

## 2018 DAVIE COUNTY TOURISM

### REQUEST FOR SPECIAL PROJECTS/EVENTS FUNDING

#### Request for Special Projects/Events Funding

Davie County Tourism welcomes proposals for Special Projects/Events Funding from area organizations, both profit and not for profit that are designed for the purpose of attracting visitors to Davie County.\*

#### Application Process and Requirements:

Any organization wishing to request funding support from Davie County Tourism must complete the Special Project Funding Request & Budget Form which is available for downloading at [www.discoverdaviecounty.com](http://www.discoverdaviecounty.com). There is no limit to the number of requests for funding per organization but submissions are limited to one funding request per event/project.\*

Completed Applications must be submitted by 5pm on May 4, 2018 to the Davie County Tourism Advisory Board (DCTAB) at 135 S. Salisbury Street, Mocksville, NC 27028. Applications received after the grant cycle is closed may be reviewed on a case by case basis or will be considered in the next grant cycle in January 2019.

Applications will be reviewed initially by Tourism staff to ensure compliance and completion of applications. All completed applications will be reviewed by the Davie County Tourism Advisory Board for consideration and approval of funding.

Applicants may be invited to present, in person, a formal presentation of the project. However a presentation is not a requirement for a funding request to be eligible for consideration. Requests for presentations will be determined by the board.

In making decisions on grant applications, the board will consider such factors as the type and scope of the applying organization, the impact and priority of the proposed project, the timetable, the number of applications received, the dollar amounts requested and the dollar amount available. Applications indicating matching funds on a dollar-for-dollar or greater basis are encouraged and may determine project funding.

#### Payment of Approved Grants:

If your grant request is approved for funding, applicant must submit an invoice in the amount requested to Davie County Tourism in order to receive funds. Payments will be made in the form of a check and will be disbursed from July 1<sup>st</sup> through the end of August. Approved grants will be paid in a lump sum or in increments, depending on the amount granted and the scope of the project.

***\*Grant funding may not be used for any operation costs including but not limited to salaries, rent, insurance, etc., nor may it be used for maintenance of facilities or grounds.***

**SPECIAL PROJECTS/EVENTS FUNDING REQUEST FORM**

\_\_\_\_\_  
Name of Organization

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Title

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City, State, and Zip Code

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_ For Profit Organization \_\_\_\_\_ Non-Profit Organization Tax#: \_\_\_\_\_

\_\_\_\_\_  
Name of Special Projects/Events

\_\_\_\_\_  
Starting Date/Hours of Operation

\_\_\_\_\_  
Completion Date/Hours of Operation

\_\_\_\_\_  
Location (if Special Event)

\_\_\_\_\_  
Name of Any Project Partners/Sponsors

\$ \_\_\_\_\_  
Amount Requested from Davie Co Tourism

## PROJECTS/EVENTS NARRATIVE

### 1. Please describe the proposed project/event. Be certain to include:

- \* How the project will support Davie County Tourism efforts to promote Davie County and/or our towns and attractions.
- \* What is the purpose of the project and intended goals? Include a brief history of the project and efforts towards sustainable funding in future years.
- \* A brief history of your organization and its previous activity on behalf of Davie County Tourism.
- \* A brief description of the organization's administrative ability to carry out the project.
- \* Describe any partner organization/sponsor's roles in the project.

### 2. Specifically describe how you will attract out-of-town visitors. What is the geographic market and target demographic audience?

### 3. Marketing Plan. Explain where, how and what frequency your project will be promoted. (All marketing materials should include the Davie County Tourism logo and web address: [www.discoverdaviecounty.com](http://www.discoverdaviecounty.com) and include the phrase "Funded in part by Davie County Tourism". (Draft artwork should be submitted to Davie County Tourism staff for approval prior to production)

### 4. Additional comments of Support

### 5. Event Details

Expected Attendance \_\_\_\_\_ Pre-Sale Tickets Available? Y / N

Ticket Outlets \_\_\_\_\_

Percentage of Attendance from out of county \_\_\_\_\_

Estimated Room Nights Anticipated from Event \_\_\_\_\_

List Hotel Accommodations Planned for Event \_\_\_\_\_

\_\_\_\_\_

Is A Room Block Being Held for Event Y / N

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#### Prior Funding:

Have you or your organization received funding from Davie County Tourism in the past 3 years? If so please provide:

1. Date of Event/Project
2. Amount of Funding Received
3. Statement explaining what the funding was used for
4. Estimated Attendance and Estimated Room Nights

**SPECIAL PROJECT BUDGET FORM**

**EXPENSES**

- 1. Project/Event Promotions \$ \_\_\_\_\_
  - Print Ads
  - Media Ads
  - Misc. Printing, Posters
  - Postage
  
- 2. Site Fees /Rental Fees \$ \_\_\_\_\_  
(Venue, tents, tables, etc)
  
- 3 Entertainment / Special Guest Fees (if applicable) \$ \_\_\_\_\_
  
- 4. Additional Costs (itemize) \$ \_\_\_\_\_
  - 1.
  - 2.
  - 3.

**TOTAL EXPENSES** \$ \_\_\_\_\_

**INCOME**

- 1. Estimated Earned Income from Event/Project \$ \_\_\_\_\_  
(admission, auctions, vending)
  
- 2. Applicant Contributed Income \$ \_\_\_\_\_
  
- 3. Other Grants (list all) \$ \_\_\_\_\_  
\_\_\_\_\_
  
- 4. Sponsorship Funding (list all) \$ \_\_\_\_\_  
\_\_\_\_\_
  
- 5. Amount requested from Davie County Tourism \$ \_\_\_\_\_

**TOTAL INCOME** \$ \_\_\_\_\_

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

The undersigned hereby certifies that you agree to submit to the Davie County Tourism Advisory Board an accounting of the grant funds received for this application. This accounting should include invoices and cancelled checks if pertaining to the grant request and is due within 90 days of the completion of the project/event. The Davie County Tourism Advisory Board reserves the right to request additional accounting information and details pertaining to the project/event. I understand the above conditions and policy and agree to abide by the same, as a condition for receiving funds from Davie County Tourism.

The undersigned hereby certifies they have reviewed the attached grant application and understand the grant funding requirements stated therein. I assert that the information contained in this application and any attachments are accurate and complete to the best of my knowledge. I understand the Davie County Tourism Advisory Board and Staff will rely upon these representations in consideration of funding the request.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorized Signature of Organization

\_\_\_\_\_  
Printed Name of Contact

Return this application in hardcopy or electronic form to:

Davie County Tourism  
135 S Salisbury Street  
Mocksville, NC 27028

Email: [chamber@daviecounty.com](mailto:chamber@daviecounty.com)

All Applicants will be notified of Decisions of Funding by hardcopy letter or email.