

Alamance County Tourism Development Authority

Board of Directors Meeting

March 24, 2026

Fairfield Inn & Suites Mebane

Board Present:	Stephanie Williams	CVB:	Grace VandeVisser
	Tony Laws		Reed Northcott
	Katie Geoffrion		
	Teena Koury		Jamie Merchel
	Kavita Patel		Susan Evans

Call to Order

Kavita Patel called the meeting to order, and a moment of silence was observed.

Approval of Minutes

Tony motioned to approve the February minutes, and Teena seconded. The meeting minutes were unanimously approved.

Collection Report

Susan also presented the Financial Reports as of February 28, 2026. The total fund balance is \$2,549,176. The TDA's total revenue collected was \$603,322. Total expenditures were \$497,578.09. Total occupance tax collections totaled \$820,220. Investments totaled \$1,188,975. Sales Tax Collections totaled \$23,659,889.

Visitor Bureau Updates

Grace reminded the board of the 2pm kickoff meeting with Destination by Design for the brand refresh.

Grace has received a grant application from Graham Parks and Recreation for 2027 Arts Around the Square and anticipates additional applications to be submitted for review.

Grace provided an update on the new legislation that required websites to be ADA compatible. Grace is gathering information and pricing for the TDA's website.

Grace submitted the TDA's budget to the county for review, which includes funding for a full-time communications coordinator to replace Motley and would expand the TDA office to three people.

Grace provided an update on the Bank of America building. One inspection has been completed, and the basement inspection has not been completed. Once that is complete the inspections company will issue the reports.

Grace is scheduled to tour the Burton Estate in Mebane.

Grace has contacted Buc-ees regarding their potential opening date and will follow up on adding Alamance County brochures and information.

Grace attended the Main Street Conference in New Bern and the VisitNC conference in Asheville. Stephanie mentioned that at the VisitNC conference there was a lot of emphasis on using AI tools for travel and the importance of some changes to make sure Alamance County is more searchable and identifiable.

The next TDA board meeting will be on April 28, 2026.

The meeting was adjourned at 11:20 am.

ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY

Combined Balance Sheet

As of March 31, 2026

	General	Fixed Assets	Total
Assets			
<i>Current assets:</i>			
Cash on deposit	\$ 1,265,426	\$ -	\$ 1,265,426
Occupancy tax receivable	95,852	-	95,852
Investments	1,188,975	-	1,188,975
<i>Noncurrent assets:</i>			
Fixed assets	-	16,149	16,149
Total assets	\$ 2,550,254	\$ 16,149	\$ 2,566,403
Liabilities			
<i>Liabilities:</i>			
Accounts payable and accrued liabilities	\$ (1,078)	\$ -	\$ (1,078)
Total liabilities	(1,078)	-	(1,078)
Total assets and liabilities	\$ 2,549,176	\$ 16,149	\$ 2,565,325
Fund Balances			
<i>Investment in general fixed assets</i>	\$ -	\$ 16,149	\$ 16,149
<i>Fund balances:</i>			
Undesignated	\$ 2,424,373	-	\$ 2,424,373
Designated	19,059	-	19,059
Estimated change in fund balance (current year)	105,744	-	105,744
Total fund balances	\$ 2,549,176	\$ 16,149	\$ 2,565,325

ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY
Statement of Revenues, Expenditures and Changes in Fund Balance (Budget and Actual)

