Susquehanna County Promotion & Tourism Agency Room Tax Grant Application

2026 GRANT YEAR/ 2027 SPENDING YEAR

Please read the Room Tax Grant Applicant Guide before completing this application. The Applicant Guide explains eligibility requirements, eligible expenses, matching requirements, overnight tourism priorities, marketing requirements, and grant recipient responsibilities — including the one-year closeout deadline and repayment conditions.

DEADLINES: All mail-in applications must be completed/received by October 16, 2026; completed hand-delivered applications must be received at the Susquehanna Promotion & Tourism Agency Office, by 4 p.m. on October 16, 2026; all email or online applications and attachments must be completed/received at tourism@visitsusqco.com by 11:59 p.m., October 16, 2026.

Applications MUST BE complete by the deadline to be considered for funding.

Applicant Information

Organization Name

Tax ID/EIN

Organization Type

- ☐ 501 (c)(3)
- ☐ 501 (c) (6)
- ☐ Branch of Local Government
- ☐ Branch of County Government

Mailing Address

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Street Address

Street Address Line 2

Organization Phone Number

Please enter a valid phone number.

City State / Province

Website

Postal / Zip Code

Primary Contact Name

First Name Last Name

Primary Contact Email

example@example.com

Primary Contact Phone Number

Please enter a valid phone number.

Organization Mission

Project Name

Project Event Dates

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Project/Event Location

If you are requesting a marketing grant for the entire 2027 season, please write 2027 Season.

Amount Requested

Total Project Budget

Grant Category: Select the primary category for this request.

- ☐ Marketing & Promotion
- ☐ Special Event or Exhibit
- ☐ Historic Preservation Project
- ☐ Wayfinding
- ☐ Improvement/Expansion of an Event, Exhibit or Attraction

Describe the visitors you expect to attract, the experience you are offering, and the tourism or economic impact you expect the project to have.

Note for Wayfinding and Historic Preservation applicants: this section is most directly relevant to Event/Exhibit and Marketing projects. If it doesn't apply well to your project type, answer briefly and note why.

Primary Tourism Audience

- ☐ Day-trip visitors
- ☐ Weekend visitors
- ☐ Overnight visitors
- ☐ Families
- ☐ Outdoor Recreation enthusiasts
- ☐ History/Heritage visitors
- ☐ Arts/Culture visitors
- ☐ Special-interest visitors
- ☐ Other

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How will this project encourage visitors to stay overnight in Susquehanna County? Consider evening or after-hours programming, multi-day activities, lodging packages, special rates, partnerships with lodging properties, or other ways the project could turn a day trip into an overnight visit.

Does the project include a specific component intended to encourage an overnight stay in Susquehanna County?

- ☐ Yes
- ☐ No
- ☐ Not applicable

If yes, describe it:

Lodging Partnerships

- ◯ Yes
- ◯ No
- ◯ In progress

Lodging Property/Partner

Describe the partnership, package, special rates, room block, referral arrangement or other activity.

Expected overnight impact:

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Primarily an overnight audience

- ◯ A noticeable number of overnight visitors
- ◯ A few overnight visitors
- ◯ None expected
- ◯ Not sure

Describe how you will reach prospective visitors outside of Susquehanna County. Be specific about your target markets, advertising channels, timing and distribution.

Target Geographic Markets

List the primary communities, counties, regions, states or metropolitan areas you intend to reach.

Marketing Channels

- ☐ Paid/Targeted Digital/Social Media Advertising
- ☐ Search/Online Advertising
- ☐ Television/Streaming
- ☐ Radio
- ☐ Print Advertising
- ☐ Billboards/Highway Advertising
- ☐ VisitSusqCo Visitor Guide/Rack Cards/Brochures
- ☐ Travel websites/directories
- ☐ Travel writers/Bloggers/Influencers/Media Outreach
- ☐ Email marketing
- ☐ Other

List businesses, lodging properties, nonprofits, municipalities, attractions, community organizations, or other partners involved in the project, ideally spanning multiple parts of the county.

