

PCTDA Event and Marketing Grant Policy

The mission of the Person County Tourism Development Authority (PCTDA) is to promote the growth of responsible tourism through marketing strategies and programs that balance economic growth with the need to preserve the natural and cultural heritage of the Roxboro and Person County area.

Objective

The objective of the Person County Event and Marketing Grant program is to support the execution of tourism-related events in Person County and support tourism partners with their marketing needs to promote visitation to the county and overnight stays whenever possible.

General Eligibility Requirements

To qualify for a PCTDA Event and Marketing Grant, the applicant must:

- a. Represent an event held in Person County, NC that will attract visitors and help generate overnight visitation to the city/county whenever possible
- b. Demonstrate its intent to attract visitors to Person County

Awarded grants must be completed within the fiscal year (July-June). Unused grant amounts will expire at the end of the fiscal year. Organizations must reapply if seeking more funding.

Limitations

Limitations imposed by PCTDA upon the Event and Marketing Grant program include but are not limited to the following:

- a. Organizations may apply for funding for multiple events held during a single fiscal year. Applicants must complete a separate application for each event for which they are seeking funding.
- b. Events that are held in Person County that will also have other event locations outside of the county are eligible to apply only for the Person County portion of the event expenses.
- c. PCTDA reserves the right to cancel the Event and Marketing Grant program at any time and for any reason. PCTDA is not obligated to fund any request, nor is it obligated to expend the entire amount budgeted for the Event and Marketing Grant program in a given fiscal year. Recognizing that its resources are limited, PCTDA may, in its sole discretion, grant funding that is less than that requested by the applicant.
- d. PCTDA will not make payment directly to any vendor or individual. Payment will only be made to the applicant organization.

- e. Applicants that are approved for funding will receive funds for expenses based upon the terms set forth in the funding agreement. Expenses incurred prior to the funding agreement will not be covered.
- f. Funding granted through this program must be utilized within the fiscal year.
- g. Applications received after the event date or completed project date will not be considered
- h. The applicant assumes the burden of all expenses associated with this application.

Permitted Uses

Examples of permitted uses of out-of-market Event and Marketing Grant funding include, but are not limited to:

- **Events:**

- a. Entertainment expenses;
- b. Expenses associated with overnight lodging in Person County for performers and others associated with the event;
- c. Operational expenses directly related to operating the event;
- d. Local government expenses, such as police and fire personnel assigned specifically to the event, or similar expenses such as private security;
- f. Equipment;
- g. Officiating crews for sporting events;
- h. Apparel for participants/officials/staff/volunteers at or working the event.

- **Marketing:**

- a. Production of brochures and other print collateral for tourist attractions;
- b. Out-of-market print, television, and radio advertising;
- c. Billboards and other out-of-market media;
- d. Out-of-market trade and consumer show registration fees
- e. Targeted digital media, including search engine marketing targeting potential visitors to Person County, promoted posts on social media, and banner ads and similar types of pay-per-click advertising
- f. Out-of-market mobile marketing
- g. Expenses associated with out-of-market public relations efforts
- h. Design costs
- i. Website creation/design
- J. Tourist Oriented Destination (TOD) signs
- k. Influencer marketing
- i. Swag items or other promotional materials to help promote the event and acknowledge PCTDA

Ineligible Uses

Examples of ineligible uses of Event and Marketing Grant funding include but are not limited to:

- a. Operational expenses not directly related to operating the event
- e. Fundraising expenses
- f. Debt reduction
- g. Prize money
- h. Trophies, certificates, medals, and other items of recognition
- l. Marketing, advertising, or other expenses that is not intended to attract tourists or other business travelers to Person County
- j. Website hosting
- k. Start up or operational expenses
- l. Capital expenditures
- m. Debt reduction
- n. Signage at a place of business that is not considered a tourist attraction
- o. Travel expenses
- p. Search engine optimization (SEO)
- q. Fundraising expenses
- s. Sweepstakes awards or similar kinds of prizes
- t. Expenses incurred prior to the project funding agreement
- u. Merchandise (t-shirts, hats, etc.) being sold at an event to turn a profit for the applicant

