

## Matching Marketing Grants Funding Policies

### Description of the Program

The Johnston County Tourism Authority supports the marketing efforts of organizations hosting festivals and events within the county. To be true to our mission to attract and serve visitors to the county, marketing funds for festivals and events must be used to advertise the event to attract day-trippers and overnight stays in area hotels. Although not all events generate overnight attendance, we encourage organizers to partner with area hotels, restaurants, retail and attractions to cross-promote, create packages, and build relationships among the tourism industry in the county.

The Johnston County Visitors Bureau operates under the guidelines established by the General Assembly for the use of Occupancy Tax, following the General Statutes: **153A-155. Uniform provisions for room occupancy taxes.**

### Eligibility

The Johnston County Visitors Bureau does not fund for-profit agencies. All qualified agencies must be located within Johnston County, be a government body, or defined as those having **501(c)(3) designations** and meeting the legal requirements of the State of North Carolina and the Internal Revenue Service (IRS). Only one application per organization will be accepted in each fiscal year, July to June. Two agencies recognized as the organizers or partners of an event can not apply for the same funding.

### Application Process

Forms are available upon request, are emailed out bi-monthly to county event planners, and located on the JCVB website to download. Applications are due a minimum of 90 days prior to the event and will be voted on by the Johnston County Tourism Authority at monthly board meetings, held the second Wednesday of each month. Agencies will be notified by letter following approval by the board.

### Distribution of funds, reporting, and compliance

Funding will be processed following the event or festival by sending a request to the JCVB office. Checks are processed each month, and requests received after the 5th will fall into the next month's payables. There is a checklist of items needed to release grant funds:

- Invoice or proof of payment for paid advertising: print, radio, Facebook ads, etc.
- Sample of Poster or Flyer for the event using the JCVB Logo
- Copy of any press materials noting JCVB as a sponsor of the event

### Submitting Applications and Requests for Funding:

Agencies may submit applications to Angel Phillips, Johnston County Visitors Bureau via mail, 234 Venture Drive, Smithfield, NC, or via email to [aphillips@johnstoncountync.org](mailto:aphillips@johnstoncountync.org)

## Matching Marketing Grant Application

Organization Name: \_\_\_\_\_

Tax ID Number: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

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

Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

### Community Event - \$1,000

Community events are defined as having less than 10,000 people in attendance and are such events that visitors would attend. Check which grant your agency is applying for:

\_\_\_\_\_ Community Event for \$1,000 in matching marketing funds

### Major Annual Festivals - \$3,000

Major Annual Festivals are defined as having more than 10,000 people in attendance and per the Johnston County Tourism Authority board, the following festivals have been approved to apply for funds: Benson Mule Days, Bentonville Battlefield's 5th Year Anniversary Event, Clayton Harvest Festival, Four Oaks Acorn Festival, Selma Railroad Days, and Smithfield Ham & Yam Festival.

\_\_\_\_\_ Major Annual Festival for \$3,000 in matching marketing funds

Event Name \_\_\_\_\_

Event Date \_\_\_\_\_

Event times \_\_\_\_\_

Event Coordinator \_\_\_\_\_

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

\_\_\_\_\_

Event Location Address

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Event Coordinator phone number \_\_\_\_\_

Phone number to publish for event \_\_\_\_\_

Event website or Facebook link \_\_\_\_\_

Email \_\_\_\_\_

Hotel Partner (s): \_\_\_\_\_

Other Tourism-Related Partners: \_\_\_\_\_

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Estimated attendance from outside the county \_\_\_\_\_

Estimated attendance of Johnston County residents \_\_\_\_\_

Estimated room nights \_\_\_\_\_

25-50 Word Description of your event or festival:

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Photo for JCVB to use on the events page of the website must be sent with the application:

\_\_\_\_\_ Photo provided must be at least 2000 x 1500 pixels in a horizontal format, and either a .jpeg or .png. Flyers with additional wording and details is not ideal for the website image, however, may be pasted into the body of your event listing. Logos for your event may be used in the body of your listing, but still an event photo is what will help promote your event best.

Please note if the JCVB as a sponsor is eligible for booth space or tickets to the event:

\_\_\_\_\_ Yes \_\_\_\_\_ No