



## Marketing & Event Grant Program

1. **Grant Program Goals:** The goal of the Allegheny National Forest Visitors Bureau grant program is to leverage the Bureau's marketing resources to create awareness, provide visitors with information to influence their travel decisions, and increase visitation to McKean County. The Bureau's grant program will assist qualified organizations and businesses to strengthen their tourism products, increase the marketing, promotion, and advertising of tourism-related businesses, raise the quality of the events, and develop enhancements that benefit both visitors and residents.
2. **Eligibility:** Applicants may be tourism-related organizations, businesses, non-profits, and events that promote McKean County; excite and welcome visitors.
3. **Application Availability:** Grant applications for organizations are available from the ANFVB office located at 80 E Corydon Street, Bradford, or through [www.VisitANF.com](http://www.VisitANF.com). The ANFVB Grant Program is offered twice per year with applications due by June 30 and December 31 with applications being reviewed upon receipt of the application.

**Grant preference will be given to existing Allegheny National Forest Visitor Bureau Members.**

4. **Grant Funding Amounts:** Grants are limited to a maximum of 50% of eligible costs or up to \$2500 with a required cash match of at least 50%.
5. **Review Process:** The applications are reviewed and scored by a four-member committee, appointed by the ANFVB Board of Directors.
  - a. All grant applicants will be notified as to their approval or denial.
  - b. Only one application per tourism-related organization, business, non-profit, and event will be considered.
  - c. The ANFVB grant program grants will be awarded at the sole discretion of the ANFVB and the ANFVB Board of Directors.
6. **Grant Assessment:** Grant applications will be assessed by considering the following:
  - a. Project/Event's ability to attract overnight visitors, day visitors, and visitors from outside a 60-mile radius of McKean County.
  - b. Project/Event's ability to grow, with funding support, over two or more years.
  - c. Project/Event's ability to project a positive image of McKean County.
  - d. Project/Events ability to enhance the Allegheny National Forest Visitor Bureau's brand of providing excellence in tourism experiences.
7. **Grant Requirements.** This program focuses on attracting visitors and supporting tourism-related businesses by providing visitors with information to influence their travel decisions. Recipients of these grants must meet the following requirements:
  - a. **Events**
    - i. Applicants must be seeking to produce and promote a well-defined tourism-oriented festival or event. Projects must enhance McKean County's visitor/group/leisure destination marketing.
    - ii. All events must be held in McKean County and demonstrate the potential to generate overnight stays.
    - iii. Events must be open to the general public, not exclusive in regard to attendance.
    - iv. No event may have as its primary purpose the promotion of a specific candidate, political party or platform.
  - b. **Tourism Related Business Marketing, Promotion and Advertising**

- i. Tourism related businesses and projects must be located in McKean County and may include retail, food and beverage, live entertainment, cultural, art, educational programming and recreation.
      - ii. Projects must be visitor and resident oriented
    - c. **All applications**
      - i. All project and event applications must include a McKean County resident as project manager
      - ii. Once approved, all applicants must sign and return a letter of agreement to the ANFVB.
      - iii. Only one (1) application per event or project may be submitted.
1. The Allegheny National Forest Visitors Bureau must be given recognition as an event sponsor.
  2. All awarded projects must include the following statement "Sponsored in part by the Allegheny National Forest Visitors Bureau.
  3. The Allegheny National Forest Visitors Bureau logo must appear on all ads, posters and websites associated with the funded project and event. Both require a link from the recipient's website to [www.VisitANF.com](http://www.VisitANF.com).
  4. Failure to include proper acknowledgement may void grant reimbursement.
  5. The ANFVB logo is available to download at [www.VisitANF.com/grants](http://www.VisitANF.com/grants)
8. **Eligible Expenditures For Reimbursement:**
- a. Advertising, marketing and promotion of tourism related materials may consist of digital campaigns, print, video, TV, radio, photography, and event related expenses.
  - b. Design, production & placement costs for marketing that targets visitors that live outside a 60 mile radius of McKean County.
  - c. Out of county advertising (billboard, wayfinding) targeting visitors
  - d. Entertainment fees
  - e. Event expenses associated with renting, securing, building or presenting an event.
  - f. Fees must be payable to a third party vendor; In-kind fees are not eligible.
9. **Grant Funds May Not Be Used For:**
- a. Projects that do not attract visitors, visitor spending, or lodging room usage in McKean.
  - b. Salaries and other monetary compensation to event organization and its staff
  - c. Food and beverage
  - d. Mileage or gas expenses
  - e. Entertainment not for the general audience of the event
  - f. Any event expenses not approved for funding in application.
  - g. Interest or reduction of deficits or loans.
  - h. In-Kind services
10. **Grant Reimbursement:** All grant funding is awarded on a reimbursement basis only. Proof of payment by applicant must be provided to the Allegheny National Forest Visitor Bureau in order to receive reimbursement. Proof of payment includes copies of original invoice and checks paid to vendors or copies of credit card or cash receipts from vendors documenting received payment.  
Reimbursements will be issued once the following criteria have been met:
- a. Within 60 days of the marketing, promotional campaign or event, applicants must submit the post-event final summary and a reimbursement form available at [www.VisitANF.com](http://www.VisitANF.com)
  - b. A copy of the tourism campaign brochure advertisements, or project information, along with proof of ANFVB recognition, should be included in the final summary. In the case of web-based promotions, a screen shot should be produced for the ANFVB.
  - c. Failure to submit this summary within the allotted time or submission of summary with incomplete or missing information will forfeit the grant.
11. **Application Assistance:** The Allegheny National Forest Visitors Bureau will provide application assistance. Contact the ANFVB at [info@visitanf.com](mailto:info@visitanf.com) or 800-473-9370.
12. **Incomplete projects:**

