

Statement of Purpose

Ten percent of the Greene County Local Occupancy Tax (Hotel/Motel Tax) is appropriated for a reimbursement grant program specifically established to support the county's tourism assets. The purpose of this grant program is to enhance the tourism experience, increase tourism visitation, and generate overnight stays within Greene County.

Awards are granted annually on the basis of merit as determined by the Greene County Tourist Promotion Agency Board of Directors and administered by the Greene County Tourist Promotion Agency and Greene County Commissioners.

Grant Programs

Advertising & Promotion Grant Program

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.

Tourism-related advertising & promotion expenses eligible for funding, including but not limited to:

- Advertising (*TV stations, radio stations, newspapers, magazines, billboards, etc.*)
- Brochure design and printing
- Internet website development or enhancement
- Image marketing (*creating photo or film libraries, logo development, new artwork, etc.*)

The maximum award is \$2,500. Partners should submit one (1) application for each individual event, activity or project falling within the calendar year.

Capital Grant Program

Capital improvements that enhance the visitor's experience with new development or renovations to current Greene County tourist attractions/amenities will be considered. Priority funding will be distributed to applicants that demonstrate the likelihood of improved visitor experience, increased visitors to the facility, and/or visitors increasing their length of stay in order to visit the facility. The reimbursable grant funding should not cover your entire budget, but help offset some of the incurred expenses.

Tourism-related capital projects eligible for funding, including but not limited to:

- New construction, expansion and renovation projects
- Establish new or expand existing facilities for recreational activities, events and performance spaces
- Acquisition of furnishings, equipment, and/or permanent exhibitions

The maximum award is \$5,000. Two awards will be distributed per calendar year.

Criteria and Guidelines

1. The grant program is for Greene County Tourist Promotion Agency partners in good standing.
2. Grants are awarded on an annual basis. Applicants should not assume that they will be awarded a grant on an annual basis, nor should they consider these tourism grants a permanent addition to their budget.
3. Grant funding is for incurred expenditures.
4. Under the County of Greene, the Greene County Tourist Promotion Agency is tax-exempt and will not reimburse explicit sales tax expenses.
5. Grant expenses eligible for reimbursement must incur after grant notification. Expenses cannot be incurred before notification date.
6. Award amounts must be appropriately utilized before December 31, 2020.
7. Based on the dollar amount, grants will be distributed with one-half of the grant awarded at the Tourism Annual Partnership Meeting. The remaining one-half of the grant will be distributed when the project is completed and the close-out report with invoices are reviewed by the Tourism Board of Directors.
8. 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.
 - a. 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.
 - b. 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.
9. Applicants must use the official forms and required documents for submission.
 - a. Photographs may be included.
 - b. Grant applications must be typed. Handwritten applications will not be considered by the grant committee.
 - c. Applicants are encouraged to retain copies of their completed applications for their records.
 - d. Each type of grant request must be submitted on a separate application.
 - e. The applicant must submit a complete application, including supporting documents, no later than the stated deadline.
10. It shall be the sole responsibility of any grant recipient to adhere to the prescribed deadlines relative to the appropriate utilization of any such grant. Neither the Greene County Commissioners, the grant committee, nor the Greene County Tourist Promotion Agency shall be responsible for monitoring such deadlines or informing any grant recipient of an impending or expired deadline.

11. A for-profit business that receives a grant may be required to treat the grant as income and is responsible for paying any necessary applicable taxes.
12. A written request is needed for all project changes not approved on the original application. Send all requests to Greene County Tourism, 19 South Washington Street, Waynesburg, PA 15370.
13. If the funds are not appropriately utilized within the designated period, applicants must inform the Greene County Tourist Promotion Agency in writing to request an extension or return grant funding.
14. The Greene County Tourist Promotion Agency reserves the right to approve or reject an extension request and the decision of the board of directors or its designated representative(s) shall be final and binding upon all parties.
15. The Greene County Tourist Promotion Agency reserves the right to fund events, activities and projects, wholly, partially, or even above the stated maximum, at its discretion as related to the mission and goals, overall budget, and available funds.
16. Awardees shall publicly acknowledge the Greene County Tourist Promotion Agency through all reasonable means as a stipulation of accepting such awards. This includes recognition of funding on printed media, social media pages, websites and any other media that might be engaged in utilizing grant funds.
17. Awardees shall provide Greene County Tourist Promotion Agency the opportunity to attend the event or project with an information booth or event/project related materials to be used in promotions and giveaways, as applicable.
18. Awardees shall capture the zip codes of attendees throughout the event or project. The completed zip code report must be submitted with the close-out report. Any questions and/or concerns should be brought to the attention of the Greene County Tourist Promotion Agency at least 30 days prior to the event or project.
19. Awardees must submit all required reports and materials no later than forty-five (45) days after the completion of the event or project. Failure to submit any or all documents within this timeframe will result in the grant award being forfeited and any funds disbursed shall be returned to the Greene County Tourist Promotion Agency.
20. All invoices, sales receipts and documented work related to the grant funding must be submitted with the close-out report.

Expenses Not Eligible

- Food, lodging, mileage and transportation costs.
- Envelopes, letterhead, business cards, and miscellaneous office supplies.
- Membership dues, sponsorships and talent/dignitary honorariums.
- Office space rental.
- Physical construction of billboards.
- Gift cards
- Items for resale.
- Standard operational expenses such as rent, utilities, insurance, payroll, healthcare and benefits, postage, etc., with the exception of approved expenses related directly to a project.
- Signage that promotes a specific private entity on the situs of that entity, except where the signage also carries the logo of a recognized tourist promotion agency.

Submission of Application

Applications may be mailed to the below address or hand delivered. **The completed application must be in the Greene County Tourism office by 4:00 p.m. on Tuesday, January 7, 2020 using one of the methods below.** Receipt will be acknowledged.

In-Person or Mail:

Greene County Tourist Promotion Agency
19 South Washington Street
Waynesburg, PA 15370

Fax: 724-627-8608.

Email: tourism@co.greene.pa.us

Online Submission: www.VisitGreene.org/grant-program/

If you have additional questions, please contact the Tourism Office at 724-627-8687 or tourism@co.greene.pa.us.