



POCONO MOUNTAINSSM
VISITORS BUREAU

**Wayne County Tax
Disbursement Working Session
01.28.26**

Objectives of this working session

- Continue to find ways to combine marketing efforts
 - Utilizing the Pocono Mountains Community Calendar for events
- Leveraging Pocono Mountain Visitors Bureau Buying Power
 - More Billboards to promote events
- Continue digital marketing campaign component to drive traffic to Wayne County events

Objectives Continued

- Continue to build video library to help market events in Wayne County on PTN and other PMVB marketing Channels
- Continue partnerships with GHP, CNP, and DHP
- Continue to have representation from PMVB in Wayne County with James Hamill, Marlyn Kissner, and Brian Bossuyt

Where you can find applications for 2026 PoconoMountains.com/Wayne



The screenshot shows the PoconoMountains.com website. The header features the Pocono Mountains logo on the left and navigation links for Weddings, Meetings, Groups & Tours, Special Offers, Blog, Travel Guide, PTN, Webcams, Subscribe, a heart icon with (8), and a weather icon showing 31°. Below the header is a secondary navigation bar with links for PLACES TO STAY, THINGS TO DO, ROMANTIC GETAWAYS, FAMILY VACATIONS, EVENTS, and PLAN YOUR VACATION. The main content area has a light orange background and contains the following text:

Home | About Us Share

Wayne County Hotel Tax Disbursement Program

The application submission period for 2026 is now open. Applications are due by February 18, 2026. Awards tentatively announced by March 26, 2026.

These disbursements provide marketing assistance to nonprofits and event promoters to assist in bringing visitors to Wayne County and the Pocono Mountains.

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.

On the [application](#) you will find the guidelines for the program and instructions for submitting the application.

[Click here for the application >](#)



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:

Applications for 2026 Available Now

Online at

PoconoMountains.com/Wayne

Application submission to:

Wayne@poconos.org

Invoice submission to

Wayne@poconos.org



Expanding Partnerships

- Continuing to work with Wayne County Commissioners and the Wayne Tax Board
- Partnering with WEDCO on combined marketing efforts to show the viability of economic development in Wayne County
- Working with Wayne Tomorrow to help promote the overall program and other ways the PMVB can help in the growth of Wayne County – including the Agrolegacy of the Northern Poconos brand
- Continue to find ways to work with non-profits and utilize the marketing power of the PMVB to get their messaging and initiatives out.

Membership

- 594 total members
- 88 % retention rate
- Wayne county members = 81
- Upcoming events:
 - Marketing Meeting = Wednesday, March 18, 2026 @ Kalahari - to 1:00 p.m. to 3:30 p.m.
 - Pick up the Poconos = Saturday, April 26, 2025 - 9:30 a.m. to 12: 30 p.m. (Four County Region)
 - Tourism Day = Thursday, May 6, 2025 @ Kalahari Resort - 8:00 a.m. to 3:00 p.m.
- 2026 Training / Support Opportunities:
 - CRM – Extranet
 - Social Media
 - Ambassador Program:
 - <https://www.poconomountains.com/about-us/poconos-ambassador-program/>

Questions? Contact:

Membership@poconos.org

Marlyn Kissner

Cell: 610-751-4932

Social Posts Related to Wayne County in 2025

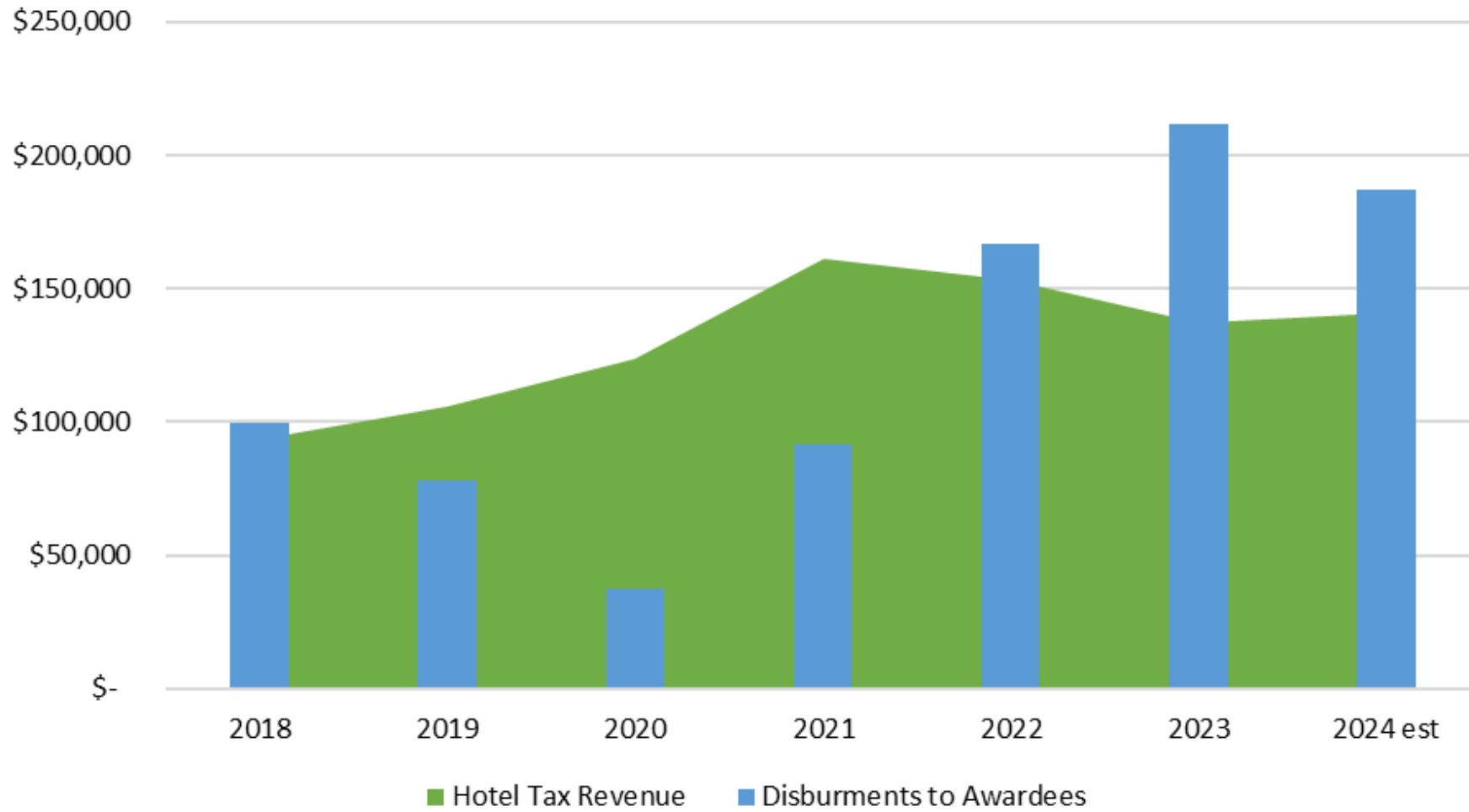
- **320 total posts up 10.3%**
 - **3,174,206 Total Reach up 7.8%**
 - **4,427,350 Total Views up 30.3%**
 - **179,700 Total Engagement up 19.2%**



