



Room Tax Grant App
Made Easy



#VisitSusqCo

General Info



What's the Pitch?

- Project Name: Call it what it is!
- Project Summary: This is an informal Elevator Pitch of what you want grant funds for. This is NOT the place to write the complete, unabridged history of your organization.

Tourism Impact



Worth the Trip

Attract Visitors

- Show how your project brings in guests

Promote Overnight Stays

- Explain how you get guests to book rooms

Increase Local Spending

- Describe how visitors will be encouraged to eat, shop and explore Susquehanna County

Spread the Word

- Will guests talk about your event to others? How does it enhance the county's tourism identity?

Project Plan



How Does It Happen

Mix Up Some Marketing Magic

- Share your plan: how will you let people know about your event? Ads, billboards, social media, creative ideas...

Set a Timeline

- List project steps with deadlines.

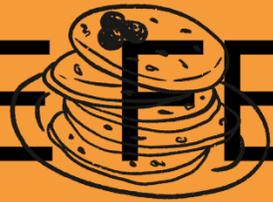
Dream Big - Stay Real

- State your achievable goals, e.g. Increase attendance by 10% over last year. Add 15 additional vendors.

Include ONLY how grant funds will be spent!



PANCAKE FEST



Example: The Pancake Festival Marketing

Marketing mix of TV commercials, Print Marketing, Streaming, targeted Social Media.

Advertising costs. Social media, \$1000/8 week run; TV commercial, \$2,000- 2x/week/6 weeks; Streaming, \$2,000- 2x/week/6 weeks;

Partnership with Bro's Berry Farm and Mom's Maple House as Official Pancake Fest Berry & Syrup Providers.

Goal: Increase Pancake Fest attendance by 10% over previous year. Increase overnight stays by expanding to a 2-day format and offering expert talks, workshops demonstrations and tastings.



Budget, Match & Priorities

Make Your Case

Show the Costs

- You should have at least estimates of all Costs & Expenses for the Project

25% Match

- Cash
- In-Kind
- Volunteer

Set spending priorities

- If you don't get a fully-funded grant, how would your plan change? e.g., reduce spending in all areas; reduce/eliminate funding from one proposed item; will you keep the spending amount and look to fill the gap in another way?



Supporting Documents



THE PAPER TRAIL

- Budget, Audit, Board Member List
 - essentials only!
- Project Budget Highlights/ Last Year's Final Financial Report
- Wayfinding/ Historic Preservation Details (sample photo/rendering, sign size, location)

QUICK TIP

File Naming!

Avoid names like
“budgetfile”
instead name it

“PancakeFest_budget”

Key Takeaways



- **Make Your Project Shine: Describe it simply and memorably**
- **Tourism Impact: The Heart of It! Show how you attract visitors and excitement to Susquehanna County.**
- **Plan Like a Pro! Share your clear goals and creativity.**
- **Know the Numbers: Keep Your Budget Simple & Realistic.**



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