Nature's MOUNTAIN PLAYGROUND
POCAHONTAS COUNTY, WV

Pocahontas County CVB Event Marketing Grant

The Pocahontas County CVB (PCCVB) provides Event Marketing Grants to support advertising and promotional efforts for eligible events that have the potential to generate visitation, overnight lodging and economic impact in Pocahontas County. Grant funds are intended specifically for marketing efforts that reach audiences outside Pocahontas County and encourage visitors to attend an event and experience Pocahontas County as a destination.

Funding is subject to available PCCVB resources and approval by the PCCVB Grant Committee and Board of Directors. Submission of an application does not guarantee funding.

Eligibility & Requirements

- Eligible events must be held in Pocahontas County and open to the public and visitors in addition to residents.
- Must demonstrate potential to generate overnight lodging and/or meaningful visitor spending.
- Events must comply with all applicable federal, state and local laws and regulations, and events may not discriminate on the basis of race, color, sex, religion, national origin, disability or other protected status.
- Applicants may be for-profit or nonprofit organizations and must be in good standing with the PCCVB, including completion of required reporting for any previous PCCVB funding.
- Applicants must also provide a current Certificate of Liability Insurance naming the appropriate parties, as required by the PCCVB.

Funding & Eligible Expenses

- Organizations may be eligible to receive up to 100% of the approved event marketing budget, subject to available funding and PCCVB approval.
- A detailed advertising and marketing budget must be included in the application.
- At least 85% of awarded funds must be used for paid advertising intended to reach audiences located beyond a 50-mile radius of the event location. Eligible advertising expenses may include digital and social media advertising, print, radio, television, online publications and other paid advertising approved by the PCCVB.
- Up to 15% of the approved grant amount may be used for promotional items or memorabilia intended for distribution and not for resale, including t-shirts, mugs, key rings and stickers.
- Promotional items must receive PCCVB staff approval prior to production and comply with current PCCVB logo, branding, size and placement requirements.
- The PCCVB reserves the right to determine whether a proposed expense or promotional item is an eligible use of grant funds.
- Grant funds must be used only for approved purposes.

- Funds that are unused, used for unapproved expenses or improperly documented must be repaid to the PCCVB within 60 days following the conclusion of the event, unless an alternative repayment arrangement has been approved. Failure to repay funds may affect eligibility for future funding.

Application Evaluation & Review

- Applications may be evaluated based on anticipated tourism impact, including:
    - Expected attendance and out-of-county visitation
    - Potential to generate overnight lodging and visitor spending
    - Event duration and timing
    - Shoulder-season impact
    - Economic benefit to lodging, restaurants, retail, attractions and other tourism-related businesses
    - Potential to attract new and/or repeat visitors
    - Regional or statewide awareness and earned media
    - Connection to or an enhancement of an existing tourism or destination asset
    - Quality and effectiveness of the proposed marketing plan
    - Applicant history of successfully using PCCVB funds and complying with reporting requirements
    - Available PCCVB resources
    - Alignment with PCCVB strategic priorities
- The PCCVB may prioritize applications demonstrating the greatest potential for measurable tourism impact.
- Completed applications must be received by March 25, June 25, September 25 or December 25 for consideration during the applicable quarterly review cycle.
- The PCCVB Grant Committee reviews applications and makes recommendations for approval by the Board of Directors during the April, July, October and January meetings.
- First-time applicants must also present their application to the PCCVB Grant Committee during a quarterly meeting, coordinated with PCCVB staff. The PCCVB may establish additional presentation or review requirements as needed.
- Applicants may receive one Event Marketing Grant award per PCCVB fiscal year (July-June).

PCCVB Promotional & Public Relations Support

- In addition to grant funding, the PCCVB may provide promotional support to awarded events, including:
    - PCCVB website listing
    - Submission to the West Virginia Department of Tourism event calendar
    - Inclusion in appropriate PCCVB digital or print promotional opportunities
    - Distribution of event brochures to West Virginia Welcome Centers, available for a $50 fee, which will be deducted from the approved grant amount when the applicant elects to use this service
    - PCCVB Satellite Visitor Centers throughout the county

- The PCCVB may also provide optional public relations assistance including support with press releases and local or regional media outreach, subject to staff availability and coordination with event organizer or applicant

PCCVB Recognition & Branding

- All advertising and promotional materials funded through the grant must appropriately recognize PCCVB support.
- Unless otherwise approved, applicable materials must include the PCCVB logo, website and telephone number, and digital advertising should link to an appropriate webpage and/or include PCCVB identification when applicable.
- All PCCVB logo usage must comply with current PCCVB brand guidelines and must not be altered, modified or distorted.
- Applicants are encouraged to submit proposed materials to PCCVB staff for review when logo placement or usage is uncertain.

Reporting & Compliance

- A completed PCCVB Event Marketing Grant Summary Report must be submitted within 60 days following the conclusion of the event and is a condition of future funding eligibility.
- Report must document, as applicable, event performance including:
  - Event attendance and out-of-county visitation
  - Overnight lodging and economic impact
  - Marketing performance such as advertising impressions and clicks, social media reach and engagement, website traffic, earned media and other applicable metrics
  - Evaluate marketing efforts and overall success of event, including what worked well, areas for improvement and anticipated changes for future events.
- Required supporting documentation must include paid invoices, advertising tearsheets, digital advertising screenshots and samples of brochures, flyers, posters or other collateral, along with documentation demonstrating appropriate PCCVB branding.
- Applicants that fail to submit complete reporting within the required deadline may be subject to the following:
  - 60+ days: Applicant is considered out of compliance until report is submitted.
  - 90+ days: PCCVB may reduce or otherwise condition eligibility for future Event Marketing Grant funding.
  - 180+ days: Applicant may automatically be ineligible for Event Marketing Grant funding within the next fiscal year.
- The PCCVB Grant Committee and/or Board of Directors may consider extenuating circumstances on a case-by-case basis.
- Incomplete Summary Reports or missing required documentation may also be considered out of compliance and may result in a deduction from future funding requests.

Funding Decisions & Application Submission

- The PCCVB reserves the right to approve or deny any application, approve an amount less than requested, establish conditions based on an award and prioritize applications or funding amounts based on anticipated tourism impact, strategic alignment, available resources, applicant compliance and other relevant factors.
- Approval of a grant in one fiscal year does not guarantee funding in subsequent years.
- Approved funding may be distributed following approval and within the designated PCCVB fiscal year, subject to PCCVB procedures.
- Applications may be submitted by:
    - Email: Linda Adams, ladams@pocahontascountywv.com
    - Mail: PCCVB, PO Box 275, Marlinton, WV 24954
    - In person: PCCVB 301 8th Street, Marlinton, WV 24954

Amended September 2026