



Revised February 9, 2022

CAPITAL GRANTS PROGRAM GUIDELINES

Description of the Program

In 2022, the Johnston County Visitors Bureau will provide Capital Grant funds in three categories to foster community growth through tourism development projects. These funds have been established to stimulate economic growth by supporting non-profit visitor attractions of Johnston County in developing new visitor attractions or enhancing and restoring existing structures. Primary consideration will be given to those projects that have the greatest potential for positive economic impact for tourism. Highest priority will be given to those projects which promote travel from outside Johnston County which may generate overnight stays in our area accommodations. Funds will be granted for projects such as new bricks and mortar construction, existing building repair and improvements, cultural and historical acquisitions, and conservation of artifacts.

Categories for grants have been established and organizations may apply in only one category in an annual grant cycle.

- Bricks and Mortar
- Museum Artifact and Conservation
- Municipalities without Hotel Taxes

Definitions for each grant category established for funding are as follows:

Bricks and Mortar

Grant funds for traditional bricks and mortar include construction for new projects or needed repairs or improvements to existing visitor-related structures. Funds may not be used to purchase land for future projects or to pay off loans for projects. Brick and Mortar grants require a dollar-for-dollar match with a cap of \$50,000 per organization, over a five-year period.

Museum Artifact and Conservation Care

Grants may be awarded to museums in Johnston County for the purpose of preserving and protecting the valuable artifacts through conservation practices, staffing, supplies, and in rare instances acquisition of artifacts of significance to the museum. No match is required for this grant which is capped at \$10,000 annually.

Municipalities without Hotel Tax

The Johnston County Visitors Bureau recognizes that municipalities with hotels and city-based room taxes benefit more from marketing and investment from these hotel's revenues and JCVB programs. And the Bureau realizes that smaller municipalities may not have matching funds for tourism and recreation projects, therefore, a \$5,000 non-matching grant is available to the towns of Archer Lodge, Micro, Pine Level, Princeton, and Wilson's Mills for tourism related or community enhancement projects such as parks and recreation improvements, walking and biking trails, signage to tourism attractions nearby, and tourism-related projects of merit to the town.

Purpose - Capital Funding

Projects performed under this program must be for travel and tourism related development **only** and may not contain or include elements not vital to the destination's development. Projects not adhering to this provision will not be considered. All projects approved for funding must be designated by the Johnston County Tourism Authority as a visitor attraction or community development project that may attract and serve visitors to Johnston County.

Eligibility - Requirement of Non-profit status

Any legally chartered non-profit Johnston County organization representing a visitor attraction or tourism related community development project, which includes tourism promotion among its major activities, is eligible to apply for a grant under this program. Documentation of legal status, tax exemption, federal identification number, budget, and organizational purpose is required with each application. The organization applying for funds must show that they own the property, and it is not leased by the organization.

Matching Grant Amount for Bricks and Mortar Grants

The Johnston County Visitors Bureau matching grant formula will be one grant dollar for each dollar spent by the organization, up to \$50,000 per project. Due to the number of grant applications received each year, expect that the full amount of your organization's grant may not be awarded. Typical grant awards average between \$5,000 and \$10,000. Grant awards are capped at \$50,000 per organization, and once this amount has been distributed to an organization, they must sit out of the grant application process until the JCTA opens up a new round of grants. Multiple non-profits **may not** apply for the same project, and multiple departments of a town and town owned facilities, all fall under the town's \$50,000 cap. The Johnston County Visitors Bureau will annually budget the dollars to be awarded for capital projects based on projected funds available.

Funding in Consecutive Years

Organizations may apply for grants every year that capital funds are available until they reach the \$50,000 cap. Recipients will be awarded one grant at a time, therefore, giving all eligible organizations equal opportunity for consideration. Should your grant project take more than one fiscal year to complete, it will be classified as "continued", and funding will be carried-over for one additional year. Organizations so designated will have to give an update to the JCTA Special Projects Committee on the continued project each grant cycle, with status for completion, budget, and funding totals. Grants that are encumbered for more than 24 months will be released and the organization may reapply when the project gets back on track for completion. Grants for museum conservation and municipalities without hotels are annually recurring with no cap as long as budgeted by the Tourism Authority.

