March 29, 2024

Endless Mountains Visitors Bureau

Room Tax Grants

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2024 Grant Cycle

- Grant application posted on website **June 1, 2024**

- Grant application due **September 25, 2024** postmarked.

- Grant award letters and contracts mailed out December 2024

- Checks mailed out beginning Jan. 2, 2025

- Final Reports Due **January 30, 2026**

Endless Mountains Visitors Bureau

2023 Room Tax Grant Pre-Application

As the designated agency responsible for ensuring that Hotel Room Tax money collected in Sullivan, Susquehanna and Wyoming counties is used for the purpose of tourism development, the Endless Mountains Visitors Bureau has developed the Room Tax Grant Program. 30% of all Hotel Room Tax is set aside for distribution through the Grant Program in each county. Please note: The Endless Mountains Visitors Bureau will review applications as part of a pre-application process to assure it meets all the grant requirements. Qualifying applications will then be passed on to their respective county for approval and may require additional information to be submitted.

Grant Categories:
- Special Event or Exhibit – must :
  - Be open to the public.
  - Promote tourism in the county.
  - Be advertised outside a fifty-mile radius.
- Marketing and Promotional Projects – must :
  - Demonstrate that the project directly correlates to increasing tourism within the region.
  - Target promotion beyond a 50-mile radius.
- Historical Preservation Project – must:
  - Be used to improve, restore or preserve existing historical sites/buildings that are considered to be of value to the area's culture, history and sense of identity.
  - Be an existing or potential tourist draw and will add to the existing tourism attractions within the area.
  - Not be a capital improvement project – i.e., sidewalks, sewers, etc.
  - Not be a private residence or business.
- Wayfinding Aides –
  - Consideration will be given to groups proposing to develop maps, signage or other tools which would be of assistance to visitors to the area.

General Conditions
- An organization must:
  - Be a bona fide, officially recognized not-for-profit organization (501C-3 or 501C-6) or a branch of local or county government.
  - Have at least one year of audited financial reports.
  - Have a proven positive record of advertising to bring patrons and audience members from beyond a 50 mile radius.
- All grants must have a 25% cash or in-kind match.
- Grant funds will not be provided for sectarian religious expenses.
- Grant funds will not be awarded for food or refreshments, travel, entertainment or operational expenses (payroll, insurance, travel and utilities).
- Grant funds may be used to match federal and state funds, but are not considered private donations. They can only be used to match grants that are being used for projects that will directly impact tourism within the region.
- All publicity and promotional campaigns undertaken with grant funds must include the following:
  - Funded in part by the (county name) County Room Tax Fund and the Endless Mountains Visitors Bureau.
- Award recipient organization must provide a direct link from its respective website to the Endless Mountains website – www.endlessmountains.org

Questions regarding the application process should be directed to the Endless Mountains Visitors Bureau, 5405 SR 6, Tunkhannock, PA 18657. Phone 570-836-5431 or jean@endlessmountains.org

Grant Application
Section 2 Helpful Hints

- Answer all questions.

- Be concise.

- Show how you will generate overnight stays.

- Show how you are tracking the success.

- Include a history of attendance from past years.

- Show the source of your 25% match.

Supporting Materials

Supply 5 copies:

- Annual Budget – indicating plans for large reserves.
- Last year's audited financial statement or IRS 990 form.
- Project Budget

- 501c-3 or 501c-6 form for 1st time applicants.
- Marketing Plan – include area you are marketing in, publications, social media, web sites, lodging packages
- Wayfinding – include type, design, size and location of sign.

Final Report

- Include grant #

- Include award amount

- List all invoice, check#'s dates and amounts on form.

- Include copies of ads showing "Funded in part….."

- Show match or in-kind match hours. Current rate $31.80/hour.

2019 FINAL ROOM TAX GRANT REPORT

Endless Mountains Visitors Bureau
Room Tax Grant Final Report

Name_____

Organization _____

Grant # _WYOM2019-01-01_____

Grant Amount $5,000.00

Please list all invoices, check #'s, dates and amounts.

Date	Paid to:	Check #	Amount

TOTAL AMOUNT= $_____

Attach an extra sheet if more space is needed.

Include in the packet of information copies of all invoices and corresponding copies of the ad's showing *Funded in part by Wyoming County Room Tax Fund and the Endless Mountains Visitors Bureau*, if radio or TV then include a script of the commercial, brochures and/or posters that are listed above.

In-kind documentation: Grant amount $ _____ x 25% = _____

If using advertising as the match amount please use the format above and list all the invoices that equal the 25% figure and include the same advertising copies. If using volunteer hours list the person's name, what they did with the number of hours worked. Multiply the total hours by $10/hour to equal the 25% figure.
If you have any questions, please call Jean Ruhf, Executive Director at 570-836-5431