



PERSON COUNTY
TOURISM DEVELOPMENT AUTHORITY

Grant Application 2024-2025: Part A

Please include a cover letter explaining the program, event, or tourism related project in your own words. The cover letter is your chance to share information you want us to know, not otherwise covered in the application.

The PCTDA Grant occurs annually, and includes but is not limited to, the support of marketing or promotion of events, development of tourism related programing, and development of other local projects that directly relate to the development or support of tourism in the Person County area.

Documents may be submitted digitally or by hard copy. If submitting digitally, please title all documents with your organization name followed by “PCTDA Grant Application 2024-2025. Example: “Uptown Roxboro Group PCTDA Grant Application 2024-2025”

The information below is regarding the organization applying for this grant.

Is this a (Circle One) : Tourism Related Program / Event / Local Project

Name of Program/Project/Event: _____

Name of Organization: _____

Email Address: _____

Website (if applicable): _____

How long has the organization been in existence?: _____

Is the Organization a 501 C 3?: _____

If so, please list your number: _____

Has the Organization applied for grant funds from TDA previously?: _____

If yes, what years?: _____

The information below is in regards to the person responsible for filling out this form.

Contact Name: _____ Title: _____

Email Address: _____ Phone: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Street Address (if different from mailing address): _____

City: _____ State: _____ Zip Code: _____

Amount Requested: _____

If this grant request is for more than \$10,000, a copy of the most current 990 Tax Return should be submitted along with documents showing income and expenses for the current year. This grant request must be presented to the TDA Board of Directors in person.

Organization’s Fiscal Year Begins: _____ Ends: _____

List other grants or funding requests for which you have applied for this particular project/program/event. Include the amount requested and the status of each request (pending, approved, denied).

Attach the project/program/event’s revenue sources, amounts. If preferred, attach in a separate document, and note “attached” below.

Please list expenses related to this project/program/event. If preferred, attach in a separate document, and note “attached” below.

Please briefly explain how your program, project, or event will support tourism, or contribute to the development of tourism in Person County.

Please briefly describe the objective (s) of your program, project, or event.

In a few sentences, briefly describe the strategies you will use to accomplish the objectiv (s).

Describe the intended use of the TDA grant funds, if awarded.

Please also fill out the (section) below if applying for grant funds for an EVENT:

Organization’s Operating Budget for event : _____

Please explain how the organization will market, promote, brand the event outside a 60 mile radius.

Please explain how the organization will market promote and brand the event inside a 60 mile radius.

If this is an event the organization has had before, how will this year’s be different from where it started and where do you see it going in the future ?

If this is a specific event for people to attend, what is your projected attendance ?

How will you measure the attendance: _____

Percentage of overnight visitors estimated: _____

Has the organization worked with local hotel on blocks of rooms and if so, which hotels?

Has the organization worked with other forms of lodging (Local Campgrounds, RV Parks, Cabins, Airbnb or VRBO Rentals)? If possible, please specify forms of lodging used.

If this grant is for acquisition of equipment, exhibit pieces or capital improvement, how will it be used and what impact will it have on the development of tourism?

Please add any other remarks and or special requests you feel are significant to this grant application.

As the preparer of this grant application, I hereby certify and acknowledge through my signature, that I am authorized to submit the application on behalf of the organization; the information contained in this application it is true, complete, and accurate to the best of my knowledge. Furthermore, I have read the instructions and our organization is in compliance.

Printed Name Title Date

Signature Date

Please e-mail director@itsbetterinperson.com or return completed application with cover letter to:

Person County Tourism Development Authority
Attention: Julie Maybee, Executive Director
2800 Durham Rd.
Roxboro, NC 27573

Questions: E-mail above or call 336-597-2689