As of March 31, 2026

	Amended Budget	Actual	Over (Under) Budget	Percent Over/ (Under)
<i>Revenues:</i>				
Occupancy tax - 2/3	\$ 1,040,886	565,333	\$ (475,553)	54.3%
Penalties	0	0	-	#DIV/0!
Interest	0	29,432	29,432	#DIV/0!
Grants	10,000	5,625	(4,375)	56.3%
Misc revenue	-	2,932	2,932	#DIV/0!
Total revenues	1,050,886	603,322	(447,564)	57.4%
<i>Expenditures:</i>				
Salaries	128,739	86,376	(42,363)	67.1%
FICA	9,415	9,632	217	102.3%
Retirement	18,527	9,387	(9,140)	50.7%
Health Insurance	19,848	12,784	(7,064)	64.4%
Dental Insurance	1,188	842	(347)	70.8%
Life Insurance	314	164	(150)	52.2%
401k	2,488	814	(1,674)	32.7%
Workers' Compensation Projection	564	376	(188)	66.7%
Professional services	163,160	108,708	(54,452)	66.6%
Supplies-Automotive	1,000	574	(426)	57.4%
Supplies-Department	2,000	270	(1,730)	13.5%
Training Expense	14,435	745	(13,691)	5.2%
Daily Travel	1,000	0	(1,000)	0.0%
Promotions	29,172	5,218	(23,954)	17.9%
Trade Shows	7,827	3,023	(4,804)	38.6%
Telephone & Postage	3,000	1,479	(1,521)	49.3%
Communications	8,000	5,407	(2,593)	67.6%
Printing	16,200	1,399	(14,801)	8.6%
Maint & Repair Bldg & Gro	124,617	0	(124,617)	0.0%
Maint & Repair Vehicles	2,500	0	(2,500)	0.0%
Advertising	357,728	202,429	(155,299)	56.6%
Building & Equipment Rents	6,300	3,600	(2,700)	57.1%
Copier Lease	1,200	1,073	(127)	89.4%
Contracted Services	0	284	284	#DIV/0!
Insurance & Bonds	1,285	2,606	1,321	202.8%
Dues & Subscriptions	27,379	16,933	(10,446)	61.8%
Miscellaneous Expenses	2,500	306	(2,194)	12.3%
Sports Development Council	10,000	0	(10,000)	0.0%
Sponsorships	39,500	23,150	(16,350)	58.6%
Grants	50,000	0	(50,000)	0.0%
Bond Arbitrage	1,000	0	(1,000)	0.0%
Total expenditures	1,050,886	497,578	(553,308)	47.3%
Revenues over (under) expenditures	-	105,744	105,744	
<i>Other financing sources (uses):</i>				
Appropriated fund balance	-	0	-	
Total other financing sources (uses)	-	0	-	
Revenues and OFS over (under) expenditures and OFU	\$ -	105,744	\$ 105,744	
<i>Fund balance:</i>				
Beginning of year - July 1		2,443,432		
End of period		<u><u>2,549,176</u></u>		

ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY

Year-to-Date Schedule of Collections

As of March 31, 2026

Distribution:

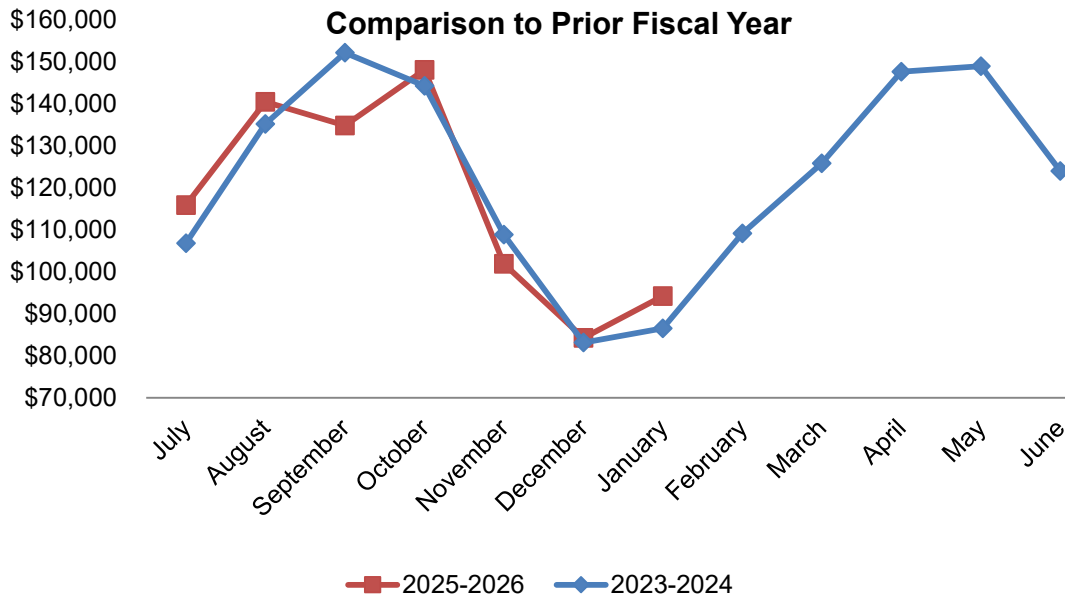
Administrative Fee (3%)	\$ 24,926
County Share (1/3)	\$ 264,859
Authority Share (2/3)	\$ 530,436
	\$ 820,220

