



## **Wayne County Hotel Tax Disbursement Program**

**DEADLINES FOR SUBMISSION ARE FEBRUARY 12TH, 2025**

The Pocono Mountains Visitors Bureau has delegated to its Room Tax Allocation Committee - RTAC certain responsibilities concerning the solicitation, evaluation and recommendation of tourism-related projects to be funded in part by proceeds from the hotel room tax imposed throughout the four counties of the Pocono Mountains.

### **General Guidelines:**

1. Annually, the RTAC will provide releases to the media informing eligible non-profit organizations in the county of the availability of monies for tourism-related projects (that primarily bring tourists into the County and encourage overnight stays) and soliciting their inquiries.
2. The RTAC will provide an application to interested organizations together with a timetable for submissions and deadlines.
3. Following each deadline, the RTAC will convene to evaluate all applications that have been received and will record its recommendations for funding.
4. The RTAC will send the report to the Pocono Mountains Visitors Bureau, Inc. (PMVB) for final approval per ACT 18.
5. Invoices from vendors for approved marketing expenditures will be sent directly to PMVB for payment up to the amount funded by the RTAC subject to payment guidelines established by the PMVB.
6. Funded program recipients may be required to submit a summary of all expenditures and pertinent project information to the RTAC within 12 months of the conclusion of the funded project.
7. PMVB branding guidelines will be provided to each program. Branding material should be added to print/digital advertising including, but not limited to websites, billboards and brochures. Any questions should be directed to Brian Bossuyt, EVP/CMO (PMVB) at email : [bbossuyt@poconos.org](mailto:bbossuyt@poconos.org) or phone : 570-534-4543
8. Upon approval of funding, invoices should be sent for payment to Noor Jabri (PMVB) at email : [Wayne@poconos.org](mailto:Wayne@poconos.org). Invoices must be a 2025 expense and submitted by 12/15/2025 for processing.

**Please be sure to indicate the organization's name and award code along with your contact information on each marketing invoice. Email invoices to [WAYNE@POCONOS.ORG](mailto:WAYNE@POCONOS.ORG).**



**Wayne County Room Tax Allocation Committee**  
**APPLICATION FOR FUNDS FOR TOURISM RELATED PROJECT**

ACT 18 requires that monies are to be used for marketing projects to promote tourism in the County. Projects that include construction or other non-marketing related activities do NOT qualify. Please submit electronically to [vbotjer@waynecountypa.gov](mailto:vbotjer@waynecountypa.gov), along with attachments to the PMVB Room Tax Allocation Committee, Attn: Vicky Botjer, Wayne County.

Submission Deadlines:	Applications Due	Awards Announced Tentatively
	February 12th	March 13th

Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Are you a non-profit organization?      YES      NO

EIN: \_\_\_\_\_

How long has your organization existed? \_\_\_\_\_

Are you incorporated?      YES      NO

Have you been granted 501 (c)(3) or 501(c)(6) status by the IRS?      YES      NO

*If yes, please enclose a copy of IRS determination letter*

Amount Requested: \$ \_\_\_\_\_

State organization's general purpose and mission:

---

---

---

---

---



**POCONO MOUNTAINS<sup>SM</sup>**  
VISITORS BUREAU

*Cont. Application For Funds For Tourism Related Project*

**Describe purpose & specific use of this request:**

How will your project enhance or increase tourism in the County, including the timeframe for the project or the date of the event, who your target audience is (for example: day trippers, overnight stays or extended visits) and how you will measure the effectiveness of your project in the promotion of tourism in the County. Keep in mind that any monies are to be used for marketing projects only. Projects such as construction are not within the Act 18 guidelines.

[illegible]

**Projected budget:**

How will the project's funds be spent, include the estimated or quoted costs. See page 4 for Budge Worksheet.

[illegible]

*\* If additional space is needed for any of the above questions, please attach additional sheets.*

### Budget Worksheet

*Please use this worksheet to calculate the costs of your marketing project. Make copies of the form if there is not enough room. Attach copies of written cost estimates for the project.*

(Please attach any cost estimates for the project)

#### Advertising and Marketing Expenses:

##### Print/publication/brochures/rack cards

\$\$\$

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

Print/publication/brochures/rack cards Total: -

##### Billboards and/or signs

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

Billboards and/or signs Total: -

##### Digital advertising

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

Digital advertising Total: -

##### TV and Radio ads

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

TV and Radio ads Total: -

##### Other Marketing Projects

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

Other Marketing Projects Total: -

_____	_____
_____	_____

**TOTAL PROJECT COST ELIGIBLE FOR DISBURSEMENT: \$ -**



*Cont. Application For Funds For Tourism Related Project*

***On behalf of my organization, I affirm that all information in this application and attachments are true and correct and that receipt of any funds will be used for the purpose described herein.***

Name (print): \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

---

Submit **ONE (1)** copy of the Application and Attachments to:

Email:

**1) Vicky Botjer**

○ **vbotjer@waynecountypa.gov**

For application questions call: Jamie Schmeelk at the PMVB: DIRECT: 570-534-4326

---

*For office use:*

Application No. : \_\_\_\_\_

Date Received: : \_\_\_\_\_

Please note important deadlines:

- February 12, 2025 deadline to get application submitted
- Review by March 7, 2025.
- Awards tentatively announced by March 13, 2025.
- Invoice submission for payment of 2025 awards by December 15, 2025.