



**EDGECOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY
GRANT FUNDING APPLICATION
2022-2023**

About the Program

The Edgecombe County Tourism Development Authority Grant was established to enhance the economic impact of tourism in our community. The grant is a reimbursement grant and not designed to cover the entire cost of a project. The grant is designed to assist an organization in their event or marketing program. Priority will be given to distinctive and creative projects or events that support the goals and mission of the Edgecombe County Tourism.

MISSION AND GOALS

The mission of the Edgecombe County Tourism Development Authority is to attract visitors, tour groups, and meeting and convention business to Edgecombe County. These funds should support events that:

- ✓ Demonstrate a measurable community or economic benefit,
- ✓ Enhance Edgecombe County Tourism Development Authority character and reputation for tourist activities.
- ✓ Attract new events or strengthen existing events marketing abilities.
- ✓ Generate additional transient guest tax and sales tax for the community.

POLICIES AND PROCEDURES

Tourism Grants are available to any organization marketing their project/event to attract visitors to Edgecombe County.

Qualifying projects must meet the following criteria:

- a. Grant applications must be received two months before event.

Applications for Tourism funding should be delivered to the Visitor's Center, 500 North Main Street, Tarboro, NC 27886 (Tarboro Town Hall), or emailed to Director@tarborochamber.com.

- b. Maximum grant award shall not exceed \$5,000.
- c. Organizations are limited to one grant per award cycle.
- d. Grant application must be received and reviewed prior to the event.
- e. Preference will be given to marketing that is geared towards overnight room stays.



f. Applicant will be notified of grant award via letter or email or phone call.

TIMETABLE FOR REVIEW

The application will be reviewed and voted on by Edgecombe County Tourism Development Authority Board of Directors at their monthly meeting. The third Wednesday of every month. Funding recommendations by the Board of Directors are judged by the requirements listed below. All materials submitted with applications will become a matter of public record, open to inspection.

REQUIREMENTS

1. The applicant must be a qualified non-profit organization.
2. All materials and advertisements should identify, where possible, the Edgecombe County Tourism Development Authority as a funding source.
3. Applicant must submit evidence of all required payments. The following are acceptable forms of proof: vendor invoices, copies of credit card receipts, copies of canceled checks, on-line bill pay transaction registers, original tear sheets of print ads, screenshots of online ads, samples of printed materials, or statements of other acceptable evidence of payments. No advance payments are authorized.
4. All receipts, project budget recap, and ancillary supporting documentation must be submitted within 60 days from last day of event.

AUTHORIZED USES OF TOURISM FUNDS

Tourism funding is available for the following types of uses:

1. Advertising and promotional campaigns supporting events or marketing projects in media such as broadcast, web, regional print, and distribution.
2. Printing and distribution of promotional pieces, creative design, printing, copying, ad placement cost, and distribution of direct mail.
3. Creating an Internet website promoting the event linked to the Discoverededgecombe.com website to increase participation, attendance, and awareness of the event and to generate hotel room nights and spending throughout the county.



4. Operating expenditures related to the project or event including, but not limited to, Edgecombe County provided public safety expenses, equipment rental, and facility rental.

TOURISM FUNDS MAY NOT BE USED FOR

1. Prize money, scholarships, awards, plaques, or certificates.
2. Travel expenses related to any traveling exhibit, contest judges, or staff travel.
3. Projects restricted to private or exclusive participation.
4. Private entertainment, food, beverages, and lodging.
5. Legal, medical, engineering, accounting, auditing, planning, feasibility studies, consulting services, or fees.
6. Salaries or supplements to salaries for existing or future staff, or employment of personnel related to the project or event.
7. Tangible personal property including, but not limited to, office furnishings or equipment, permanent collections, or individual pieces of art.
8. Interest or reduction of deficits and loans.
9. Expenses incurred or obligated prior to or after the project period.
10. Advertising and other promotional materials promoting future events.
11. Payments for services or goods purchased for previous or other events.
12. Capital or infrastructure projects.
13. Deposits on exhibits.
14. Entities with tax leveling authority.
15. Other items may be deemed ineligible by the Finance Committee and/or City Council.

MARKETING GRANT CATEGORIES/GUIDELINES

Events must have the ability to attract overnight visitors to Edgecombe County. First time events will be evaluated based on information provided by the applicant. Funding for repeating events will consider



impact results of the previous year's attendance, media coverage, sales, and sales tax collected.

