

Grant Guideline

This is not a complete list of what can and cannot be used for grants. If you have any questions, please make sure you contact the Visit Clearfield County office for clarification at (814) 765-5734.

Grants will be denied if:

1. The project is started before the grant is awarded.
2. The closeout report is not 100% completed. You must use the official VCC closeout report.
3. Proof of payment, invoice, and proof of VCC logo used.
4. If the grant is not closed out within **60 days of project completion or by deadline**, whichever comes first. The deadline is December 5, 2025, by 2 pm. (2:01 pm grant will be denied).
5. **Prior approval** is not received for work verifying usage of the VCC logo.

Once your closeout report is submitted you will **not** be able to make changes. We will not notify you if something is missing. You will only get reimbursed for items that are included in the closeout report that are done properly.

Promotional and Discretionary Grant Information

You are responsible for 25% of your requested grant amount. If you are awarded \$7,500 your 25% match is \$1,875. This makes your project total value \$9,375. The grant **must be used in Clearfield County**. This means the business must be located in Clearfield County.

Items that do not qualify for Discretionary or Promotional grant funding:

Standard or event operational expenses including venue fees, awards, insurance, etc.

Sectarian religious purposes

Fireworks display

Structural modifications. Including building materials, construction, nuts, screws, bolts, etc.

Installation of any signs, projects including materials and labor

Pens or any type of give-a-way items including stickers

Any type of clothing including t-shirts for events

Postage/Mailings

Post Cards, meeting, and event cards

Signs that are not affixed in the ground permanently

Vehicle wraps/signs

Video Production or photo shoots

Portable Displays (Trade Show's etc.)

Discretionary and Promotional Grants can be used for:

Website design/redesign – The VCC logo must be prominently displayed with a link to the VCC website.

Billboards (Graham Signs, Lamar, Kegerreis, OutFront Media, Advert, etc. above ground raised up in the sky)

Signs that are permanently attached to buildings or cemented in the ground. Does not cover the building/construction of the sign or the materials needed to construct the sign.

Brochures/flyers/rack cards

Posters

Facebook Ads

Newspaper Ads

Radio Ads

Television Ads

Tourism Attraction Plan Funding

This is for projects/events that would enhance the “Stay Ability” of Clearfield County. You must provide information on how the project will increase overnight stays in Clearfield County. New tourist attractions will take precedence. This is to be used for new construction of a tourist attraction or to enhance/add onto an already existing tourist attraction.

This is a 25% match and is reimbursed the awarded amount.

Sponsorship

VCC is the main sponsor of this event, and the logo must be used on all print materials including posters, brochures/flyers, banners, website, and all advertising materials for the event. This does not include rental fees, food/beverages, hotel rooms, etc.

If the logo is not used properly and VCC is not named the main sponsor event will be responsible for payment back to VCC as per your signed sponsorship agreement.

Sponsorship is meant to help get events started and established and is meant to be moved around from year to year. Once an event is established, funds should only be awarded if extra funds are still to be distributed.

This may not be a complete list. Please contact the office with any questions or for clarifications.

Funds are not guaranteed from year to year and should not be added to your planning budget.