

## **Rockingham County Tourism Development Promotional Grant Guidelines**

### **MISSION STATEMENT**

The mission of the Rockingham County Tourism Development Authority is to further the development of travel, tourism, and conventions in the county through State, national, and international advertising and promotion  
(NC Senate Bill 469).

The Tourism Development Authority is currently accepting Promotional Grant Requests. The Tourism Development Authority Board will only entertain grant applications that meet with the following criteria:

1. As the TDA is solely funded by the local hotel/motel occupancy tax, multi-day events must expect to generate documented guest room nights within Rockingham County. Future grant approvals will be greatly influenced by these documented numbers.
2. Applications must show projected number of attendees, vendors or participants. The Project Funding Evaluation and Accountability form must show calculation used for stated attendance.
3. Grant applications can only be submitted through public sector or not-for-profit organizations.
4. Grant requests must not exceed 50% of event marketing budget. A complete event budget including marketing expenses must be submitted with grant application.
5. New or first time grant requests should expect no more than \$1000.
6. A target of 75% of current year grant budget will be set aside for multi-day events that meet the above criteria. A target of 25% of this is set aside for single-day events or those requests that are consistent with the Mission Statement of the Tourism Development Authority.

## GENERAL APPLICATION GUIDELINES

### **FAILURE TO COMPLY WITH THE GUIDELINES WILL RESULT IN EITHER A REDUCTION IN AWARDED AMOUNT OR COMPLETE LOSS OF GRANT FUNDING.**

1. Applications for grants must be received in the office of the Rockingham County Tourism Development Authority by no later than 5:00pm on April 26, 2019.
2. **HANDWRITTEN APPLICATIONS WILL NOT BE ACCEPTED.**  
Applications are available at [www.visitrockinghamcountync.com](http://www.visitrockinghamcountync.com) and are to be submitted online.
3. The application review process will be conducted by the TDA as follows:
  - A) TDA staff will review all applications for required information and contact applicant if additional information is necessary.
  - B) The Grant Executive Committee will review all applications and make recommendations to the full Board during the June board meeting. At that time the entire board will review grant requests and vote on grant awards. All grant applicants will receive written notification from the TDA regarding individual grant decisions.
4. If awarded, acknowledgment of TDA grant must be included in all printed materials for event. The TDA will provide logo, etc. Proof of the acknowledgment must be provided prior to receiving grant funds.
5. Grant payments will only be made when selected applicants provide proof of qualified expenditures covered by the grant. In order to receive grant reimbursement applicants must complete the Project Funding Evaluation and Accountability Form and must show all requirements have been achieved in order to receive payment. Please note that grant payments will be reimbursed the same fiscal year as awarded.
6. When completing the Project Funding Evaluation and Accountability Form applicants must also show/explain how overnight visitors and estimated attendance of event vendors, participants or spectators was calculated.
7. Request for payment and final report on the project must be submitted to the following address:  
Rockingham County Tourism Development Authority  
PO Box 66  
Wentworth, N.C. 27375