- **Major Events:**
 - o Staged in Edgecombe County that will attract large numbers of overnight visitors from outside the city. Examples are multiple day sporting, art, food, and entertainment festivals.
- **Sponsorships:**
 - o Funds are to be used for advertising and promotion in media that publish outside Edgecombe County.
- **Cultural Events:**
 - o Multiple day events that can bring significant numbers of out of the area visitors to Edgecombe County using the same guidelines as Major Events listed above.
- **Marketing Assistance:**
 - o Increasing the effectiveness of funded organization's outreach via TV, radio, and print publication. Examples would be production of brochures, maps, documentaries, special package promotions, and marketing programs.

GENERAL INSTRUCTIONS FOR TOURISM GRANT FUNDING

1. Please submit your completed application in .pdf format and supporting documents in a separate .pdf document via email to director@tarborochamber.com. for consideration by the Edgecombe County Tourism Development Authority Board of Directors.
2. Complete each item of each applicable section. Do not skip any information that applies to your organization. Call 252-823-7241 with any questions.
3. Be sure to have authorized persons sign the application.
4. One copy of each of the following items is required and must be attached to the original application:

- () Charter, Articles of Incorporation, by-laws or minutes of meeting authorizing officers or
- () IRS Determination letter of non-profit status
- () List of current officers and board members with terms
- () Copy of financial statement of your most recent fiscal year



() Proof of liability insurance naming the Edgecombe County Tourism Development Authority as an additional insured that will be in effect during the event

This grant is funded by the transient guest tax paid by visitors who spend the night in hotels in Edgecombe County. It is collected by the hotels and administered by Edgecombe County Tourism Development Authority.

GENERAL INFORMATION

To assist us in evaluating the impact your event may have on the county and to better understand what support you are requesting, the following questions must be answered in full.

1. Name of organization _____

2. Name of event or project _____

3. Contact person's name _____

Telephone Cell _____ Email _____

4. Complete address of organization _____

Telephone _____ Fax _____

Website _____

5. Chief official's name _____

Title _____

Telephone _____ Fax _____

Email _____

6. Organizational structure () Non-Profit () Government Agency () Other: _____

7. Grant amount requested \$ _____



8. Project type (check all that apply)

- Promotional materials (brochures, flyers, website)
- Marketing program (advertising, promotion, printing and distribution, public relations, digital, or social media)
- Other

9. If the entire request cannot be funded, may the project be restructured with less funding?

- Yes No

10. Project description (Describe in detail)

11. Applicant's grant history: Have you received previous tourism assistance from the Edgecombe County Tourism Development Authority? No Yes If Yes, please fill in the blanks below.

Year _____ Project/Event name _____

Previous tourism amount granted \$ _____

Visitors attracted _____ # Hotel room nights generated _____

Merchandise sales _____ Sales Tax revenue _____

Attach previous year final status report including attendance, participants, and media coverage to help the city evaluate your prior experience.



12. Other funding sources: List the sources and amounts of confirmed/anticipated funds and planned revenue sources to support the amount of the grant. Tourism dollars cannot be the sole source of funding.

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

PROJECT EXPENSES - Using Tourism Dollars

Please refer to authorized and unauthorized uses on page 2. Provide an itemized summary indicating the intended use of Tourism dollars. Please be as specific as possible, including towns in Edgecombe County where promotions will occur. Indicate the total amount you plan to spend in each category.

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Planned Tourism Dollars Usage	\$ _____

PROJECT EXPENSES - Other Anticipated Expenses Not Using Tourism Funding

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Other Anticipated Project Expenses	\$ _____

_____	_____
TOTAL ANTICIPATED EXPENSES	\$ _____

CERTIFICATION

I have reviewed this Application for Edgecombe County Tourism Development Authority Grant Funding. I am in full agreement with the information contained herein and have the authority to request this



funding on behalf of the organization. To the best of my knowledge, the information contained in this application and attachments are accurate and complete.

Organization’s chief official (or designee)

Signature

Printed Name and Title

Date

PROJECT RECAP (Submitted with receipts after the event)

INCOME SOURCES / EXPENSES

Tourism Grant Request	\$ _____
Total Additional Funding Sources	\$ _____
Total Itemized Expenses (show itemization on separate sheet)	\$ _____

Total Income (All Sources) \$ _____

Profit (Loss) \$ _____

Actual Economic Impact:

Visitors attracted _____ # Hotel room nights generated _____

Merchandise sales _____ Sales Tax revenue _____

Participants _____

- ✓ Attach press releases
- ✓ Attach copy of promotional material
- ✓ Attach copy of radio or TV advertisement(s)
- ✓ Attach proof from a grantee donation to charity or letter acknowledging receipt of a gift from grantee