

## **Wayne County Tourism Promotion Program Criteria and Guidelines for 2017**

### **STATEMENT OF PURPOSE:**

In accordance with state guidelines outlined by Act 18, a portion of the collected Wayne County Room Tax revenues may be allocated each year to support the county's tourism assets. The purpose of this program is to enhance the tourism experience and to increase visitation & overnight stays within Wayne County. Disbursements will be based on the quality of the applications and their adherence to Act 18, as determined by the Wayne County Room Tax Committee and approved by the Pocono Mountains Visitors Bureau and the Wayne County Commissioners.

### **CRITERIA AND GUIDELINES:**

Disbursements of up to \$2,000 may be awarded for the marketing of any tourism-related initiative sponsored by an entity located within Wayne County that submits a completed application. Applications must demonstrate how the tourism industry within Wayne County will be enhanced.

Due to the adoption of Act 18 in 2016, the promotion program has changed. Applications need to contain a detailed budget to include the vendor/advertiser name, anticipated cost or estimate, dates of potential advertisement placement or a detailed description of your plan in order to be considered. PMVB will pay the vendors directly instead of reimbursing the organization that is sponsoring the event.

Eligible uses for these funds include but are not limited to advertising, PR, publications, event brochures, direct marketing, sales, and/or participation in industry trade shows that attract tourists to Wayne County. Higher priority will be given to out-of-county marketing efforts.

Ineligible uses include but are not limited to operational expenses, travel expenses, restoration, beautification or the development of assets.

Applicants are required to use the official PMVB logo and website [PoconoMountains.com](http://PoconoMountains.com) on all printed material, signage and electronic advertising when appropriate and possible. Electronic versions of the PMVB logo will be made available to successful applicants.

An organization may only submit one request per project year. It should not be presumed that any applicant will be awarded distributions on an annual basis, nor should the availability of these funds be considered an annual part of any applicant's budget.

The Committee will review all (grants) promotion program applications and recommend the awards no less than 60 days past the application deadline.

Disbursement of funds will be made in accordance with Act 18. Vendors will submit invoices directly to the Pocono Mountains Visitors Bureau. The Pocono Mountains Visitors Bureau will issue payment to the vendor up to the approved disbursement amount.

Please submit seven (7) copies of the application. Do not staple or bind applications.

#### **SCHEDULE FOR 2017 APPLICATIONS:**

Applications must adhere to the following deadline schedule:

- A call for applications February 9, 2017
- Deadline for applications March 1, 2017
- Awards will be announced March 23, 2017

#### **SUBMISSION OF APPLICATION:**

Completed applications should be mailed or delivered to:

Chief Clerk of Wayne County  
Commissioners of Wayne County  
925 Court Street  
Honesdale, PA 18431

Applications may be faxed to 570-253-5432 or emailed to [vbotjer@waynecountypa.gov](mailto:vbotjer@waynecountypa.gov)