# Richmond County Tourism

**Marketing Assistance Grant Request Application**

***PURPOSE OF GRANT PROGRAM:***

***The Grant Program provides funding assistance to organizations in the development of special events and/or projects, which have the potential to attract visitors for overnight stays to Richmond County. Grants can only be used to promote travel and tourism and are for the purpose of advertising or marketing an area or activity that attracts tourists or business travelers. The expenditures are designed to increase the use of lodging facilities and meeting facilities, while staying within the guidelines of the Occupancy Tax legislation, which directs that these funds be used for the benefit of tourism.***

Project/Special Event Title:

Event Date(s):

Tourism Funds Requested: $

Name of Submitting Organization:

Non-profit Organization: Yes No *(If yes, see grant guidelines for non-profits)*

State Tax ID Number:

Contact Person: Title:

Mailing Address:

Telephone: Fax: Email:

Summary of Event/Project (Do not exceed one paragraph): Please feel free to attach an additional short narrative describing your organization’s proposal.

## Applications must be filled out completely and submitted 45 days prior to the TDA meeting date. (The TDA meets on the 2nd Tuesday of each month.)

Is this the first year of the event: Yes No If no, number of years held:

If multiple organizations represented, list additional organizations involved:

If organization has received funds from Tourism in the past three years, please list dates and amounts:

Areas from which event/project will attract visitors:

Will your organization be receiving funds from any other sources? Yes No

If yes, explain:

Will this event produce overnight accommodations? Yes No

Average attendance record for event/project in the past.

The purpose of the Richmond County T~~o~~urism is to promote travel, tourism and convention business in the Richmond County. In what ways does this event/project accomplish this? (Please make clear the ~~i~~mpact that this event/project will have on tourism in Richmond County, including projected or past attendance by non-residents.)

**Please complete Event/Project Budget on next page and submit signed application to Richmond County Tourism Development Authority**

**PO Box 203**

**Rockingham, NC 28380**

**Or email to:** [**visitrichmondcountync@gmail.com**](mailto:visitrichmondcountync@gmail.com)

## Grant Application Guidelines

1. Fundraising events/projects are not eligible.
2. The event/project for which the application is being made must occur no later than 1 year from the date on the grant application.
3. Applications for funding must be submitted to the Richmond County TDA office no less than 45 days prior to the TDA meeting date on which the request is to be considered. Additionally, applications must be submitted far enough in advance of the event date in order to provide for appropriate promotional partnership opportunities following TDA approval. (ie. Inclusion of TDA name and logo in marketing materials/media). The regular meeting dates of the TDA are the second Tuesday of each month.
4. Grants will only be considered when submitted on an official Richmond County TDA Grant Request Application.
5. Unless agreed by the TDA Board of Directors during consideration of proposal, the grant will be paid on a reimbursement basis.
6. Applicants must be registered in good standing with the Secretary of State office as a nonprofit or legal entity.
7. Non-profit applicants are required to submit a copy of the organization's IRS tax- exempt status determination letter, copy of organization's Articles of Incorporation, and a copy of most recently filed IRS Form 990. If not tax exempt, other organizations should submit proof of tax status.
8. Organizations must submit a proposed budget with the grant application.
9. The grant application must include a list of other sources of funds for the event/ project and an explanation of long-range funding plans if the event/project is conducted annually.
10. Organizations receiving grants are required to submit a final budget and copies of invoices matching the grant awarded no later than 45 days after the event/project has been completed. After 45 days, grants are deemed null and void.
11. Organizations receiving grants are required to use a copy of the Richmond County TDA logo on all promotional and marketing materials related to the event/project. The use of the Richmond County TDA logo needs to be approved by the Richmond County TDA prior to public dissemination.
12. Organizations will be eligible to receive grants in consecutive years for the same event/project. However, since one of the purposes of the program is to create new events/projects, Richmond County TDA may give priority to new applicants each year.
13. Organizations interested in applying should contact the Richmond County TDA at

(910) 895-9057 or email visitrichmondcountync@gmail.com for further information and an application form.

**Please attach any additional documentation mail or e-mail to: Richmond County TDA, 101 W. Broad Avenue, PO Box 203, Rockingham, NC 28380. Questions: (910) 895-9057 visitrichmondcountync@gmail.com**

## Event Funding Evaluation Report

**(to be completed within 45 days after project/event) EVENT SUMMARY**

**Name of Event: Event Date:**

**Number of Participants: Region or areas participants came from:**

**Number of local motel rooms booked:**

**Motels used:**

**Were restaurants visited during the event? [ ] Yes [ ] No Were retail businesses visited during the event? [ ] Yes [ ] No Were any attractions visited during the event? [ ] Yes [ ] No**

**If yes, where?**

**Number of audience members attending (if applicable):**

**Did audience members stay overnight? [ ] Yes [ ] No**

**If yes, approximately how many?**

**Overall success of the project/event?**

**Area of improvement needed for project/event?**

**Was there media coverage of the event? [Before/After/During and where was it covered?]**

**Any other information beneficial to the Richmond County TDA:**

**How was the TDA recognized as a sponsor?**

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