Collections by Source:

Hotels	\$ 740,645
Owner Lodging	\$ 79,576
	\$ 820,220

Monthly Collections:

	<u>2025-2026</u>	<u>2024-2025</u>	Percentage Change
July	\$ 115,996	\$ 134,920	-14.03%
August	140,593	149,030	-5.66%
September	134,919	125,453	7.55%
October	148,218	141,365	4.85%
November	101,962	107,423	-5.08%
December	84,277	87,531	-3.72%
January	94,255	92,171	2.26%
February		103,979	-100.00%
March		128,051	-100.00%
April		152,328	-100.00%
May		153,440	-100.00%
June		123,744	-100.00%
Total	\$ 820,220	\$ 1,499,436	-2.11%



ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY

Investment Portfolio Report

As of March 31, 2026

Institution	Instrument Type	Maturity Date	Amount
PNC Bank	CD	07/13/26	74,160
PNC Bank	CD	07/29/26	50,303
PNC Bank	CD	08/17/26	61,416
PNC Bank	CD	05/03/26	43,340
			<hr/>
			229,220
			<hr/>
NCCM Trust	Savings		959,756
			<hr/>
			1,188,975
			<hr/>

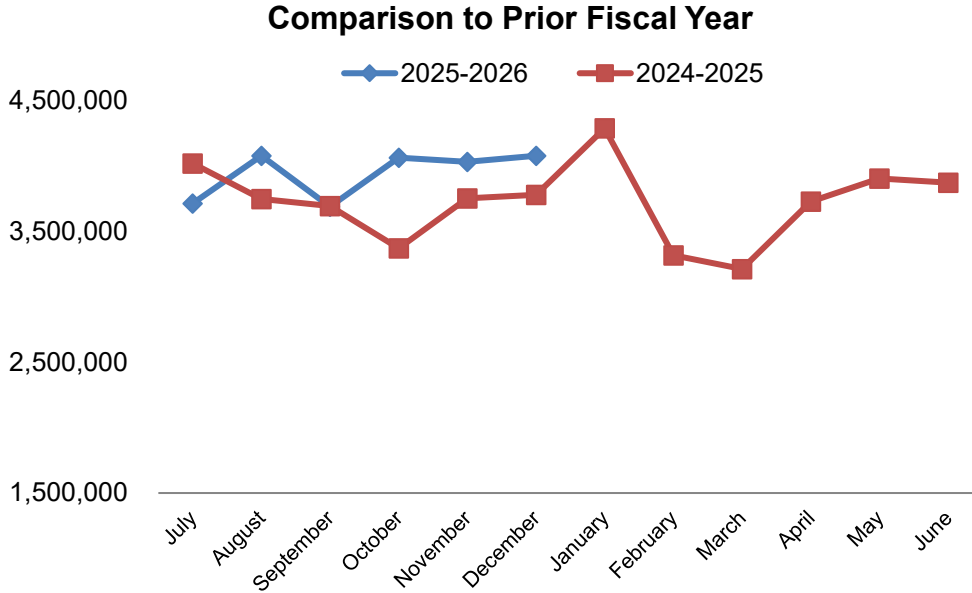
ALAMANCE COUNTY TOURISM DEVELOPMENT AUTHORITY

Year-to-Date Summary of 2% County Sales Tax Collections

As of March 31, 2026

Monthly Collections:

