



Carbon County Hotel Tax Disbursement Program

DEADLINE FOR SUBMISSION: JANUARY 30

FUNDS DISTRIBUTION: MARCH 30

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. 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, EVP/CMO (PMVB), at email bbossuyt@poconos.org or phone: 570-534-4543.



8. Upon approval of funding, invoices should be sent for payment to Noor Jabri (PMVB) at email: carbon@poconos.org. Invoices must be a 2025 expense and submitted by 12/31/2025 for processing.

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. Email invoices to CARBON@POCONOS.ORG.



**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 your application electronically to carbon@poconos.org.

Submission Deadlines:	Application Due: JANUARY 30	Awards Announced: MARCH 30
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Organization Name: _____

Address: _____

Contact Person: _____ **Title:** _____

Telephone: _____ **Email:** _____

Website: _____ **Fax:** _____

Are you a non-profit organization? **Yes** **No**

EIN: _____

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: _____



Cont. Application For Funds For Tourism Related Project

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

Description of organization:

List of Board Members:

State organization's general purpose and mission:



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.

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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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 _____	\$ <u>500.00</u>
500 Rack Cards – Milan Printing _____	\$ <u>90.00</u>
What’s Happening in Carbon County _____	\$ <u>50.00</u>
_____	\$ _____
_____	\$ _____
Print/Publication/Brochures/Rack Cards Total:	\$ <u>640.00</u>
Billboards and/or Signs	
Adams Outdoor _____	\$ <u>1,000.00</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Billboard and/or signs Total:	\$ <u>1,000.00</u>
Digital Advertising	
Facebook _____	\$ <u>50.00</u>
Instagram _____	\$ <u>50.00</u>
_____	\$ _____
_____	\$ _____
Digital Advertising Total:	\$ <u>100.00</u>
TV and Radio Ads	
TV13 _____	\$ <u>500.00</u>
WLSH/WMGH _____	\$ <u>500.00</u>
_____	\$ _____
_____	\$ _____
TV and Rado Ads Total:	\$ <u>1,000.00</u>
Other Marketing Projects	
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Other Marketing Projects Total:	\$ _____
TOTAL PROJECT COST ELIGIBLE FOR DISBURSEMENT:	\$ _____



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VISITORS BUREAU

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.

Advertising and Marketing Expenses:		
Print/Publication/Brochures/Rack Cards		
Print/Publication/Brochures/Rack Cards Total:	\$	
Billboards and/or Signs		
Billboard and/or signs Total:	\$	
Digital Advertising		
Digital Advertising Total:	\$	
TV and Radio Ads		
TV and Radio Ads Total:	\$	
Other Marketing Projects		
Other Marketing Projects Total:	\$	
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: _____

APPLICATION INSTRUCTIONS

1. Submit fully completed application electronically to **carbon@poconos.org**.
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

Pocono Mountains Visitors Bureau
Attn: Noor Jabri
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 vendors.**