

TOURISM PROMOTION & SPONSORSHIP GRANT GUIDELINES

Program Purpose

The Tourism Promotion Grant is intended to support **small businesses and organizations that contribute directly to Clearfield County's visitor economy**. The program prioritizes projects that demonstrate a clear connection between tourism promotion and:

- Out-of-area visitation
- Overnight stays
- Visitor spending
- Increased exposure for Clearfield County
- Improved visitor experiences
- Stronger digital representation of the destination

Grants are not intended to serve as general-purpose funding for community activities or events primarily designed for local residents.

Eligible Applicants may include:

- Tourism businesses
- Attractions
- Lodging properties
- Restaurants and culinary tourism businesses
- Outdoor recreation businesses
- Cultural and heritage organizations
- Agritourism businesses
- Tour operators
- Tourism-focused nonprofits
- Event or festival organizations when the proposed project demonstrates a meaningful tourism purpose

Small Business Focus

The program is designed primarily to support **small and locally operated tourism businesses and organizations of 20 employees or less**.

Applicants must operate or conduct the proposed tourism activity in Clearfield County.

CCRTA will give additional consideration to projects that:

- **Generate Out-of-Market Visitation.**
- Reach audiences outside Clearfield County, providing a reason for them to visit.
- **Increase Overnight Visitation.**
- Encourage visitors to stay overnight or extend their stay.



- **Improve Digital Visitor Readiness.**
- Improve how a business / attraction appears during a visitor's trip-planning process.
 - Examples include:
 - Professional photography
 - Professional video
 - Google Business Profile imagery
 - Visitor-focused website content
 - Digital advertising
 - High-quality visual assets for online listings
- **Demonstrate Measurable Results**
 - Projects with clearly defined goals and methods for measuring success may receive additional consideration.
- **Collaborate**
 - Projects that create meaningful partnerships between tourism businesses, attractions, lodging properties, restaurants, communities, or other tourism partners may receive additional consideration.

Events are eligible **when they demonstrate a meaningful ability to attract visitors from outside Clearfield County.** Projects primarily intended to serve local residents, members, or community participants are generally not eligible. Projects that primarily provide entertainment or activities for existing local residents, without a demonstrated tourism component, will generally receive lower priority or may be ineligible.

Eligible Promotional Expenses

Grant funds may be used for approved promotional expenses including:

- Professional photography and video
- Digital advertising
- Social media advertising
- Website and digital content
- Print advertising
- Promotional materials
- Public relations and media outreach
- Influencer / creator marketing



- Email marketing
- Radio advertising
- Other tourism-focused promotional activities approved by Visit Clearfield County

Quality & Vendor Requirements

Applicants are responsible for selecting qualified vendors and ensuring that grant-funded work provides meaningful value to the project and destination.

Certain specialized services — including **website development, photography, video production, and other contracted marketing services** — may require prior approval from CCRTA.

CCRTA may request:

- Vendor information
- Portfolio or examples of previous work
- Scope of work
- Proposed deliverables
- Project timeline
- Cost proposal or quote

CCRTA reserves the right to determine whether a proposed expenditure is **reasonable, appropriate, consistent with the approved project, and capable of achieving the stated tourism-marketing objective.**

Website Projects

Website development or redesign projects must demonstrate a substantial improvement to the applicant's ability to attract, inform, or convert visitors. Projects consisting primarily of routine maintenance, template installation, hosting, domain costs, or cosmetic changes without a meaningful visitor-marketing benefit may not be eligible.

Professional Photography & Video

Photography and video projects should produce **professional-quality, visitor-oriented content** suitable for use across relevant digital and marketing platforms. Applicants receiving funding for photography or video may be required to provide CCRTA with a non-exclusive license to use selected grant-funded content for destination marketing purposes.

Funding & Reimbursement

The maximum grant award is up to:

- **\$5,000** for tourism promotion with a **1:1 cash match**
- **\$10,000** for sponsorship



Grant awards are **provided on a reimbursement basis**. CCRTA does not provide advance payments for approved projects.

For projects extending over multiple months or consisting of recurring tourism activities, CCRTA may authorize **milestone-based reimbursement** when the applicant can demonstrate substantial completion of an approved phase of the project and eligible expenditures have been incurred and paid. Unless otherwise approved in writing, no more than **50% of the grant awarded may be reimbursed prior to final project completion and closeout**.

Applicants must complete the approved project and submit required documentation before reimbursement.

Required closeout documentation may include:

- Proof of eligible expenditures
- Copies of final promotional materials
- Advertising reports
- Photography/video deliverables
- Website links
- Campaign performance data
- Visitor or attendance data
- Other documentation requested by CCRTA

A final report is due **within 60 days of project completion**.

Ineligible Applicants / Uses

Certain businesses are not eligible, including personal health and wellness businesses (unless part of a lodging resort or tourism attraction), and federal or state agencies. Businesses whose primary purpose is providing marketing, advertising, public relations, printing, web development, consulting, or similar professional services to other organizations are also not eligible applicants.

However, eligible applicants may use grant funds to **contract with qualified professional service providers** for approved project expenses.

Additional uses not covered by grant funds:

- General operating expenses
- Payroll
- Building or equipment rentals
- Licenses and permits
- Routine maintenance
- Existing expenses incurred before grant approval



- Debt or capital expenditures
- Expenses primarily benefiting local residents rather than visitors
- Unapproved expenses
- Expenses unrelated to the approved tourism project

Authenticity of Promotional Content

Grant-funded promotional materials must accurately and authentically represent the applicant, its products, services, facilities, events, and the Clearfield County visitor experience.

Fully AI-generated photographs, illustrations, people, places, or other visual representations may not be used as primary promotional imagery in grant-funded advertising, signage, brochures, or other visitor-facing materials.

This restriction does not prohibit the use of generative artificial intelligence for supporting activities such as brainstorming, copy development, editing, translation, accessibility, formatting, image resizing, background removal, or other production tasks that do not create a materially misleading representation of the tourism product. Applicants may be required to provide original source materials or documentation demonstrating the authenticity of grant-funded photography and other visual assets.

Use of Visit Clearfield County / CCRTA Brand Assets

Any use of the Visit Clearfield County name, logo, brand assets, or other CCRTA intellectual property in grant-funded materials requires prior approval from CCRTA.

Applicants may not imply endorsement or partnership beyond the scope of the approved grant.