	<u>2025-2026</u>	<u>2024-2025</u>	<u>Percentage Change</u>
July	3,714,188	4,021,948	-7.65%
August	4,079,611	3,748,931	8.82%
September	3,689,942	3,696,232	-0.17%
October	4,064,306	3,373,106	20.49%
November	4,033,441	3,753,561	7.46%
December	4,078,400	3,781,299	7.86%
January		4,289,187	-100.00%
February		3,318,329	-100.00%
March		3,213,623	-100.00%
April		3,730,360	-100.00%
May		3,906,009	-100.00%
June		3,872,678	-100.00%
Total	<u>\$ 23,659,889</u>	<u>\$ 18,593,778</u>	5.74%



Alamance County Tourism Budget FY27

Object	Account Description	2027 DEPARTMENT Budget
312702	2/3 AUTHORITY SHARE	\$0.00
349100	INTEREST	\$0.00
389000	MISCELLANEOUS	\$0.00
412000	SALARIES & WAGES	\$188,928.00
412100	OVERTIME PAY	\$0.00
412300	MERIT PAY & BENEFITS	\$3,349.00
412600	NON-PERMANENT SALARIES	\$0.00
412700	NON-PERMANENT OVERTIME PAY	\$0.00
418000	FRINGE BENEFITS	\$13,563.00
418001	RETIREMENT	\$28,646.00
418002	HEALTH INSURANCE	\$27,072.00
418003	DENTAL INSURANCE	\$1,782.00
418004	LIFE INSURANCE	\$456.00
418005	401K	\$3,848.00
418600	WORKERS' COMPENSATION PROJECTI	\$1,000.00
419000	PROFESSIONAL SERVICES	\$192,905.00
424100	SUPPLIES-SMALL TOOLS	\$0.00
425000	SUPPLIES-AUTOMOTIVE	\$1,000.00
426000	SUPPLIES-DEPARTMENT	\$10,000.00
431100	TRAINING EXPENSE	\$21,985.00
431200	DAILY TRAVEL	\$1,000.00
431600	PROMOTIONS	\$32,000.00
431700	TRADE SHOWS	\$7,900.00
432100	TELEPHONE & POSTAGE	\$4,800.00
432900	COMMUNICATIONS	\$12,000.00
434000	PRINTING	\$16,200.00
435100	MAINT & REPAIR BLDG & GROUNDS	\$125,000.00
435300	MAINT & REPAIR VEHICLES	\$2,500.00
437000	ADVERTISING	\$350,000.00
441100	BUILDING & EQUIPMENT RENTS	\$6,300.00
443900	LEASE-COPIER	\$1,200.00
444000	CONTRACTED SERVICES	\$0.00
445000	INSURANCE & BONDS	\$2,771.00
449100	DUES & SUBSCRIPTIONS	\$27,239.00
449500	MISCELLANEOUS EXPENSE	\$2,500.00
449950	PURCHASE CARD ENCUMBRANCE	\$0.00
454000	C/O VEHICLES	\$0.00
460020	SPORTS DEVELOPMENT COUNCIL	\$10,000.00
460021	SPONSORSHIPS	\$39,500.00
460022	GRANTS	\$50,000.00
475500	BANK SERVICE CHARGES	\$0.00

475900	LEASE EXPENDITURE	\$0.00
475911	SUBSCRIPTION - PRINCIPAL	\$0.00
475912	SUBSCRIPTION - INTEREST	\$0.00
		\$1,185,444.00

March 20, 2026

To Whom It May Concern:

As one of Courtney Moore's high school English teachers, it is my great privilege to write a letter of recommendation on her behalf. I had the wonderful opportunity to teach Courtney as a senior in English IV Honors and see her leadership skills as a vital part of our school community. Returning to teaching this school year after a three-year break, I consider myself blessed that I had the great privilege to work with her during the last semester of English of her high school career. Throughout this year, I have seen Courtney continuously excel at both her academic and extracurricular duties.

