

Salisbury-Rowan County Convention and Visitors Bureau

Tourism, Hospitality & Overnight Visitors Support Funds Request

OVERVIEW:

The Salisbury-Rowan County Convention and Visitors Bureau (SRCVB) is County-wide in scope, and its efforts are directed to the development and marketing of Rowan County's tourism industry and assets and potential tourism sites, including all sections and communities of the County for the purpose of economic development through tourism. The SRCVB was created in partnership between the Rowan County Tourism Development Authority and the Salisbury Tourism Development Authority. The SRCVB receives occupancy tax revenues (taxes paid by visitors who utilize local accommodations) from the Tourism Authorities for the purposes of marketing, supporting tourism-oriented events and activities and tourism development.

The SRCVB is organized to promote and encourage visitor travel activities in Rowan County, North Carolina and to assemble and disseminate information designed to maintain and further develop Rowan County's position in the visitor industry. The SRCVB will also seek out partnerships to achieve its purpose.

SRCVB tourism, hospitality & overnight visitors support funds are designed to provide resources to tourism partners in Rowan County for the purpose of increasing tourism in Rowan County, attracting new visitors to the destination and growing the economic impact of tourism. The SRCVB is specifically focused on attracting new overnight visitors to Rowan County who utilize local accommodations because overnight visitors generate a greater economic impact. A day visitor to Rowan County spends on average \$54.63 per person while an overnight visit spends on average \$131.62 per person.

The SRCVB will review and consider providing tourism, hospitality & overnight visitors support funds to organizations initiating, developing, planning or executing tourism marketing, events and activities that seek to attract new visitors to Rowan County. Specific consideration and emphasis will be on requests that demonstrate the ability to attract overnight visitors who utilize Salisbury-Rowan County accommodations. The SRCVB reserves the right to approve or deny any tourism support funds request. All tourism support fund requests will be examined and awarded on a case by case basis.

Tourism, Hospitality & Overnight Visitors Support Funds Request- Areas of Consideration for Support:

- Projects and/or areas of focus identified in the Salisbury-Rowan County Tourism Master Plan: Completion and Connection
- Expansion and growth of existing tourism programs, events, or marketing. Applicant must clearly demonstrate how supporting an existing program will increase tourism
- Sports and recreation events that seek to attract visitors and generate overnight stays
- Attracting new visitors
- Attracting overnight visitors

- Launching a new tourism-related event, activity or promotions that attract new visitors, especially during low demand times of the year. Contact the CVB to identify low demand times.
- Lodging expenses associated with hosting a tourism event in Rowan County (not to include travel agent or 3rd party fees or commission)
- Hospitality expenses associated with producing a tourism related event such as food and beverage, entertainment and marketing and support a local tourism-related business
- Projects should be collaborative; any large scale project must demonstrate broad based community support for the project

Tourism, Hospitality & Overnight Visitors Support Funds are not available for:

- Capital projects
- General operations, staff support
- Funding staff
- Projects outside of Rowan County
- Purchase of equipment and/or supplies that serve no primary purpose in attracting visitors to the destination
- Debt reduction
- Maintaining existing tourism programs, existing marketing plans, existing infrastructure and existing events that are not focused on expansion
- Use of the Salisbury Historic Trolley
- Promotional materials

Tourism, Hospitality & Overnight Visitors Support Funds recipient requirements:

- Tourism-related businesses or organization (excluding lodging facilities)
- Applicants must demonstrate financial solvency
- Applicants must demonstrate (when applicable) financial solvency of the project in which tourism support funds have been requested
- Submit annual financial statements
- Has a proven track record of providing tourism marketing, events or activities
- Clearly identifies the scope and importance of the tourism project and how will increase the number of visitors to Rowan County
- Identifies how the funds will be utilized to attract overnight visitors
- Identifies the exact manner in which tourism capital funds will be utilized

Eligibility

- Tourism-related businesses or organizations (excluding lodging facilities)
- A mission that focuses on or includes tourism and/or economic development
- Provides documentation supporting financial solvency of the applicant and the project
- Identifies a need in the destination for the tourism program and/or is consistent with an area of focus in the Salisbury-Rowan County Tourism Master Plan
- Demonstrates the ability to complete the identified project
- Demonstrates the ability to attract visitors
- Demonstrates the ability to attract overnight visitors
- The Salisbury-Rowan County Convention and Visitors Bureau reserves the right to approve or deny any request for tourism marketing and sponsorship funds