



Wayne County Hotel Tax Disbursement Program

DEADLINES FOR SUBMISSION ARE FEBRUARY 22, 2021

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 : 570-534-4543
8. Upon approval of funding, invoices should be sent for payment to Jamie Schmeelk, CFO (PMVB) at email : jschmeelk@poconos.org or phone : 570-534-4326
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.



POCONO MOUNTAINSSM
VISITORS BUREAU

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 or mail **one (1)** application, along with attachments to the PMVB Room Tax Allocation Committee, Attn: Vicky Botjer, Wayne County.

Submission Deadlines:	Applications Due February 22nd	Awards Announced March 15th
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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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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.

Projected budget:

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

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



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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:	<u> -</u>

Billboards and/or signs	
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Billboards and/or signs Total:	<u> -</u>

Website design	
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Website design Total:	<u> -</u>

Digital advertising	
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Digital advertising Total:	<u> -</u>

TV and Radio ads	
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
TV and Radio ads Total:	<u> -</u>

Other Marketing Projects	
_____	\$ _____
_____	\$ _____
Other Marketing Projects Total:	<u> -</u>

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:

Mail or Drop Off:

Email:

**Vicky Botjer
Wayne County
925 Court Street
Honesdale, PA 18431**

vbotjer@waynecountypa.gov

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

For office use:

Application No. : _____

Date Received: : _____