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Media Spend and Support 2019-2024

Wayne County Hotel Tax 2018 to 2024



Yearly Expense Support to Wayne County

	2019	2020	2021	2022	2023	2024
Media Spend for Wayne County						
Broadcast Media	\$ 500,000	\$ 300,000	\$ 576,000	\$ 500,000	\$ 500,000	\$ 500,000
PTN Online Streaming & Cable	20,000	40,000	40,000	40,000	40,000	40,000
Digital Media for businesses	47,000	45,000	45,000	40,000	40,000	40,000
Social Media related posts and ads	50,000	30,000	75,000	1,500	2,000	3,500
Media Partnerships Paid Direct by PMVB			35,000	15,000	75,000	25,000
Production Costs Paid Direct by PMVB	30,714	14,098	28,060	99,522	67,364	66,000
Billboard Paid Direct by PMVB	88,200	92,229	392,604	619,392	619,392	619,392
Digital Marketing Direct by PMVB	44,806	19,793	20,760	18,000	45,492	62,500
Radio Paid Direct by PMVB			10,000	30,000	30,000	30,000
Overall Media Spend	\$ 617,000	\$ 415,000	\$ 1,222,424	\$ 1,363,414	\$ 1,419,248	\$ 1,386,392
Direct Expense Support to Wayne County						2024 est
Visitor Center Cleaning	\$ -	\$ 4,169	\$ 870	\$ 8,544	\$ 9,588	\$ 10,108
Support Staff(s) Salary(ies)	-	8,149	15,475	8,245	19,367	15,184
Rent	15,200	15,000	15,000	15,000	15,000	15,000
Misc Expense	2,375	266	849	302	1,146	614
Honesdale Visitors Center Support	\$ 17,575	\$ 27,583	\$ 32,194	\$ 32,090	\$ 45,100	\$ 40,906
Visitor Center Cleaning	23,925	25,304	39,892	42,980	49,996	21,620
Support Staff(s) Salary(ies)	74,678	77,703	90,517	132,882	173,587	133,721
Mortgage, Interest, Taxes at Lake Center	56,440	53,708	49,773	50,093	58,893	49,252
Capital Improvements at Lake Center	125,936	21,753	-	18,311	24,011	33,143
Other Operating Expense	14,484	14,500	17,136	15,392	21,039	55,510
Misc Expense	-	350	369	-	4,115	-
Lake Wallenpaupack Visitors Center Support	\$ 295,462	\$ 193,317	\$ 197,686	\$ 259,657	\$ 331,640	\$ 293,246
Hotel Tax Awards	\$ 77,927	\$ 37,686	\$ 91,798	\$ 166,831	\$ 212,023	\$ 186,868
Over Media & Direct Expense Support	\$ 1,007,964	\$ 673,587	\$ 1,544,101	\$ 1,821,992	\$ 2,008,012	\$ 1,907,412
Wayne County Hotel Tax Revenue	\$ 106,011	\$ 123,407	\$ 160,964	\$ 152,961	\$ 137,304	\$ 140,681
PMVB funds for Wayne County HTR	\$ 448,087	\$ 610,663	\$ 948,662	\$ 876,647	\$ 735,733	\$ 746,688

Questions?

- Thank you, here are some key contacts too:
- Brian Bossuyt, Bbossuyt@Poconos.org
- Marlyn Kissner, Mkissner@Poconos.org
- Jamie Schmeelk, Jschmeelk@Poconos.org
- Noor Henao, Nhenao@poconos.org
- James Hamill, Jhamill@Poconos.org
- Adding events to Community Calendar, <https://www.poconomountains.com/events/submit-your-event/>