- a. If the marketing and promotional tourism campaign or event is unable to be completed as outlined in the application, the project manager must contact the ANFVB to discuss changes and alternative projects.
- b. If an applicant cannot complete the approved project for which funds have been allocated, the ANFVB must be notified immediately. Failure to complete a project as submitted in the approved application may have an impact on future funding decisions and allocations.
- c.

For additional information or to ask questions, please contact the Allegheny National Forest Visitors Bureau 800-473-9370



## Marketing & Event Grant Program

**Deadline | July 31, 2025**

Name of applying organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone number: \_\_\_\_\_ Email: \_\_\_\_\_

Project manager/Contact: \_\_\_\_\_ Contact number: \_\_\_\_\_

Website: \_\_\_\_\_

Total Amount Requested: \_\_\_\_\_ Application Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Project Manager/Contact

*Please complete the following questions.*

**Section 1:**

**Description of your project/event:** include dates, locations, etc if applicable

**Section 2:**

**How will you use the Allegheny National Forest Visitor Bureau’s grant revenues for your Project/Event:** Answer only the sections you are seeking funding assistance. **Be as specific as you can.** Add additional space as needed.

- a) **Print Materials** (brochures, fliers, posters, and direct mail pieces)
- b) **Advertising** (website banner ads, print ads, radio ads, television ads)
- c) **Marketing** (videos, eblasts, online ads, facebook ads, google ad words, etc)
- d) **Other**

**Section 3:**

**Project/event costs:** Use the table below to list project/event costs and the estimated amount for each item. Only list those items the grant will fund. Attach and number quoted estimates from the vendor for each item. Grants are limited to a maximum of 50% of eligible costs or \$2500 (whichever is lowest) with a required cash match of at least 50%

Tourism project	Name of Vendor	Total Amount	Requested amount 50%/max \$2500 whichever is lowest	Applicant Cash match	Estimate from vendor attachment #
Example: Brochure	ABC printing	\$2000	\$1000	\$1000	#A
Example: Ad	123 Magazine	\$500	\$250	\$250	#B
<b>TOTAL</b>					

**Section 4:**

**Cash Match letter;** Please attach a letter from your organization specifying your cash match commitment.

**Section 5:**

**Impact on Local Tourism:** This program’s primary mission is to increase tourism and generate overnight stays in McKean County. Please explain how your project will do the following: (answer all that apply)

- a) How will your event/project draw more people from outside the local market or attract new visitors to McKean County?

- b) How will your event/project generate press coverage for the event or for McKean County as a tourism destination?
  
- c) How will your event/project increase retail, food and beverage expenditures in McKean County?
  
- d) Will your event/project increase overnight stays? Estimate the number of lodging room nights to be generated in McKean County from this project.
  
- e) Where will the visitors attracted by this project come from?
  
- f) What is the estimated number of people this project will attract to McKean County? (be realistic; inflated estimates may negatively impact your results)

**Section 6:**

**Credits:** All awarded projects must include the following statement “Sponsored in part by the Allegheny National Forest Visitors Bureau” and the ANFVB Logo. The ANFVB logo must appear on all ads, posters and websites associated with the funded project. Both require a link from the recipient’s website to [www.VisitANF.com](http://www.VisitANF.com). For projects in which a logo or credit statement is impossible (google ad words, online ads, etc) the ANFVB logo or statement with a link from the recipients website to [www.VisitANF.com](http://www.VisitANF.com) must be placed on the recipient’s website home page. For projects completed before the grant award notification; applicants will need to include ANFVB logo/statement on the project in advance of award announcement to be eligible for grant funds. **Failure to include proper acknowledgement may void grant reimbursement.** Where will the required statement or logo be placed for each project?

Project	Name of Vendor	Location of required statement or logo
Example: ad words	Google	Home page of website

**Section 7:**

What type of organization do you represent?

Public, non-profit

Private, non-profit

Private, for profit

Individual promoter/producer

NOTE: It is not required to be a non-profit to receive an ANFVB grant.

**Please return this application to the Allegheny National Forest Visitors Bureau no later than July 31, 2025, to 80 E. Corydon Street, Bradford, PA 16701.**

Any questions or comments regarding this application or the Grant program, please contact:  
Allegheny National Forest Visitor Bureau.

800-473-9370

[info@VisitANF.com](mailto:info@VisitANF.com)