



208 Plaza Drive, Clearfield Pa 16830, www.visitclearfieldcounty.org, (814) 765-5734 fax: (814) 765-4130

RECREATION PROJECT AWARD

Visit Clearfield County is dedicated to enhancing the local economy by increasing tourism throughout our county. Tourism creates jobs and stimulates the economy with imported dollars. For every 147 room nights, one job is created. Visit Clearfield County is prepared to offer a recreation project award to qualifying candidates for the 2025-2026 fiscal year. This is a competitive program and is not guaranteed to any or all applicants and may not be available each following year.

The perfect applicant for this award would be improving an existing recreational asset or creating a new recreational asset within Clearfield County that would have the potential to generate overnight stays and boost our local economy. Recreational assets that would continue to offer more than one-time experience for visitors will be given extra attention. This award is intended to be used for the purpose of supporting the mission of Visit Clearfield County. Proper documentation must be provided before funds will be issued to awardees.

Timeframe:

September 9, 2024, Recreation Project Award opens

November 22, 2024, Recreation Project deadline. Must be received by 2 pm

January 8, 2025, Recreation Projects announced within 60 days

December 4, 2026, Last day to submit the Recreation Projects completed report reflecting funding used by Visit Clearfield County by 2 pm.

Qualifying Expenses: The intention of this funding source is to assist with the direct costs of creating or improving a recreational asset located within Clearfield County. Examples of approved direct costs include, but are not limited to, the following:

- Feasibility studies and planning
- Architectural and construction design and planning
- Permitting expenses
- Building material and expenses
- Contractor labor expense

Non-qualifying Expenses: The items on the following list are examples of indirect expenses that are **not eligible** for Visit Clearfield County Recreation Project Award funding.

- Depreciation of goods, buildings, and materials
- Marketing expenses
- Payroll expenses
- Ongoing operating costs

Limit of Funding: Applicant may apply for up to \$50,000.00 per year when available.

This application is part one of a multi-step process:

1. Completion of application and submission to Visit Clearfield County.
2. Submission of the feasibility study, if available, to Visit Clearfield County.
3. Submission of detailed planning and construction budget to Visit Clearfield County.
4. Submission of detailed operating revenue and expense projections to Visit Clearfield County with supporting explanation for all estimations.
5. Applications and submissions are reviewed by Visit Clearfield County Board of Directors to determine the eligibility of each project.
6. Qualifying applicants receive an invitation to present their project to Visit Clearfield County Board of Directors.
7. Applications are approved or denied by Visit Clearfield County Board of Directors and successful applicants are notified.
8. Members of the Visit Clearfield County Board of Directors and their business(es) are not eligible to receive funding.
9. Visit Clearfield County logo must be attached to the project upon completion.
10. Applicants must own the property prior to submitting an application.
11. Applicants cannot reapply each year for the same project when the funds are available.

Please contact Brandy Owens at travelspec@visitclearfieldcounty.org or Sue Swales-Vitullo at svitullo@visitclearfieldcounty.org or (814) 765-5734 with any questions.



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Recreation Project Award Application

Typed applications using the following format are accepted.

Company/Organization Name _____

Address of Applicant _____

Address of Project _____

Contact Person _____ Telephone _____

Email Address _____ Today's Date _____

Short description and name of your project _____

*Amount Requested _____ (Maximum amount \$50,000)

Total Cost _____

Has this applicant ever applied for or received funding from any of the Visit Clearfield County funding programs?

If yes.... Date _____ Amount Granted _____

I. Project Description

Attach a typed clear and concise statement of the use of the plan for which funding is requested. Include all information about further work and funding that will support the completed plan. Explain how the completed project will enhance the Clearfield County tourism product.

II. Marketing and Business Plan

Attach a typed **brief narrative** [one to three paragraphs only] detailing your overall marketing strategy and sustainable business plan. The purpose of this narrative is to provide the Review Panel with your rationale on how your planning study will attract tourism upon the completed projects. **Incomplete Marketing/Business Plans may result in a rejected grant application.** You must include information on how this project will generate overnight stays in Clearfield County and how you will evaluate or quantify these overnight stays. Please include how you will incorporate the Visit Clearfield County logo in your project. **(This must be completed to qualify).**



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III. Budget

Attach a typed operational budget for the plan. This budget should show the financial security of the project and the supporting funding for future projects. If additional funding is necessary to complete the project, show the source of that funding. This budget should show the applicant's efforts in sustaining the project long-term. **(Budget must accompany your application to qualify for the funding).**

IV. Scope of Work

The development of a series of recommendations to acquire and/or develop the proposed RPA Award. These recommendations must set forth proposed actions, priorities, and costs, along with project completion time.

Certification Personal Guarantee of Completion and Payments

*I hereby certify that the information submitted with this application is true and correct and agree that an engineer-certified site plan for _____ will be completed or I agree I am financially responsible and accountable to return all unused funds and/or funds used. This application must be signed before the application will be considered by Visit Clearfield County Board of Directors.

Print Name / Title

Date

Date Received

Received by