How do these partners strengthen the project or visitor experience?

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Provide an itemized budget showing how the requested Room Tax Grant funds will be used.

Matching Funds: Room Tax Grant awards require a minimum 25% cash or in-kind match, applied to the same eligible, out-of-county costs as the grant request.

- ☐ General Fund
- ☐ Other Grants
- ☐ Volunteer/In-Kind ($32.38 volunteer rate)
- ☐ Other

Describe any significant matching funds that are pending rather than committed:

Project Priorities

SCPTA may award less than the amount requested. If partial funding is awarded, identify which expenses are most important to the success of your project.

Is there other project funding in place or anticipated?

- ◯ Yes
- ◯ No

If yes, identify the source, amount and whether the funding is committed or pending:

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How do you currently measure attendance or participation?

- [ ] Ticket/Registration Count
- [ ] Gate Count
- [ ] Point-in-Time Count
- [ ] Zip Code
- [ ] Estimated Attendance
- [ ] We do not currently measure attendance.
- [ ] Other

Previous event attendance

Previous attendance from outside the county, if known

Has your organization previously received a Susquehanna County Room Tax Grant in any past year?

- ○ No - first time applicant
- ○ Yes - all prior grant requirements were completed
- ○ Yes - there are unresolved compliance issues

If there are unresolved compliance issues, briefly explain:

Checklist of required supporting documents:

- [ ] Organization's annual budget or budget summary, including an explanation of significant cash reserves, if applicable
- [ ] Most recent audited financial statement, IRS Form 990 or applicable IRS filing
- [ ] Current Board of Directors list and positions

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- [ ] Previous year's final financial report, if applying for an annual event

Wayfinding Applicants: Please submit the following, if available

- [ ] Description/type of wayfinding sign, map or tool
- [ ] Estimated total cost
- [ ] Proposed size
- [ ] Proposed location
- [ ] Sample photo/drawing/design, if available

Applicant Certification

By submitting this application, I certify that:
• The information provided in this application is true and complete to the best of my knowledge.
• The organization meets the eligibility requirements described in the Room Tax Grant Applicant Guide.
• Grant funds will be used only for approved, eligible project expenses.
• The organization will provide the required documentation demonstrating how grant funds were spent.
• **If awarded funding, the organization will comply with all SCPTA recognition, website-link and reporting requirements.**
• The organization will complete the funded project and submit the required closeout report and documentation within one year of the grant award.
• **The organization understands that if grant funds are found not to have been used to meet these conditions, in whole or in part, SCPTA may require the funds to be returned, in whole or in part, and/or may deem the organization ineligible for future Room Tax Grant funding.**

Recognition Requirements: If awarded a grant, I understand that:

- [ ] Our organization must provide a direct, prominent link to www.visitsusqco.com on our website.
- [ ] Promotional materials paid for with grant funds must include the required Room Tax Grant funding acknowledgment.
- [ ] SCPTA must be identified as a funding source wherever other sponsors or funders are publicly recognized.
- [ ] We are responsible for retaining and providing documentation demonstrating compliance with grant requirements.

Applicant Authorization

First Name | Last Name

Title

Date

Month | Day | Year

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Submissions

DEADLINES: All mail-in applications must be completed/received by October 16, 2026; completed hand-delivered applications must be received at the Susquehanna Promotion & Tourism Agency Office, by 4 p.m. on October 16, 2026; all email or online applications and attachments must be completed/received at tourism@visitsusqco.com by 11:59 p.m., October 16, 2026.
Ways to submit your grant application:
By completing the online form and uploading required supporting documents: https://form.jotform.com/262444499473065
By mail: Susquehanna County Promotion & Tourism Agency, PO Box 218 / 31 Lake Ave., Montrose, PA 18801
By email: tourism@visitsusqco.com
By hand: 88 Chenango St., Montrose, PA 18801 no later than 4 p.m.
Application Deadline: Oct. 16, 2026

Applications must be complete and received by the deadline to be considered for funding.

Submit Application

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