

**Wayne County Tourism Grant Program
Criteria and Guidelines
2016**

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. A grant program will be offered out of these funds and awards are determined by the Tourism Grant Review Committee and approved by the Wayne County Commissioners and Pocono Mountain Visitor's 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 two categories:
 - 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. Quotes, plans, expense allocations, budget are extremely helpful. The more specific your plan, the better the application is.
 - B. 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.
2. **Grants will be limited to \$ 2,000 each, unless the applicant shows a partnership with another organization showing a joint marketing idea/project. There is NOT a specific grant application to complete.**
3. Grants will be awarded on an annual basis, according to the following schedule:
 - November 19, 2015- A call for applications will be announced.

- December 28, 2015- Deadline for applications to be submitted.
 - February, 2016- Awards will be announced.
4. Award amounts must be utilized within 10 months. Grant monies will be distributed with 1/2 of the monies awarded at the time of their announcement. The remaining 1/2 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, 2016 and must include:
 - Documentation of the program.
 - Itemized list of expenses with copies of receipts.
 - A summary of the completed project including any traceable results.
 7. An organization/partnership 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.

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

In the event that a member of the Tourism Grant Review Committee serves on the board of the applicant organization of event, or it is affiliated in another manner, it is mandatory that said member remove his or herself from the review and/or decision making process.

The Chief Clerk of Wayne County will serve as a liaison between the Board of Commissioners and the Tourism Grant Review Committee.

2. The Committee will review all grant applications and recommend the awards to the Board of Commissioners no later than 60 days past the attending application deadline.
3. Grant awards shall be presented to each recipient jointly by representatives of the Wayne County Tourism Grant Committee and the Wayne County Commissioners.
4. Nothing shall prevent the Wayne County Tourism Grant Review Committee from withholding part of all of the total monies available for annual awards should that entity feel that insufficient requests have been made justifying exhaustion of those funds. Should funds be remaining at the end of any single fiscal year, those funds may be rolled forward into the following year for granting consideration.
5. The Tourism Grant Review Committee will review the criteria and the guidelines annually to enhance, amend, or dissolve guidelines.