Courtney is a student who takes every opportunity she can to explore her interests and figure out where she belongs in our school community. Since her freshman year, Courtney has explored many clubs at Western High School. She has dedicated her time to a variety of groups that are mostly service-minded such as Student Council, where she was the Public Relations Officer; National Honor Society; and Spanish Honor Society, where she serves as the President. Courtney has taken all opportunities to give back to her school community when she can, and she serves a Warrior Buddy to the members of our OCS school population. Additionally, Courtney was a member of the JV and Varsity volleyball teams in high school: JV for one season and then pulled up to Varsity from 10th – 12th grade. Courtney is constantly looking for ways to be a part of a variety of groups and to improve the atmosphere of our school and her community.

Courtney is not only a student who is involved in many extracurricular activities; she also shines brightly on the academic front as well. Since freshman year, Courtney has pushed herself to take upper-level courses that will challenge her and grow her academically such as Honors Math and English; Ap Pre-Calculus; Honors Sciences (Earth and Environmental, Biology, and Chemistry) and Honors Social Sciences (World History, Civics, and American History at our local community college). Courtney consistently earns As and Bs in her courses. In fact, she only takes accelerated courses for her core class requirements because she enjoys the challenges they present to her mentally, and has employed those same skills to become a certified Spanish translator. Courtney has learned to manage time well in order to still stay involved in her many extracurricular activities and earn a 4.455 GPA. Clearly, Courtney's high grade point average reflects her dedication to her studies and her achievement as an honors student here at Western High.

Outside of school, Courtney has taken advantage of opportunities to get real-life experience by working as a team member at Kiddy Town, an indoor play area for small children, and as a lifeguard at the Olde Forest Racquet Club in the summers. She has also sought out volunteer opportunities as a food pantry volunteer in our community at a local elementary school and the Little Pink Houses of Hope, where she creates birthday cards for individuals battling cancer. Courtney knows the value of hard work and giving back her time to her community, and seems to find that meeting and serving others is really a gift to herself. She has been able to interact and build relationships with people from all stages and walks of life, which I know will benefit her beyond the academic setting.

Courtney has the drive, determination, and positive attitude to achieve her goals and diverse interests to ensure that she will be active and involved in student life in college. I am confident that Courtney will succeed in her future endeavors, and I know that any investment you can make in her is an investment in someone who will return the kindness and time back to her career and community.

Respectfully,

Ms. Heather Holt
WAHS English Teacher
UNC c/o 2007

Courtney Moore

18 April 2026

Alamance County Tourism Scholarship Essay

I've always been interested in the tourism industry because I enjoy bringing people together and helping create experiences they'll actually remember. To me, tourism isn't just about traveling, it's about connection, culture, and making moments feel meaningful. Whether it's a big event or a simple stay at a hotel, those experiences can leave a lasting impression on someone. That's a big reason why I chose to major in tourism, Recreation, and Sport, along with a minor in Spanish. I want to be able to communicate with different types of people and better understand their backgrounds, which I know will help me in this field.

During my time in college, I hope to build the skills I need to succeed in a career that is both fast-paced and centered around people. I'm especially interested in learning how to plan and organize events, manage different responsibilities at once, and make sure everything runs smoothly behind the scenes. I know that even small details can make a big difference in someone's experience, so I want to learn how to pay attention to those things while still staying organized. My Spanish minor will also allow me to connect with a wider range of people, which is important in an industry that brings together individuals from all over the world.

I understand that working in tourism can sometimes be stressful, especially when things don't go as planned, but I see that as part of the challenge. I like the idea of thinking quickly, solving problems, and adapting when needed. Being able to stay calm and focused in those

situations is something I want to continue improving as I gain more experience. I believe those skills will not only help me in my career but also in other areas of my life.

