

# Schuylkill County Visitors Bureau Tourism Promotion Grant Program

## MINI GRANT GUIDELINES

The Schuylkill County Visitors Bureau welcomes your request for a marketing mini grant to support your project or special event in Schuylkill County.

**History:** The Bureau's Mini Grant Program was developed as the result of funding received through the Hotel/Room tax, implemented in June 2002. The Schuylkill County Visitors Bureau Board approved to set aside a percentage of room tax income for this mini grant program. Grants are reviewed in February and notification awarded in March.

**Purpose:** Grants will support promotional and publicity initiatives that result in increased tourism and overnight stays within Schuylkill County. Awards will be granted annually upon the recommendation of a board review committee and administered by the Schuylkill County Visitors Bureau.

### Instructions:

- Review all guidelines.
- Use enclosed application form, or follow form being sure to complete each item.
- INCOMPLETE applications will be rejected.
- Deadline is Monday, February 1st, 2010
- All proposals must meet the criteria to increase tourism and overnight stays within Schuylkill County.
- Be sure to plan how you will measure or estimate increased tourism/overnight stays.
- Grants range from \$200 to \$5000. There is no guarantee applicants will receive full asking amount.

Monies for this fund are generated by visitors staying overnight and paying the hotel room tax that is collected by lodging establishments. As you read the application guidelines, note again that grant applications must meet the criteria of increasing tourism and overnight stays within the county. As overnight stays increase, so does the size of the fund available for grants.

# Schuylkill County Visitors Bureau Tourism Promotion Grant Program

## GUIDELINES FOR GRANT REQUESTS

### Criteria

1. Grants may be awarded to any qualifying cultural, historical and recreational entity and/or qualifying special event. Local and county government agencies also may qualify.

To be a qualifying Cultural, Historical, or Recreational Entity, an organization must:

- be a non-profit 501(c)3 organization, as determined by the Internal Revenue Service
- have a proven record of bringing patrons/audience members from beyond a 50-mile radius.

To be a qualifying SPECIAL EVENT, the event must be sponsored by a non-profit 501(c)3 organization as determined by the Internal Revenue Service, or a program of a public benefit organization.

Preference will be given to proposals from organizations that have produced similar events with two years of event history, and that advertise or promote the event beyond the borders of Schuylkill County.

Consideration will be given to all proposed events, including those without history, provided that the proposal meets funding criteria, including a written media plan to advertise or otherwise promote its event using media physically located *outside* of Schuylkill County.

2. An organization may file more than one grant request; however, a separate application must be submitted for each request.
3. No grants for sectarian religious purposes.
4. No grants for general operating expenses.
5. Grants awarded annually. All grant dollars must be used within 12 months of award notification.
6. A call for applications will be announced in December of each year. Applications must be received at the Schuylkill County Visitors Bureau office no later than 5 p.m. on Monday, February 1, 2010.
7. It shall in no way be understood or implied that mini grant funds will be divided equally among proposed projects or events.

8. Awardees must provide adequate proof that grant funds were used for their intended purpose through the submission of ad tear sheets, media billings, or other similar documentation.

9. Related expenditures should be billed through and paid for by the Schuylkill County Visitors Bureau. The Schuylkill County Visitors Bureau will invoice the recipient of funds. Participant share of the advertising dollars must be paid to the Schuylkill County Visitors Bureau prior to the commencement of the project.

10. Publicity and promotional campaigns must include mention of, or exhibit the logo of the Schuylkill County Visitors Bureau and the appropriate format of the Pennsylvania tourism slogan, and logo on printed matter and media buys. Grant recipients also must provide a link from their website to the Schuylkill County Visitors Bureau website at [www.schuylkill.org](http://www.schuylkill.org).

11. Event marketing plans should be geared toward generating overnight stays at local lodging facilities.

12. Priority given to applications that:

- Best compliment the Schuylkill County Visitors Bureau marketing efforts
- Have the potential to generate overnight stays at Schuylkill County lodging properties
- Potential to generate off-peak business (i.e. midweek, non-holiday and off-season business)
- Positively impact the greatest number of local businesses

13. A final project report is due within 30 days of the project/event completion date, and must include attendance figures from the previous year's event and the most recent event, and an itemized list of promotional expenses.