Pledge of Support

Should your organization be in the fund-raising stage for any tourism-related capital project, and not ready to start construction in the year of the grant application, it is possible to request a resolution of support from the Johnston County Tourism Authority to assist in securing funding and/or grants. Grant applicants must show proof with written documentation that 50% of the project funding has been secured by the time this application is submitted to the JCVB.

Deadline for the Receipt of Applications

Applications must be received no later than **April 1, 2022** Capital grants must have the written approval or a formal resolution of the governing board, relevant municipal government, and/or chamber of commerce endorsement and list of other contributions to the project. Before an

organization can apply for a grant or capital donation, they must have a projected budget outline prepared and a business plan for securing funding.

Notification of the Grant Awards

Applicants will receive written notice as to the status of their request for matching funds by **June 30, 2022**. No information regarding grant status will be given over the phone. The Johnston County Tourism Authority reserves the right to refuse any application.

JCTA Participation

The Visitors Bureau must aptly be recognized for the grant or donation at the project site on donor boards or room naming opportunities, ground breakings, and in media articles. JCTA Board Members will be invited to events related to the project via the bureau staff.

Reporting the withdrawal of a project

The grantee must notify the Johnston County Visitors Bureau in writing no later than **January 1, 2023** for any grant project that has been changed in scope, delayed, or canceled. Failure to report the withdrawal of an approved project will affect the grantee's application for matching funds in a future year. Forfeited funds for allocated projects for any given fiscal year **may** be distributed to other projects as approved by the Tourism Authority.

Disbursement of Funds

Once the project is completed, the grantee will be required to submit invoices and copies of checks to the JCVB staff for reimbursement. Grants funds **will not** be disbursed in advance of the project for any reason.

Tourism Related Asset

The organization must keep the tourism related asset open to the public a minimum of five years after grant funds are awarded, or partial return of grant funds **may** be requested by the Johnston County Tourism Authority.

Examples of expenses that will not be granted or reimbursed:

- Event or festival operational costs
- Routine administrative costs
- Routine postage and shipping charges
- Telephone and communication charges
- Lodging/travel/entertainment costs
- Office supplies
- Salaries for full-time, part-time or temporary employees
- Any publications or items for sale
- Office Equipment purchasing or leasing
- In-kind services by suppliers, vendors or consultants
- Familiarization tour expenses
- Advertising or marketing expenses
- Housing Projects
- Political projects
- Sporting Events
- Funding to individuals
- Public Art Projects
- For-profit organizations

Streetscape or Lighting improvements or expenditures
Non-tourism related Wayfaring Signage
Church construction
Public or Private School Projects
Municipal services or utility improvements
Projects on leased lands or buildings
Water/sewer improvements
Sidewalks or appearance improvement projects
Road Construction

Mission Statement

The mission of the Johnston County Visitors Bureau is the marketing and development of the destination's brand experiences to targeted visitor markets for economic growth and quality of place.



**JCVB CAPITAL GRANTS FUND
APPLICATION**

NAME OF ORGANIZATION _____

ADDRESS _____

PHONE _____ FAX _____

EMAIL _____

WEB ADDRESS _____

CONTACT PERSON _____

TAX EXEMPT FEDERAL ID # _____

LEGAL NON PROFIT STATUS VERIFICATION _____

ORGANIZATIONS MISSION STATEMENT:

REQUESTED AMOUNT IN THE FOLLOWING CATEGORY:

