

CLEARFIELD COUNTY AND RECREATION AND TOURISM AUTHORITY 2027 TOURISM PROMOTIONAL GRANT APPLICATION

The CCRTA Tourism Promotional Grant invests in **small businesses and organizations that help make Clearfield County a destination worth visiting.** Grants support projects that promote Clearfield County, attract visitors from outside the county, increase visitor spending, improve the visitor experience, or strengthen the way our destination is presented to potential visitors.

Maximum Award: \$5,000

Required Match: 1:1 cash match

Payment: Reimbursement following successful completion of the approved project, or partial reimbursements at approved milestones for multi-month or seasonal projects.

Application Deadline: November 9, 2026 at 2:00 PM

Before applying: Please review the Tourism Promotional Grant Guidelines, including eligibility requirements, eligible expenses, strategic priorities, and reimbursement requirements.

PAGE 1 — APPLICANT & PROJECT

1. Applicant Information

Applicant / Organization Name

Short answer

Primary Contact Name

Short answer

Title / Position

Short answer

Email Address

Short answer

Phone Number

Short answer

Website

Short answer

Social Media Accounts

Short answer

Applicant Type

Select the option that best describes your organization.

- ☐ Tourism business
- ☐ Lodging property



- ☐ Restaurant / food & beverage business
 - ☐ Attraction
 - ☐ Outdoor recreation business
 - ☐ Cultural / heritage organization
 - ☐ Nonprofit organization
 - ☐ Event / festival organization
 - ☐ Other: _____
-

2. Your Project

Project Name

Short answer

Project Location

Short answer

Project Start Date

Date

Project Completion Date

Date

Is this project associated with a specific event?

- ☐ Yes
- ☐ No

If yes, provide the event date(s).

Date / short answer

Tell us what you're planning.

Project Description

Briefly describe your project, program, experience, promotional campaign, or event. What are you planning to do, and what will visitors experience?

Paragraph response

PAGE 2 — TOURISM IMPACT & PROMOTION

3. Why Should People Come?

Who are you trying to reach?

Describe your target audience. Where are these potential visitors coming from, and why are they a good audience for your project?

Paragraph response

What tourism impact do you expect?



Estimated visitors from outside Clearfield County:

Number

Estimated overnight visitors:

Number / optional

Estimated visitor spending:

Dollar amount / optional

How did you develop these estimates?

Paragraph response

4. How Will You Get Their Attention?

Describe your promotional strategy.

How will you reach your target audience and encourage them to visit Clearfield County?

Paragraph response

How will grant funds be used?

Select all that apply.

- ☐ Professional Photography / Video
- ☐ Digital Advertising
- ☐ Social Media Advertising
- ☐ Website / Digital Content
- ☐ Print Advertising
- ☐ Printed Promotional Materials
- ☐ Public Relations / Media Outreach
- ☐ Influencer / Creator Marketing
- ☐ Email Marketing
- ☐ Radio / Broadcast
- ☐ Other: _____

Which promotional activity will have the greatest impact on your project's success?

Paragraph response

Does your project include professional photography or video?

- ☐ Yes
- ☐ No

If yes: How will the content be used?

- ☐ Google Business Profile
- ☐ Applicant website



- ☐ Social media
- ☐ Digital advertising
- ☐ Print
- ☐ Other: _____

PAGE 3 — BUDGET, MATCH & CERTIFICATION

5. Project Budget

Total Project Cost: \$ _____

Grant Amount Requested: \$ _____

Grant-Funded Expenses

Expense	Total Cost	Grant Request
Professional Photography / Video	\$	\$
Digital Advertising	\$	\$
Social Media Advertising	\$	\$
Website / Digital Content	\$	\$
Print / Promotional Materials	\$	\$
Radio / Broadcast	\$	\$
Public Relations / Creator Marketing	\$	\$
Other	\$	\$
TOTAL	\$	\$

Cash Match

This program requires a **1:1 cash match**. Grant funds cannot exceed 50% of the total eligible project cost.

I understand and agree to provide the required 1:1 cash match.

☐ Yes

Applicants do not need to separately calculate or report the matching amount. CCRTA will determine the required match based on the amount awarded.

6. Previous CCRTA Funding

Has the applicant previously received grant funding from CCRTA?

- ☐ Yes



- ☐ No

If yes, provide the grant year, amount awarded, and a brief description of the project.

Paragraph response

7. Project Timeline & Supporting Materials

Promotion / Marketing Begins:

Date

Project Launch / Begins:

Date

Project Completion:

Date

Supporting Materials

Upload any materials that help us understand your project.

Examples may include:

- Marketing plan
- Media plan
- Vendor proposal, portfolio, or quote
- Project budget
- Examples of proposed creative
- Previous campaign results
- Photography / website proposal

File Upload

Supporting materials may be requested by CCRTA during the review process.

8. Certification

By submitting this application, I certify that:

- The information provided is accurate and complete to the best of my knowledge.
- The applicant meets the eligibility requirements of the Tourism Promotional Grant.
- Grant funds will be used only for approved, eligible project expenses.
- The required 1:1 cash match will be provided by the applicant.
- Grant funds will not be used for expenses incurred before approval unless specifically authorized in writing.
- I understand that **grant funds are not provided in advance and will be reimbursed only after the approved project is completed and required documentation has been submitted.**
- I understand that submission of an application does not guarantee funding.



- I understand that CCRTA may request documentation of expenditures and project results.
- I agree to comply with all applicable Tourism Promotional Grant guidelines and requirements.

Authorized Representative Name

Short answer

Title

Short answer

Date

Date

☐ I certify the above information and agree to the terms of the Tourism Promotion Grant.

FOR GRANT ADMINISTRATOR USE ONLY

Date Received: _____

Application Number: _____

Eligible Applicant: ☐ Yes ☐ No

Eligible Project: ☐ Yes ☐ No

Amount Requested: \$ _____

Amount Recommended: \$ _____

Amount Awarded: \$ _____

Reviewer Comments:

Approved

By: _____

Approval Date: _____