#### **14. Only Fully Completed Applications Will be Considered!!**

Questions regarding the application process shall be directed to Regina Gargano, Executive Director, Schuylkill County Visitors Bureau, at 570.622.7700.

**Schuykill County Visitors Bureau  
Tourism Promotion Grant Program  
APPLICATION FORM**

**Organizational Information**

1. Name of Sponsoring Organization: \_\_\_\_\_
2. Mail Address of Organization: \_\_\_\_\_
3. Phone / Email: \_\_\_\_\_
4. Point of Contact: \_\_\_\_\_
5. Date of Request \_\_\_\_\_

**Event Information**

6. Event Name : \_\_\_\_\_
7. Event Location: \_\_\_\_\_
8. Date(s) of Event: \_\_\_\_\_
9. Description of event: (If necessary provide attachment)

10. 2009 Attendance \_\_\_\_\_

11. 2008 Attendance \_\_\_\_\_

12. What percentage of event attendees are not Schuykill County Residents?

13. How did you determine that percentage?

14. What percentage or number of event attendees stayed at a hotel, motel, or B&B's in Schuykill County during this event? If first-year event, note the number of attendees you estimate will stay at a hotel, motel or B&B.

Applicants must contact local establishments in order to complete item #13. Be sure to include any establishment feedback.

15. What additional Schuylkill County businesses and organizations will experience direct benefit from this event? Please attach explanation.

### Event Budget Information

16. Is the event sponsor a 501(c) 3 non profit organization? \_\_\_\_\_  
Please attach IRS Documentation of 501(c)3 status. **(Required)**

17. Total Budget for this event: \$\_\_\_\_\_

18. Amount of budget that will be dedicated to marketing efforts? \$\_\_\_\_\_

19. Percentage of budget dedicated to marketing: \_\_\_\_\_%

20. Amount of Visitors Bureau funds being requested: \$\_\_\_\_\_

21. What portion of the total marketing budget do you expect to be funded by the Visitors Bureau?  
\_\_\_\_\_%

22. Provide details of Marketing Plan for this event:  
(Identify the media which will be used to attract visitors from beyond Schuylkill County. Provide details of projected costs of media buys. Include a copy of your Marketing Plan when you submit this worksheet.)

**Please submit this worksheet to the Schuylkill County Visitors Bureau by Monday, February 1, 2010, for events planned for the period April 1, 2010 and March 30, 2011.**

# **Schuylkill County Visitors Bureau Tourism Promotion Grant Program**

## **POLICIES AND PROCEDURES**

1. An awards review committee will be appointed by the Schuylkill County Visitors Bureau Board of Directors and be comprised of at least five members including the Executive Director.
2. The awards review committee is charged with making certain that each award meets and/or exceeds the established criteria in the Grant Guidelines, and will present each of their final recommendations for awards to the full Schuylkill County Visitors Bureau Board of Directors for ratification on an individual basis.
3. In the event that a member of the awards review committee is in any way associated with the grant applicant organization or event, it is mandatory that said member remove her/himself from the review and/or decision making process.
4. Nothing shall prevent the Schuylkill County Visitors Bureau from withholding part or all of the total funds available for awards, should it feel that insufficient requests have been made to justify exhausting the funds. Should funds remain at the end of any single year, the funds may be rolled into the general promotional fund of the Visitors Bureau.
5. It shall in no way be understood or implied that there shall be an equal division of the total funds among projects or events.
6. The Schuylkill County Visitors Bureau shall annually review the set-aside fund level as well as the established criteria.
7. The board, criteria and the funds allocated to its mission may not be dissolved or altered by the Schuylkill County Visitors Bureau without the agreement of the Schuylkill County Visitors Bureau Board of Directors
8. Organizations who have received previous grants are not guaranteed grants the next year. Each application is reviewed on its own merits based upon the availability of funds.

Questions regarding the application process, policies or procedures shall be directed to Regina Gargano, Executive Director, Schuylkill County Visitors Bureau, at 570.622.7700.