



# POCONO MOUNTAINS<sup>SM</sup>

VISITORS BUREAU

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:**

Print/publication/brochures/rack cards		\$\$\$
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

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

Website design		
B&B web design	\$	200.00
	\$	
	\$	
	\$	
	\$	
Website design Total:		200.00

Digital advertising		
Facebook	\$	50.00
Instagram	\$	50.00
	\$	
	\$	
	\$	
Digital advertising Total:		100.00

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

Other Marketing Projects		
	\$	
	\$	
	\$	
	\$	
	\$	
Other Marketing Projects Total:		-

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



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## VISITORS BUREAU

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:

##### Print/publication/brochures/rack cards

\$\$\$

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
Print/publication/brochures/rack cards Total:		0.00

##### Billboards and/or signs

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
Billboards and/or signs Total:		0.00

##### Website design

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
Website design Total:		0.00

##### Digital advertising

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
Digital advertising Total:		0.00

##### TV and Radio ads

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
TV and Radio ads Total:		0.00

##### Other Marketing Projects

_____	\$	_____
_____	\$	_____
Other Marketing Projects Total:		0.00

**TOTAL PROJECT COST ELIGIBLE FOR DISBURSEMENT:** **\$ 0.00**



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: \_\_\_\_\_

#### **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).

*For office use:*

Application No. : \_\_\_\_\_

Date Received: : \_\_\_\_\_