



## **Carbon County Hotel Tax Disbursement Program**

**DEADLINES FOR SPRING SUBMISSION ARE MAY 30, 2020**

**DEADLINES FOR FALL SUBMISSION ARE SEPTEMBER 30, 2020**

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. Bi-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, Vice President of Marketing (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 Jamie Schmeelk, Director of Accounting (PMVB) at email : [jschmeelk@poconos.org](mailto:jschmeelk@poconos.org) or phone : 570-534-4326  
**Please be sure to indicate the organization's name along with your contact information on each marketing invoice. An award code will be assigned and must be on all invoices as well.**



**Carbon 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 **four (4) copies** of your application, along with attachments to the

Carbon County Room Tax Allocation Committee  
137 South Street  
Lehighton, PA 18235

<b>Submission Deadlines:</b>	<b>Applications Due</b> <b>May 30<sup>th</sup></b> <b>September 30<sup>th</sup></b>	<b>Awards Announced</b> <b>June 30<sup>th</sup></b> <b>November 30<sup>th</sup></b>
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**Organization Name:** \_\_\_\_\_

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

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

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

**Website:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**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*

**Project Title:** \_\_\_\_\_

**Estimated Cost of Project (Must tie to Budget Worksheet):** \$ \_\_\_\_\_

**Sources for the balance of funds needed:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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

*Cont. Application For Funds For Tourism Related Project*

**If this project involves more than one organization, list the additional participants:**

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**Description of organization:**

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**List of Board Members:**

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**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 Carbon 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 Carbon 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.**

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**Past projects relevant to the promotion of tourism (if any)**  
*(If you received a hotel tax disbursement previously, documentation on how the funds were spent is required)*

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Cont. Application For Funds For Tourism Related Project

**This worksheet is an example of what your completed worksheet should look like**  
**SAMPLE Budget Worksheet**

**Advertising and Marketing Expenses:**

<b>Print/publication/brochures/rack cards</b>		<b>\$\$\$</b>
Times News Ad	\$	500.00
500 Rack Cards – Milan Printing	\$	90.00
What's Happening in Carbon County	\$	50.00
	\$	
	\$	
	\$	
Print/publication/brochures/rack cards Total:		640.00

<b>Billboards and/or signs</b>		
Adams Outdoor	\$	1,000.00
	\$	
	\$	
	\$	
	\$	
	\$	
Billboards and/or signs Total:		1,000.00

<b>Website design</b>		
B&B web design	\$	200.00
	\$	
	\$	
	\$	
	\$	
	\$	
Website design Total:		200.00

<b>Digital advertising</b>		
Facebook	\$	50.00
Instagram	\$	50.00
	\$	
	\$	
	\$	
Digital advertising Total:		100.00

<b>TV and Radio ads</b>		
TV 13	\$	500.00
WLSH/WMGH	\$	500.00
	\$	
	\$	
	\$	
TV and Radio ads Total:		1,000.00

<b>Other Marketing Projects</b>		
	\$	
	\$	
	\$	
	\$	
	\$	
Other Marketing Projects Total:		-

**TOTAL PROJECT COST ELIGIBLE FOR DISBURSEMENT: \$ 2,940.00**



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*Cont. Application For Funds For Tourism Related Project*

**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:**

<b>Print/publication/brochures/rack cards</b>	<b>\$\$\$</b>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Print/publication/brochures/rack cards Total:	<u>          -          </u>

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

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

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

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

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

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



Cont. Application For Funds For Tourism Related Project

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

**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: \_\_\_\_\_

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### **APPLICATION INSTRUCTIONS**

1. Submit **four (4) copies** of fully completed application to:  
Carbon County Room Tax Allocation Committee  
c/o 137 South Street  
Lehighton, PA 18235
2. Be sure to include the completed Budget Worksheet
3. Please note, there is no longer a 50% match required.
4. All invoices from vendors of approved projects must be submitted to  
PMVB  
Attn: Jamie Schmeelk  
1004 West Main Street  
Stroudsburg, PA 18360  
**\*\*Please include award code on invoices and W9 of the vendor. PMVB will cut checks and send directly to the vendors.**
5. If you have any questions please contact Kathy Henderson at 610-379-5000 or email at [khenderson@carboncountychamber.org](mailto:khenderson@carboncountychamber.org).

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*For office use:*

Application No. : \_\_\_\_\_ Date Received: : \_\_\_\_\_