



Wayne County Hotel Tax Disbursement Program

DEADLINES FOR SUBMISSION ARE FEBRUARY 18TH, 2026

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 or phone : 570-350-4640.
8. Upon approval of funding, invoices should be sent for payment to Noor Henao (PMVB) at email : Wayne@poconos.org. Invoices must be a 2026 expense and submitted by 12/31/2026 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.



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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 wayne@poconos.org, along with attachments to the PMVB Room Tax Allocation Committee, Attn: Noor Henao.

Submission Deadlines:	Applications Due February 18th	Awards Announced Tentatively March 26th
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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:



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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: \$ -



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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) Noor Henao

○ wayne@poconos.org

For application questions call: Noor Henao at the PMVB: DIRECT: 570-218-2328

For office use:

Application No. : _____ *Date Received: :* _____

Please note important deadlines:

- February 18, 2026 deadline to get application submitted.
- Review by March 11, 2026.
- Awards tentatively announced by March 26, 2026.
- Invoice submission for payment of 2026 awards by December 31, 2026.