After completing my education at the University of North Carolina Wilmington, I plan to pursue a career in corporate event planning or hotel management. In corporate event planning, I would organize conferences, meetings, fundraising events, and other professional events, making sure everything is well coordinated and runs smoothly. In hotel management, I would focus on creating a welcoming environment where guests feel comfortable and valued throughout their stay. Both career paths allow me to work closely with people while using organization, communication, and leadership skills. Overall, my goal is to build a career where I can create positive experiences for others and make a lasting impact in the tourism industry.

2026 SCHOLARSHIP APPLICATION

First Name: Courtney

Last Name: Moore

Address: 108 Avenue of Trees

City: Elon

State: NC

Zip: 27244

Phone: (336)212-9890

Email: moorecourtney683@gmail.com

Current School: Western Alamance High School

School attending in the Fall 2025: University of North Carolina Wilmington

Field of Study: Tourism, Recreation, and Sport

If applicable, provide a reference to confirm any industry experience.

Eligibility:

- Each applicant must have **at least a 3.0** to apply.

Submit all of the following:

- Scholarship application
- Scholarship essay (450-500 words)
- Unofficial academic transcript
- One letter of recommendation

Essay: The purpose of the essay is to provide an overview of your interest in the tourism industry along with what a career may look like for you upon completion of your educational journey.

Note: All required application materials must be submitted by the scholarship deadline. Applications received after the deadline will not be considered for review. Materials may be submitted via email to **grace@visitalamance.com** or by hard copy to:

Alamance County Visitors Bureau
200 S. Main Street
Burlington, NC 27215

View results

Respondent

6 Anonymous

16:00
Time to complete

Please refer to the guidelines before applying for a grant.

- 1. I confirm that I have reviewed all eligibility requirements and grant criteria, and I attest that I meet all conditions necessary to apply for this grant. *

I confirm that I have reviewed all eligibility requirements and grant criteria, and I attest that I meet all conditions necessary to apply for this grant.

- 2. Business/Organization Name *

2D Consulting, LLC

- 3. Contact Name *

Trip Durham

- 4. Address *

510 Fountain Place, Burlington, NC 27215

- 5. Phone & Email *

336-264-7550, trip@2DConsultingLLC.com

- 6. Website & Social Media Handles *

2DConsultingLLC.com (and) <https://2dpublicaddress2026.afrogs.org/#/index>

7. Date of Project/Event to begin and end *

July 19 - 21, 2026

8. Project Budget *

\$10,936.63

9. Type of Funding Requested

Annual Tourism Marketing Grant - Supports strategic marketing initiatives that promote tourism to Alamance County and generates measurable results such as increased visitation, overnight stays, and economic impact.

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. *

Tourism Sponsorships

10. Amount of TDA Funds Requested

*Tourism Marketing Grant Funding requires a match. *

\$3,000

11. If your project is not funded at the level requested, will it still be completed? If so, explain how. *

Yes. After the success of year one, I fervently believe this annual summit will continue to grow. Given the niche of the industry, there is no reason why it cannot and why it cannot be hosted in Alamance County.

12. Organization/Business Event Budget - Please provide itemized budget. *

Fixed Expenses Projected Cost

Meals

Sunday Buffet/Reception \$3,256.88

Monday Lunch \$581.25

Monday Dinner \$1,243.50

Breakfast - non hotel guests \$60.00

Hotel Room for Gene Honda \$400.00

Flights for Gene Honda \$1,000.00

Room Rentals (2 days)

Best Western \$1,200

Supplies

All signage trade

All social media graphics trade

Headshot Photographer trade

Web

New page on 2D site \$395.00

Credit card fees \$300.00

Social media support \$2,500.00

Sound System

Rental \$1,000

Purchase

\$11,936.63

Gross Revenue Projected

45 attendees @ \$300 \$13,500

2 attendees @ \$200 \$400

6 "faculty" comped

COB Grant \$3,000

\$16,900

Net Revenue Projected

\$4,963.37

13. Provide a complete description of your project or sponsorship proposal including any of the following as applicable: purpose, event schedule, distribution of materials, duration, venue, economic impact, visitation, etc. What are the intended results? If this has happened in the past, please include any data. *

Here is the video recap from 2025 (<https://vimeo.com/1104824501?&login=true>) and the promotional video for 2026 (<https://vimeo.com/1171976695?fl=pl&fe=sh>).

