

PCTDA Enhancement 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 Enhancement Grant Program is to support the development of tourism-related capital investment in Person County to promote visitation and encourage overnight stays to the county and enhance the destination.

Grant Eligibility Requirements

To qualify for a PCTDA Enhancement Grant, the applicant must:

- a. Represent a project located in Person County that is located on public property unless otherwise approved by the Board;
- b. Represent a project that will enhance Person County as a destination
- c. Utilize the funding received from the program for capital assets only.

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

Limitations

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

- a. Enhancement Grant funding can only be used for:
 - i. New construction that will enhance Person County as a destination
 - ii. The expansion, renovation, rehabilitation, replacement, or acquisition of an existing structure that will enhance Person County as a tourist destination;
 - iii. The acquisition of equipment (i.e., elevator, chair lift, handicapped ramp, paddle boards, canoes, etc.) or other capital assets (i.e., walking trails, bike paths, etc.) that will enhance Person County as a destination.
- b. If a project is partially located in/will be used partially in Person County, only the Person County portion/share of the project is eligible for funding.
- c. PCTDA cannot commit to funding projects in future years. PCTDA may prioritize future funding for a specific project in future years but cannot commit to funding beyond the current fiscal year of the application cycle. Organizations may reapply for funding in future years for multi-phase projects.

- d. PCTDA reserves the right to cancel the Enhancement Grant program at any time and for any reason.
- e. PCTDA is not obligated to fund any request, nor is it obligated to expend the entire amount budgeted for the 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 requested by the applicant.
- f. PCTDA will not make payment directly to any vendor or individual. Payment will only be made to the applicant organization. PCTDA may, in its sole discretion, decide to disburse funds only after the achievement of certain milestones by the grantee, and funds may be paid out in predetermined phases after consultation with the applicant. Specific terms of payment will be included in the project funding agreement.
- g. Changes in project schedule and/or modification of project's design or scope will require the grantee to seek review and approval of the PCTDA Board before any additional disbursement of funds.
- h. If the grantee is unable to fund and/or complete the project, PCTDA may revoke all or part of the grant if the:
 - 1. Grantee is found to have used the funding inappropriately;
 - 2. Project was not completed, in accordance with the schedule;
 - 3. Project scope or design was changed without approval of PCTDA; or
 - 4. Grantee otherwise violates the grant approval funding agreement.
- i. Grants are not awarded for completed work, in other words, grants are not retroactive.
- j. The applicant assumes the burden of all expenses associated with this application.

Permitted Uses

Examples of permitted uses of Enhancement Grant funding include but are not limited to the following types of expenses:

- a. Construction, expansion, renovation, rehabilitation, replacement, or acquisition of structures or tourism-related infrastructure
- b. Purchase of major equipment such as a handicapped ramp, lift or elevator or tourism-related capital assets
- c. Design and engineering studies for tourism-related capital projects
- d. Gateway signage at a tourism attraction
- e. Public art:
 - 1. Rehabilitation or creation of barn quilt squares for qualifying locations on the Person County Quilt Trail; or

2. Murals that are accessible to the public at all times and in tourist attraction areas that add to the beautification of Person County without promoting a sole business

Ineligible Uses

Examples of ineligible uses of Enhancement Grant funding include but are not limited to:

- a. Operating expenses;
- b. Salaries and benefits;
- c. Marketing and sales expenses;
- d. Fundraising expenses;
- e. Travel expenses;
- f. Legal services;
- g. Debt reduction;
- h. Feasibility studies;
- i. Acquisition of land;
- j. Expenses incurred prior to the project funding agreement;
- k. Projects that are not open to the public;
- l. Projects that will only benefit a single lodging property or business;

Evaluation Criteria

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

1. Compliance with the stated requirements of the program;
2. Cover letter and detailed budget (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.
3. Overall benefit to Person County tourism;
4. Ability to promote overnight visitation to Person County;
5. Overall benefit to the community;
6. Eligibility of applicant as a tourism-related business or organization;
7. The ability of the applicant to manage and execute the project;
8. Alignment with the goals of PCTDA and the destination brand of Person County;
9. Readiness of the project to contribute as an asset to Person County tourism;
10. The frequency of utilization of the project by visitors

Applications

1. All Tourism Development 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. Application must be submitted online at: itsbetterinperson.com/tourism-grants/.
3. Tourism-related events, programs, or projects requesting funding must be scheduled to occur no less than sixty (60) days after the PCTDA Board meeting at which the funding request will be considered. Ninety (90) days is strongly preferred to allow adequate time for funding administration, promotional coordination, and implementation.

Complete application packets (including cover letter, application, and budget showing projected revenues and expenses) must be submitted no later than five (5) business days prior to 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 application 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 with projects that 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 Enhancement Grant funding are required to acknowledge the support of PCTDA at the project itself (in signage, plaques, etc.) and in any announcements, press releases, and other communication (printed or electronic) announcing the project's start and opening. PCTDA will review and approve any related communication 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 the enhancement for in-house photography/videography to be used as they see fit.

Definitions:

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

Notice of Public Record

Because PCTDA is a limited service local government entity, 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 11/18/2025, Amended 5/19/2026