

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. Project is started before the grant is awarded.
2. Closeout report is not 100% completed. You must use official VCC closeout report.
3. Proof of payment, invoice, and proof of VCC logo used.
4. If grant is not closed out within **60 days of project completion or by deadline**, whichever comes first. The deadline is December 5, 2024, by 2pm. (2:01pm grant will be denied).
5. **Prior approval** is not received for work verifying usage of 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 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. Grant **must be used in Clearfield County**. This means the business must be located in Clearfield County.

Items that do not qualify for and of the 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

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 – VCC logo must be prominently displayed with link to VCC website on main page and throughout the site.

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 building/construction of the sign or 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 sponsorship of this event** and 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, t-shirts, etc.

If logo is not used properly and VCC is not named 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 then funds should only be awarded if there are still extra funds to be distributed.

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

Please keep in mind that when applying for funding, you must already have ownership of the property. Pending property closures will not be considered for funding.

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