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 in Richmond County. Grants can only be used to promote travel and tourism 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.

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_____
_____
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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 Tourism 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 impact that this event/project will have on tourism in Richmond County, including projected or past attendance by non-residents.)

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_____
_____
_____
_____
_____
_____

**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**

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?

_____

_____