



# Lycoming County Travel and Tourism Marketing Grant



## GRANT APPLICATION

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Submit via **Email 1 Copy** of Application and All Attachments to:

**Email to [visitorinfo@williamsport.org](mailto:visitorinfo@williamsport.org)**

**Deadline for Receipt is 11:59PM January 10, 2025**

Granting decisions and notification should be received within six weeks following  
deadline.

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*Please fill in all blank areas, as denoted:*

Organization Name

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Contact Name & Title

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Phone

Fax

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Street/Mailing Address

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### **For Special Events Applications ONLY**

Name of Special Event and Anticipated Dates

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Sponsoring Organization (if not independent)

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2023 Attendance:

2024 Attendance:

% Outside Lycoming County:

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**For BOTH Tourism Entities and Special Events Applications**

Amount Applying For (Please Circle)      **\$7,500**                      **\$5,000**                      **\$2,500**

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Total Projected Marketing Budget

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Description of other Funding Sources

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Mission of Organization (*Tourism Entities*) or Cultural Purpose of Event (*Special Events*)

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Publicity Budget for last completed fiscal year

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Approximate portion of Publicity Budget dedicated beyond a 25-mile radius of Lycoming County.

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Have you promoted a similar Program/Event in the past?

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If so, please list dates and locations

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Does your Organization have a website? If so, please list.

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Detail your marketing plan for capturing patrons beyond a 25-mile radius of Lycoming County. Please include specific publications, intended ad size and cost for ad placement.  
(Attach additional sheet if space needed)

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How does this plan deviate from past marketing campaigns? What changes have been made, and why? (use additional space if needed)

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How will your organization judge the effectiveness of your campaign to capture patronage from beyond a 25-mile radius of Lycoming County, and how will this affect your future years' marketing efforts?

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Please detail any packages for your event or activity and any co-operative advertising you may be placing in promoting your event.

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Detail below the impact that the funding received from this grant in the prior funding cycle (if you received funding) and cite how you measure this impact.

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Please describe the potential economic impact of this event or tourism attraction to:

- Your organization
- Local tourism-related businesses, including lodging and restaurants
- The community in general

(Attach additional sheet if space needed)

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Provide an estimate of the number of visitors outside of Lycoming County that will attend your event or attraction this year \_\_\_\_\_

Provide the estimated number of lodging rooms that will be used for this event or attraction (if more than one day put total number of room nights) \_\_\_\_\_

**Please scan and email One (1) copy of the following:**

- ✓ Copy of most recent IRS letter regarding your Organization or Sponsor's tax-exempt status.
- ✓ **Event/Program/Project Budget detailing revenue and expenses including the 25% cash match requirement.**
- ✓ Cover letter to include: Brief overview of organization's history; description of programs, activities and services provided; explanation of current need, problem or opportunity and how grant funds will address these issues; any relevant timeline(s); and additional staff or volunteers needed.
- ✓ List of Board of Directors, Professional Staff & Advisory Committees.
- ✓ Current year's budget.
- ✓ Marketing plans, materials or other evidence of past tourism marketing initiatives.

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*I affirm that all information in this application and all attachments are true and correct to the best of my ability, and that the receipt of any grant funds relative to this request will be used for the purposes detailed within this application.*

Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

# 2025 Travel and Tourism Grant Closeout Report

Organization Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone Number \_\_\_\_\_ Contact Email \_\_\_\_\_

Total number of attendees to event or attraction \_\_\_\_\_

Total number of attendees from outside Lycoming County \_\_\_\_\_

Total number of rooms booked in Lycoming County as a result of this event vs projected rooms when applying for grant \_\_\_\_\_ vs. \_\_\_\_\_

Please report sampling of cities, states and/or countries of origin of participants

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The signee is confirming that what is reported is accurate and all requested information has been included. The Lycoming County Visitors Bureau reserves the right to contact the signee for any additional information.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_