



## **Currituck County Travel & Tourism Event Grant Program Guidelines**

### **Purpose of the Event Grant Program**

*The mission of the Currituck County Department of Travel & Tourism is promotion of the County's beaches and Mainland to attract guests for the purpose of visitation spending.*

Visitation generated by Currituck Travel & Tourism promotion strengthens the local economy by local and state sales taxes collected through visitor spending. The economic impact of these taxes enhances the quality of life for Currituck County residents and encourages tourism-related business growth.

We encourage visitor spending by:

1. Assisting County tourism-related businesses with advertising & marketing promotion;
2. Creating and producing events to draw visitors to Currituck; and
3. Providing visitors with information on County tourism-related businesses, attractions, activities, events, accommodations, services and historical sites located in Currituck County by digital advertising, print promotion and welcome centers.

For the purposes of this grant program, Currituck Travel & Tourism is focusing on assisting non-profit organizations and for-profit businesses to produce quality events (#2 above) that will attract visitors to Currituck County.

### **Description of the Event Grant Program**

An "Event" shall be defined as a new or existing organized sporting event, concert, exhibition, festival, fair or celebration which is conducted according to a prearranged schedule and is deemed to have the potential to attract visitation to Currituck County.

A "Visitor" to Currituck County shall be defined as "anyone who does not reside in Currituck County and who travels to the County for the purposes of recreation and/or business."

Funding for the Events Grant Program shall be included in the annual Currituck Travel & Tourism budget. Currituck County's fiscal year runs from July 1 to June 30.

- Grants will be awarded to individual events not to exceed \$20,000. Individual organizations and businesses can receive more than one grant per fiscal year, but the total of grant funds awarded to any one organization or business cannot exceed \$20,000 for that fiscal year.
- Organizations or businesses are only eligible to receive full grant funding of \$20,000 (if the event qualifies) for three (3) years. After the third year, an organization or business is only eligible to receive up to 50% of full grant funding (\$10,000).
- The intent of the event grant funding is for the event to become a self-sustaining. The event grant program is not meant to be a permanent source of funding. An event should be self-sustaining within a five (5) year period. Funding after five (5) years will need to have compelling reasons for continuance.

Event Grant funds are to be distributed for approved paid invoices only.

### **Eligibility**

The applying organization or business must be located in Currituck County or partnering with a Currituck County organization or business.

The event must be open to the public.

Applications will be considered for the upcoming fiscal year for grant applications that are received between March 1 and April 15 of the current fiscal year.

To qualify, the event must take place in Currituck County. Additional consideration will be given for events occurring during the shoulder and off-season. For purposes of this grant, shoulder and off-season is defined as September 7 through June 15.

1. Applications will be accepted March 1 through April 15 for the upcoming fiscal year that starts on July 1.
2. Organizations seeking grant funds must confer with the Director of Travel & Tourism prior to submitting an application. The purpose of this process is to jointly review the Event Grant application and answer any questions the applicant may have.
3. Allowable expenses shall include, but are not limited to, the following:
  - a) Advertising and marketing designed to attract out of market visitors to the event
  - b) Production and technical expenses
  - c) Event planners (outside contractors who are not part of the organization's internal staff)
  - d) Rentals of infrastructure related to the event
  - e) Contracted entertainment
  - f) Merchandise
  - g) Non-cash awards

4. Non-reimbursable expenses include:

- a) General and administrative expenses (fees cannot be paid to the organization's internal staff who are planning and/or administering an event – grant funds cannot be used to supplement payroll)
- b) Seed money
- c) Brochures not related to the event
- d) Debts incurred prior to grant request
- e) Hospitality or social functions (including volunteer expenses)
- f) Lodging
- g) Dining
- h) Permits
- i) Deposits

### **Event Cancellation Policy**

If an event is forced to cancel or reschedule due to circumstances beyond the control of the Grantee, the Grantee must submit, in writing, a request to reschedule or cancel to the Director of Travel & Tourism.

