.com website and provide a link to the site from the organizations website if applicable.
2. Grants will not be awarded for:
 - Standard operation expenses (such as rent, utilities, insurance, payroll, etc.).
 - Travel expenses (such as gas expenses, mileage, air fare or other transportation, lodging, etc.
 - Sectarian religious purposes.
 - Capital purchases or improvements.

3. Grants will be awarded for 2012 according to the following schedule:
 - November 10, 2011 – A call for all applications will be announced.
 - December 16, 2011 – Deadline for applications to be submitted.
 - February 2012 – Awards will be announced.
4. Award amounts must be utilized within 10 months. Grant monies will be distributed with ½ of the monies awarded at the time of their announcement. The remaining ½ of the funding will be distributed when the project is 100% completed.
5. If the funds are not expended appropriately within the 10 month period, applicants must inform the grant committee in writing and either request an extension or return the entire amount to the Wayne County Tourism Grant Review Committee along with any interest accrued and an explanation of why the funds were not used.
6. 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 by December 31, 2012 and must include:
 - Documentation of the program.
 - Itemized list of expenses with copies of receipts.
 - A summary of the completed project including traceable results.

Additionally:

- If a marketing project, photos, copies of any advertisements, press releases, or samples of other media placements are to be included in the final report.
7. An organization may not file more than one grant request.
 8. It should not be presumed that any applicant will be awarded a grant on annual basis, nor should the availability of these grant awards be considered an annual part of any applicant's budget.
 9. Awardees shall publicly acknowledge program support through all reasonable vehicles as a stipulation of accepting such awards.
 10. Awardees must utilize Wayne County logo/website on printed material.

Wayne County Tourism Grant Review Committee:

1. The Tourism Grant Review Committee shall be comprised of five (5) voting members:

- One representative from the largest contributor of the tax
- The Wayne County representative to the PMVB Marketing Committee
- A representative from a campground
- A representative from a Bed & Breakfast
- One member at large