

2026 Tourism Funding Assistance Guidelines

The Alamance County Tourism Development Authority (ACTDA) provides funding to support initiatives that promote tourism and stimulate the visitor economy in Alamance County. Funding is available for marketing campaigns, tourism programming, and sponsorships that attract visitors and generate economic impact—particularly through overnight stays.

The goal of this program is to help organizations grow sustainable tourism initiatives that can thrive without ongoing grant support.

Funding Opportunities:

Annual Tourism Marketing Grant

Supports strategic marketing initiatives that promote tourism to Alamance County and generate measurable results such as increased visitation, overnight stays, and economic impact.

Examples include advertising campaigns, digital marketing, public relations initiatives, and promotional outreach.

Tourism Sponsorships

Provides support for tourism-related events, programs, or projects in exchange for sponsor recognition and marketing exposure. Sponsorship requests are accepted on a rolling basis.

Eligibility Requirements

To be considered for funding, applicants must:

- Be an organization or business promoting tourism in Alamance County
- Propose a project that enhances travel and tourism development
- Demonstrate the ability to attract out-of-county visitors (50+ miles away)
- Provide an EIN (and complete a W-9 if funding is awarded)
- Be in good standing with no outstanding taxes, fines, fees, or liens

Funding Guidelines

- Maximum request: \$10,000 per application. Funding is competitive and may be awarded in full or in part.
- Projects must occur during July 2026 – June 2027 fiscal year.
- Applications must be submitted at least 120 days before the start date of any event or project.
- Marketing and promotional requests require a 1:1 funding match.
- Organizations may receive funding for the same project for up to two consecutive years.
- Only one project per organization, per year, may receive funding.
- Any changes to the approved use of funds must receive written approval from ACTDA.

Eligible Expenses

Funds may be used for tourism marketing and promotional activities including, but not limited to:

- Brochures and tourism marketing collateral
- Out-of-market advertising (print, TV, radio, billboards)
- Trade and consumer show participation
- Digital marketing campaigns and social media advertising
- Mobile marketing initiatives
- Public relations campaigns
- Graphic design and marketing development
- Website creation or redesign
- Tourist Oriented Directional (TOD) signage
- Influencer marketing
- Promotional items supporting tourism promotion

Ineligible Expenses:

- Funding may not be used for:
- Routine operational or administrative expenses (rent, salaries, utilities, postage, etc.)
- Capital expenditures
- Loan payments
- Expenses incurred before grant approval
- Scholarships or cash prizes
- Taxes, fines, or liens

Application Timeline:

March 15, 2026	Application available online
April 15, 2026	Application deadline
June 1, 2026	Applicants notified of funding decisions

Incomplete or late applications will not be considered. Applications cannot be edited after submission.

Any funding requests may require a presentation to the board upon request.

Evaluation Criteria:

Applications will be evaluated based on:

- Potential visitor impact and likelihood of overnight stays
- Strength and reach of marketing strategy
- Financial feasibility and sustainability
- If applicable, past performance of event organizers

The ACTDA board makes all final funding decisions.

Marketing & Recognition Requirements

Recipients must acknowledge support from the Alamance County Visitors Bureau in marketing and promotional materials.

Requirements include:

- Tagging @visitalamance and using #visitalamance on social media
- Including a statement recognizing funding support from the Alamance County Visitors Bureau
- Following CVB brand standards for sponsorship recognition
- Submitting promotional materials for review and approval before publication
- Copies of final marketing materials must be included in the final report.

Reporting & Reimbursement:

This program operates as a reimbursement grant. Recipients must submit the following within 30 days of project completion:

- An accountability report
- An itemized expense report
- Copies of paid invoices
- Visitor and marketing performance data (reach, engagement, audience data)

Reimbursement will be issued after documentation and reporting are approved, and no sooner than 20 days after approval.

Reimbursements are limited to documented expenses supported by receipts.

The project must be completed by the submitted project completion date unless the administrator has approved an extension.

The ACTDA reserves the right to withhold or revoke funding if grant conditions are not met.

Applications should be submitted to:

Grace VandeVisser, Executive Director
Alamance County Visitors Bureau
200 S. Main Street
Burlington, NC 27258
Email: Grace@VisitAlamance.com

Definition:

Out-of-Market Marketing:

Marketing efforts designed to attract visitors from outside of Alamance County, particularly those likely to stay overnight. Campaigns must target audiences 50+ miles away and outside of the local media market.