BRICKS AND MORTAR _____

MUSEUM CONSERVATION CARE _____

MUNICIPALITIES WITHOUT
HOTEL TAX _____

PROPOSED BUDGET FOR PROJECT ENCLOSED: YES NO

ORGANIZATION BUDGETS FOR PAST TWO YEARS ENCLOSED: YES NO

MOST RECENT TAX AUDIT LETTER OR COPY OF IRS 990 FORM ENCLOSED: YES NO

EXPLANATION OF PROJECT AND WHAT GRANT FUNDS WILL BE USED FOR: (25-50 words)

PROJECT DESCRIPTION: Attach up to five typed 8.5 x 11 pages using 12-point type including the answers to the following:

- (1) Complete project summary and how grant funds will be utilized
- (2) Organization Mission and Vision Statements
- (3) Demonstrate the need for this project in the community
- (4) Determine the economic impact on tourism for the county/community

SUPPORT LETTERS FROM LOCAL MUNICIPALITY OR CHAMBER ENCLOSED: YES NO

ARCHITECTURAL PLANS FOR PROPOSED PROJECT ENCLOSED: YES NO

PERCENT OF PROJECT DEDICATED TO TOURISM: _____

OUTLINE OF PROJECT STEPS AND/OR TIMELINE ENCLOSED: YES NO

ORGANIZATIONAL BOARD MEMBERS ENCLOSED: YES NO

HAVE 50% OF PROJECT FUNDS BEEN SECURED: YES NO

PROJECTED COMPLETION DATE: _____

DISBURSEMENT OF FUNDS: At the completion of the project, requests for grant funds should be submitted to the Visitors Bureau via a cover letter with summary of expenses, invoices, and copies of checks enclosed.

ADDITIONAL COMMENTS OR SUPPORTING DOCUMENTS MAY BE ATTACHED WITH THE APPLICATION AS DEEMED NECESSARY BY THE APPLICANT.

The Scoring Sheet for JCVB Capital Grant Applications is directly related to the grant guidelines and will be used to assist the grant committee. Applicant to complete using best estimates available.

Qualification	Response/potential points	Points Allotted
Applicant Project is 100% utilized for tourism.	<input type="checkbox"/> Yes, 10 points <input type="checkbox"/> No, at least 50%, 5 points <input type="checkbox"/> No, less than 50%, no points	
Number of visitors to the county per year is greater than 1,000 and less than 4,999.	<input type="checkbox"/> Yes, 5 points <input type="checkbox"/> No, 0 points	
Number of visitors to the county per year is greater than 5,000.	<input type="checkbox"/> Yes, 10 points <input type="checkbox"/> No, 0 points	
Open to the public minimum of five days a week.	<input type="checkbox"/> Yes, 5 points <input type="checkbox"/> No, 0 points	
Estimated number of annual room nights generated by the visitor attraction: (circle one)	<input type="checkbox"/> Greater than 100, 5 points <input type="checkbox"/> Greater than 250, 10 points <input type="checkbox"/> Greater than 500, 15 points	
First time applicant	<input type="checkbox"/> Yes, 5 points <input type="checkbox"/> No, 0 points	
Grant application completed per grant instructions	<input type="checkbox"/> Yes, 5 points <input type="checkbox"/> No, 0 points	
	Scoring Totals	

Signature of applicant: I, _____ have completed the application to the best of my ability and that numbers provided are accurate as of the date submitted _____.

PLEASE TYPE IN 12 POINT TYPE OR PRINT CLEARLY. SUBMIT FIVE COMPLETED SETS OF YOUR APPLICATION FOR THE REVIEW COMMITTEE WITH ONLY ONE SET OF DRAWINGS IF APPLICABLE. RETURN GRANT APPLICATIONS TO THE JOHNSTON COUNTY VISITORS BUREAU, 234 Venture Drive, Smithfield, NC 27577 received by **April 1, 2022. Incomplete applications will be returned for consideration in the next grant cycle. The Johnston County Tourism Authority reserves the right to refuse any application.**