Types of events that are not eligible for funding from the Event and Marketing Grant program include but are not limited to:

2. Family reunions
3. College and school reunions
4. Fundraising events
5. Pageants
6. Fashion shows
7. Garage sales, flea markets, and similar kinds of retail-oriented events
8. Church or other religious events
9. Political events

Evaluation Criteria

Criteria to be used by the PCTDA grants committee to evaluate applications include the following:

1. Compliance with the stated requirements of the program

2. Detailed budget explaining how the funding will be invested- including projected income from ticket sales, registration fees, other awarded sponsorships/grants, or internal business funding
3. Ability to help generate visitors and/or overnight stays to Person County
4. Eligibility of the applicant as a tourism-related business or organization
5. Alignment with the goals of PCTDA and the destination brand of Person County

Applications

1. All applications must be complete, and include a cover letter and detailed budget (including projected income from ticket sales, registration fees, other received sponsorships/grants, or internal business funding) explaining how the requested funding will be invested to reach visitors or audiences outside of the Person County designated market area.
2. All applications must be submitted online at: itsbetterinperson.com/tourism-grants;
3. ***A complete application packet (included cover letter, application and budget showing revenue/expenses) required at least 60 days, preferably 90 days, before the applicable PCTDA Board meeting date.***
4. The PCTDA Board will evaluate all applications for funding and make final recommendations. All decisions of the Board will be final.
5. A signed funding agreement between the applicant and the PCTDA will be required of any applicant prior to receiving funds through this program.
6. Any dollar amount requested may require a presentation to the board upon request.
7. The majority of awarded grants are considered reimbursement grants upon receipt of qualifying expenses. If the applicant requires upfront grant funding they may explain why they need it upfront and it will be upon the discretion of the PCTDA board of directors to decide if it will be awarded upfront.

Incomplete applications will not be considered by the Board. Applicants which are not funded may reapply in future application cycles, but the applicant should seek feedback from PCTDA staff before doing so.

Reporting

Grantees who are awarded Event and Marketing Grant funds will be required to report the status of their project to PCTDA through the PCTDA Grant Expenditure Form found online at (itsbetterinperson.com/tourism-grants/) to receive reimbursement. Incomplete grant projects may impact future grant funding. All grant expenditure reports are due by June 25 of any given year unless otherwise approved by the board.

Recognition

In accordance with the project funding agreement, recipients of PCTDA Event and Marketing Grant funding are required to acknowledge the support of PCTDA in designs (brochures, rack cards, billboards, etc.). Additionally, must include PCTDA logo or credit PCTDA in any signage, banners, apparel, press releases, t-shirts, etc. recognizing event sponsors. **PCTDA will review and approve any related marketing materials in advance of distribution or publication.**

Photography/Videography

The PCTDA will have the rights/access to all approved grant applicants photography and videography content to post to social media and their website as they see fit. Photos and videos must be provided prior to reimbursement. PCTDA staff will additionally have permission and access to attend any awarded event free of charge for in-house photography/videography to be used as they see fit.

Definitions:

Out-of-market marketing: defined as marketing efforts designed to promote tourism to Person County from visitors that reside out of the county, with an added emphasis on targeting those visitors who will stay overnight in the destination. Marketing efforts with a reach of 50+ miles from Person County and outside of local media market is required. However, an exception may be given to marketing efforts placed in the Roxboro designated market area depending on the marketing reach of the individual proposed media outlet.

Tourist Attraction: A place or object of interest that draws tourists and visitors, often for its cultural, historical, natural, or recreational value.

Tourist Oriented Directional Signs: signs for tourist attractions that do not qualify for parks and cultural destination signage through NCDOT. More information is available at ncdot.gov or at <https://itsbetterinperson.com/wayfinding-sign-project/> in the 2024 Wayfinding Master Plan.

Notice of Public Record

Because PCTDA is a limited service local government, it is subject to Chapter 132 of North Carolina General Statutes. Consequently, this application and any materials submitted as part of this application and any documentation regarding any funding received are subject to disclosure to any party, public or private, upon request.

Adopted by PCTDA Board of Directors 6/10/2025, Amended 11.18.25

