



208 Plaza Drive, Clearfield, PA 16830, [www.visitclearfieldcounty.org](http://www.visitclearfieldcounty.org), 814-765-5734

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**Clearfield County Tourism Promotion Matching Grant**  
Clearfield County Commissioners Discretionary and Hotel Tax Fund  
Criteria and Unified Application Guidelines

**2016**

In accordance with state guidelines, portions of collected Clearfield County Hotel Tax revenues are allocated each year to support the county's tourism assets. Awards are granted on the basis of merit to qualified applicants as determined by the Visit Clearfield County Board of Directors.

**ALL APPLICANTS ARE ADVISED TO READ THROUGH THE GUIDELINES AND APPLICATION THOROUGHLY AS THE APPLICATION, GUIDELINES, SUPPORTING DOCUMENT REQUIREMENTS AND REPORTING FORMATS HAVE CHANGED.**  
**Applicants with questions may call 814-765-5734.**

**Schedule for 2016 Applications\*:**

*February 1: CCTP application period opens*

*March 11: CCTP spring round approval deadline (first page only)*

*April 15: CCTP spring round application deadline*

*May: Spring awards announced and fall awards open*

*September 9: CCTP fall round approval deadline (first page only)*

*October 7: CCTP fall round application deadline*

*November: Fall awards announced*

All grant reports must be in to CCRTA office within 60 days of project completion. All grant closeout reports must be submitted no longer than a year from the acceptance letter. Reports must be submitted on approved/provided report form. **Any awardee not in compliance will be ineligible for future awards.**

**Criteria and Guidelines**

1. Members of the Visit Clearfield County Board of Director's are not eligible for CCTP funding. However they may apply to the Clearfield County Commissioners discretionary fund.
2. Clearfield County Tourism Promotion grants are made on a cost reimbursement basis following a process of application, review, approval and completion. Receipt of the CCTP award is contingent upon submittal of invoices from bona fide trade's people. The applicant must submit documentation for the total and final

cost of the project. All work must be completed within 1 year of the grant being awarded or 100% of the funding will be forfeited.

3. A cash match equal to the grant amount is required for all awarded CCTP projects. For example, a request for \$7,500 should document an equivalent \$7,500 cash match (\$15,000 total project cost) in the appropriate section of the grant application.

Up to 100 percent of the amount requested may be awarded but is not guaranteed for any tourism promotion project sponsored by a nonprofit organization, business, attraction or event located within Clearfield County that submits a request for such funds. ***Applicants must provide proof of how tourism visitation and overnight stays will be increased through the granting of funds. Approximate number of visitors impacted or reached MUST be included in application narrative.***

Grants will not be awarded for standard or event operational expenses or sectarian religious purposes. Fireworks displays, entertainment, and structural modifications are not eligible. The grant program will not fund advertising in local publications, local school sports programs, local dance or theatre programs, etc. This is not a full and complete list and is subject to committee review. The media must be used to draw out of the area visitors to Clearfield County.

Tourism promotion, website design/enhancements and signage-meeting the Pennsylvania Wilds Design Guide Criteria are eligible expenses. This is not a full and complete list and is subject to committee review.

4. 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 as outlined in the Award Agreement.
5. Applicant must provide supporting documentation of matching funds with the grant application.
6. Nothing shall prevent Visit Clearfield County from withholding all or part of the monies available in a current grant cycle. Should funds be remaining at the end of any single fiscal year, those funds will be rolled over to the following year.
7. **It should not be presumed that any applicant will be awarded a grant on an annual basis, nor should the availability of these grant awards be considered an annual part of any applicant's budget.**
8. A committee of partnering businesses are appointed for reviewing all CCTP grant applications. The Visit Clearfield County board of directors will make the final approval of all awards.
9. Projects forwarded to the Clearfield County Board of Commissioners for Discretionary Hotel Tax Fund consideration will be reviewed and final determination made by the Clearfield County Commissioners. An applicant is not eligible to apply to both sources at any time.
10. Awardees shall publicly acknowledge the Clearfield County Recreation and Tourism Authority/ Tourism Promotion Grant support through all reasonable vehicles as a stipulation of receiving such awards.
11. The Visit Clearfield County Board of Directors will review the criteria and guidelines annually to enhance, amend or dissolve said guidelines.



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**CLEARFIELD COUNTY TOURISM PROMOTION FUND  
GRANT APPLICATION**

Company/Organization \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Address II \_\_\_\_\_

Telephone \_\_\_\_\_ Type of Business/Organization \_\_\_\_\_

Email Address \_\_\_\_\_ Today's Date \_\_\_\_\_

Short (30 words or less) description of your Project \_\_\_\_\_

Amount Requested \_\_\_\_\_ (Maximum amount \$7,500/ with 50/50 match required)

Source of Match \_\_\_\_\_ Amount of Cash Match \_\_\_\_\_

Amount of Leverage \_\_\_\_\_ Total Project Cost \_\_\_\_\_

Type of Project: Special Event \_\_\_ Marketing Project \_\_\_ Website \_\_\_ Signage \_\_\_

Has this applicant ever applied for a Clearfield County Tourism Promotion Grant?

If yes.... Date \_\_\_\_\_ Amount Granted \_\_\_\_\_

**CERTIFICATION AND SUBMITTAL AUTHORIZATION**

I hereby certify that the information submitted with this Project Request is true and correct.

\_\_\_\_\_  
Requester's Signature

\_\_\_\_\_  
Attest