This request should include the alterations to the Event Grant to accommodate changes necessary due to the unforeseen circumstance and will be considered as follows:

1. The Director of Travel & Tourism will take the request to the Tourism Advisory Board.
2. A recommendation by the Tourism Advisory Board will be taken to the Tourism Development Authority for approval.
3. In the case of cancellation without rescheduling, the Tourism Development Authority may reimburse allowable expenses under the Event Grant that have been paid by the Grantee in the good faith belief the event would occur as originally planned.

### **Evaluation of Grant Proposals & Awards**

The Tourism Advisory Board will evaluate each Event Grant received and recommend awards to the Tourism Development Authority at a regularly scheduled board meeting. The Tourism Advisory Board will review applications within 45 days of the Event Grant request. A request must receive the majority vote of the attending Tourism Development Authority for final approval. If a member of the Tourism Advisory Board or Tourism Development Authority is also a member/owner of an organization or business applying for an Event Grant, they must recuse themselves from the Event Grant scoring and/or vote. Applicants will receive notice within five days of the Tourism Development Authority board meeting at which the request is recommended by Tourism Advisory Board and voted on by the Tourism Development Authority.

The Tourism Advisory Board will use the following criteria to determine eligibility:

**1. Objective Criteria:**

- a) Applicant has met with the Director of Travel & Tourism to determine eligibility.
- b) A typed, completed application and any supporting materials must be received by the application deadline between March 1 and April 15.
- c) Applicant is a Currituck County organization or business or is an organization or business partnering with a Currituck County organization or business.
- d) Event is taking place in Currituck County.

**2. Subjective Criteria:**

- a) The overall quality and thoroughness in completing the application.
- b) Potential for the event to generate travel to Currituck County and generate sales tax revenue.
- c) Potential to become a self-sustaining event, and, if applicable, a stated plan for becoming self-sustaining.

**Rating Criteria and Process**

Once eligibility has been determined, each grant application will be reviewed by the staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be turned over to the Tourism Advisory Board-for scoring. The committee will score each application on a 50 point scale based on the following (*total possible points scored not to exceed 50*):

Tourism Development (up to 25 points)

- Proposal has potential or previously proven ability to generate visitation to Currituck County (7 pts.)
- Proposal contributes to overall appeal of Currituck County as a preferred visitor destination through its event offerings (5 pts.)
- Proposal explains marketing initiatives. This should include strategies for attracting visitors from outside Currituck County (3 pts.)
- Marketing plan is thorough and realistic (5 pts.)
- Event coincides with shoulder or off seasons. (5 pts.)

### Event Evaluation (up to 25 points)

- Budget seems realistic (5 pts.)
- Proposal includes event goals & objectives (5 pts.)
- Proposal includes a plan for becoming self-sustaining (4 pts.)
- Proposal includes method for documenting and evaluating outcome of event (5 pts.)
- Proposal includes plan for documenting out-of-market participation (6 pts.)

### **Requirements for Recipients**

Event Grants that receive funding shall adhere to the following guidelines or risk the loss of funding:

1. Currituck Travel & Tourism shall be given sponsor recognition commensurate with the level of the Event Grant amount awarded. Applicant shall submit, on a separate page, a list of sponsor benefits with the Event Grant application.
2. If sponsor recognition levels do not exist or if the sponsor recognition levels do not otherwise offer logo inclusion, the recipient will include the **official logo of the Currituck Travel & Tourism and the visitcurrituck.com web address** on event advertisements and the event website and collateral advertising materials (i.e., cups, T-shirts, tickets, banners, etc.) as directed by the Director of Travel & Tourism. The following language shall also be included on event advertisements and collateral advertising materials, "This event is funded in part by Currituck Travel & Tourism."
3. Upon request, and **ONLY** if approved in writing in advance by the Director of Travel & Tourism, the grant recipient may be allowed to forego inclusion of this language if space does not permit. The applicant cannot make this determination without the Director of Travel & Tourism's prior consent.
4. Award of an Event Grant is a limited license for the applicant to use the trademarked Currituck Travel & Tourism official logo. Logo usages (in ads and advertising collateral, on the event's website, etc.) not approved in advance by the Director of Travel & Tourism is in violation of copyright and trademark law and are not eligible for Event Grant reimbursement.
5. For ticketed or registration required events, Currituck Travel & Tourism will be provided with tickets and/or admissions to the event commensurate with the level of sponsorship funded.
6. If the project for which funding has been granted is canceled, or modified in a substantial manner, the grantee must notify the Director of Travel & Tourism in writing immediately.

