

REQUEST FOR PROPOSAL

Clarion County Hotel Tax Grant Application Marketing Category

Marketing Grant's Purpose – Market the area as a leisure, business, or meeting travel destination.

REQUIREMENTS TO RECEIVE THE GRANT:

1. The grantee must list the event on PA Great Outdoor's website (<https://visitpago.com>) and/or calendar at least 3 months in advance.
2. All advertisements must not only list the event details but also include local opportunities to encourage the attendees to spend more than one day in the area. Identify lodging facilities, trails, entertainment venues, shopping, etc. in the County and include their contact information and websites.
3. Use social media, beginning at least 6 weeks before the event. Again, advertise the event but provide links to other community assets.
4. Event's website must have links to other local websites identifying lodging, trails and other adventures.
5. The event must have at least one booth or table set up to act as a "tourism" guide for visitors from out of town.
6. Identify your target audience and spend time and money reaching out to them. Find a website, blog, or group that would be interested in the strength of the event and reach out to them.

Examples: www.festivalsinpa.com
www.visitpa.com
www.fairsandfestivals.net/states/PA
<https://festivalnet.com/state/Pennsylvania/fairs-festivals>

The grant funds cannot be used for paid advertisement with PAGO. It is free to be placed on PAGO's calendar of events and/or to be listed. The events funds can be used to pay for advertising with PAGO, which can also be included as the match for the grant funds.

Clarion Hotel Tax funds cannot be used to advertise in the local newspaper but the grant funds may be used to advertise on Facebook or other social media.

Grant funds cannot be used to pay for staff.

There must be proof a 25% match. This match may be either cash or in-kind.

PLEASE NOTE: 50% of the grant funds awarded will be provided prior to the event. Invoices for costs must be provided within 60 days of the event with the final closeout report. After those documents are received and reviewed, the remaining 50% of the grant funds will be reimbursed, as applicable.