

GRANT APPLICATION - Advertising & Promotion

Priority funding will be distributed to applicants that demonstrate a well-rounded marketing plan to their defined audience. As our agency’s overall goal is to generate visitors to help stimulate our county’s economy, it is preferred that the grant funding is utilized for incurred expenses that target an outside-of-Greene-County market for an event, activity or project. Please keep in mind that the reimbursable grant funding should not cover your entire marketing budget, but help offset some of your advertising/marketing expenses directed towards visitors.

Please review the Tourism Grant Program guidelines for additional information and requirements.

- Applications must be typed. Forms may be downloaded at www.VisitGreene.org/grant-program.
- Be sure to review all pages of the application and complete as appropriate to your request.
- ***The completed application must be in the agency’s office by 4:00 p.m. on Tuesday, Jan. 7, 2020.***

Applicant Information

Business Organization Name: _____

Contact Name and Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Email: _____

Website: _____

Grant Request: \$ _____ Matching Funds: \$ _____

Event, Activity or Project Information

Name: _____

Location: _____

Date(s): _____

Completion Date: _____

Event, Activity or Project Information

Please give an overview of the event, activity or project. Include the purpose, history and goals.

What is the target audience for the event, activity or project?

Please provide a detailed description of your advertising plan for the event, activity or project including a breakdown in costs.

How would the Tourism grant funds be utilized within your advertising plan?

How will the event, activity or project increase the number of overnight stays at Greene County hotels and motels?

What methods will you use to gather the overnight stay data during the duration of the event, activity or project?

How does your event, activity or project attract visitors to Greene County?

How do you believe the event, activity or project will benefit Greene County's economy?

Does the event, activity or project utilize vendors? If so, where are the vendors coming from?

What was the attendance of the event, activity or project in previous years?

What is your projected attendance for this year?

Have you received Tourism grants before? If yes, how has that funding helped you in the past?

Proposed Budget

Expenses	Detailed Description	2019 Actual Amount	2020 Proposed Amount
Advertising			
T-Shirts and Souvenirs			
Food, Drinks, Etc.			
Labor Costs			
Entertainment			
Supplies			
Postage			
Rentals			
Insurance			
Other			
Other			
Other			
Total Expenses			

Income	Detailed Description	2019 Actual Amount	2020 Proposed Amount
Rentals			
Entry Fees			
Donations / Sponsorships			
T-Shirts and Souvenirs			
Food and Drinks, Etc.			
Tourism Grant			
Other			
Other			
Other			
Total Income			

Table of Matching Funds

Grant funding must not be the sole source of revenue for an event, project or activity. Applicants are required to have a 25% cash match or a 12.5% cash match and 12.5% in-kind match.

- Documentation for in-kind services and/or donated materials must be provided and must include work performed, date/dates of the services and hourly rate and hours donated.
- In-kind volunteer work (volunteers at a festival or event) is valued at \$10 per hour and must be documented, including dates, services they provided, and hours of service.

List all match funding sources below. Support letters for financial commitments listed below should be included.

Organization Providing Funds	Amount	Letter of Commitment Included
Total Matching Funds		

Agreement

I/We affirm that all information in this application and all attachments are true and correct to the best of my/our ability, and that the receipt of any grant funds relative to this request will be used for the purposes detailed within this application. I/We guarantee that I/we will abide by the Tourism Grant Guidelines and all local, state, and federal regulations as they apply. I/We understand that if the stated event or project is not held or completed within the approved timeframe, disbursed grant funds will be reimbursed to the Greene County Tourist Promotion Agency.

Authorized Signature: _____ Date: _____

Name (print): _____ Title: _____

Please send completed applications to:
Greene County Tourist Promotion Agency, 19 S. Washington Street, Waynesburg, PA 15370