7. Grantees are required to submit to the Director of Travel & Tourism any changes to the proposed expenses in the application, in writing, and provide project updates when requested to do so. These changes must be approved by the Tourism Development Authority.

### **Disbursement of Grant Funds**

1. All projects awarded Event Grant funds must be completed within one year from the date of the Tourism Development Authority board meeting in which funding approval was given. Failure to do so may cause a delay or loss of funding.
2. Documentation must be submitted to the Director of Travel & Tourism within 30 days after completion of the project, unless a written extension from the Director of Travel & Tourism is received.
3. Disbursement of grant funds will be made based on the following documentation:
  - a) Project accountability report
  - b) Copies of invoices and canceled checks, wire payments or credit card statements
  - c) Breakdown of itemized expenses, including all advertising tear sheets and copies of any scripts for broadcast advertising
  - d) Samples of collateral materials used by the event
  - e) Breakdown of itemized income including sales tax if applicable
4. Without prior approval, changes in the approved proposal or contract will be sufficient cause for reduction in or complete withdrawal of Event Grant funds at the sole discretion of the Tourism Development Authority without recourse. An approved proposal or contract may only be rescinded, modified or amended upon written request to and acceptance by the Tourism Development Authority.
5. Disbursement of grant funds may be DENIED if the official logo of Currituck Travel & Tourism and the visitcurrituck.com web address are not included on all promotional material. High resolution images of Currituck Travel & Tourism's official logo will be provided free of charge to all grantees.

### **Indemnification**

The grantee, its successors and/or assigns agree to indemnify and hold the Tourism Advisory Board, the Tourism Development Authority, its members, both individually and collectively, and employees thereof harmless from any and all monetary liability, loss or damage as a result of claims, demands, costs or judgments against them or any nature whatsoever resulting from or in any way arising out of the awarded applicant's Event Grant, including, but not limited to:

1. its acceptance and/or use of the awarded funds, whether disbursed presently or to be disbursed in the future;
2. any injuries suffered by third-parties, whether invitee, guests or otherwise; and

3. contracting for, construction, use, existence or maintenance of its property or facility, whether purchased, leased, borrowed or otherwise.

### **Project Presentation**

Before a project can be presented to the Tourism Advisory Board, one (1) original hardcopy (**do not staple**) and an electronic version must be provided to the Director of Travel & Tourism. Applications will be accepted Monday-Friday, March 1 to April 15, from 9:00 a.m. to 5:00 p.m. at the Moyock Welcome Center located at 106 Caratoke Highway, Moyock, NC. The electronic version may be sent to: tameron.kugler@currituckcountync.gov.

### **Contract Executed Upon Approval of Event Grant**

Once a request has been approved/awarded by the Tourism Development Authority, a binding contract will be signed by both recipient and Currituck County.

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*I have read and understand the above rules and guidelines for submission of an Event Grant.*

**Applicant Name:** \_\_\_\_\_

**Applicant Signature:** \_\_\_\_\_

**Applicant Organization or Business Name:** \_\_\_\_\_

**Is the Organization or Business located in Currituck County?** \_\_\_Yes \_\_\_No

**If “No,” Partner Currituck County Organization or Business:** \_\_\_\_\_

**Date:** \_\_\_\_\_