Vision

Position our community as the national destination for public address announcers seeking meaningful continuing education, professional growth, and connection.

Objectives

Establish an annual gathering for public address announcers at every stage of their career.

Deliver engaging, relevant programming that elevates the craft and profession.

Create a respected platform for announcers to showcase their skills in a professional setting.

Foster an environment where announcers can build authentic relationships with hiring managers and industry leaders.

Activation

Two to three evenings of social engagement and hosted meals designed to encourage connection and community.

Three to four days of intentional, structured programming, including roundtables, panel discussions, breakout sessions, and live audition opportunities.

14. Marketing Plan Timeline: Include the target audiences and strategies. Provide names of media placement, media schedule and type of advertisements/messaging/promotion. *

Marketing Strategy

Email
Contact two hiring managers for each NCAA four-year institution in five states (NC, SC, VA, TN, and GA). By introducing the summit to all 166 schools, we request contact information of their public address announcers. An invitation to register will be sent to each public address announcer.

Additionally, we will contact each of the attendees from the inaugural summit in 2025.

Each registrant will receive a social media "card" (attached) for posting on their social media accounts.

Social Media
The following accounts will be utilized for a pre-promotion video (March 10) and notice of registration (March 16):
<https://www.linkedin.com/in/tripdurham/> (2,343 connections)
<https://www.facebook.com/trip.durham> (1,200 friends)
 in partnership with <https://www.facebook.com/groups/publicaddressannouncer> (2,300 members) and <https://www.linkedin.com/in/publicaddressannouncer/> (7,000 followers)
 A minimum of two additional video vignettes will be placed on the platforms above between April 1 and June 15 (the unofficial close of registration).

Listserve
Two closed, members-only notification boards will be utilized to communicate the opportunity of the summit: the National Association of Collegiate Marketing Administrators (NACMA) and the College Sports Communicators (CSC). A summit registration posting will be placed on each of their sites. (this is a living document, and the plan will be added onto during the life of registration).

15. Upload Supporting Documents via link: https://visitalamance-my.sharepoint.com/:f/p/grace/IgBug_niSDITSpeGWVGHK7L9AZSmjIqDGaxY9_4nfiduJyI and acknowledge with "Done" below. *

done

16. I have read and understand the terms and requirements of this grant and agree to fulfill our obligation accordingly should this application be selected for funding. *

I have read and understand the terms and requirements of this grant and agree to fulfill our obligation accordingly should this application be selected for funding.

17. The applicant attests that the application is complete in its entirety and the information submitted is true and accurate to the best of his/her knowledge. Information that is submitted that cannot be verified and/or lack of responses to pertinent application questions may be cause for the application to be rejected. *

3/23/2026 

18. Date Submitted *

3/23/2026 

19. Please use this area to expand on information to support the submission. *

In 2025, the inaugural event drew 28 registrants (and 38 participants). The post-event survey supported this become an annual event. Of the 23 registrations received in just seven days of live registration for 2026 (registration opened on March 16), 12 announcers will be returning to Alamance County.

Project or Sponsorship Proposal

20. Question *

none

View results

Respondent

9 Anonymous

101:59

Time to complete

Please refer to the guidelines before applying for a grant.

1. I confirm that I have reviewed all eligibility requirements and grant criteria, and I attest that I meet all conditions necessary to apply for this grant. *

yes

2. Business/Organization Name *

ALCOVETS, INC.

3. Contact Name *

BOBBY CHIN

4. Address *

7 SE COURT SQUARE, SUITE 101, GRAHAM, NC 27253

5. Phone & Email *

240-351-9026 / ALCOVETS@GMAIL.COM

6. Website & Social Media Handles *

ALCOVETS.ORG

7. Date of Project/Event to begin and end *

ALCOVETS BALLOON FESTIVAL - MAY 7-9, 2027

8. Project Budget *

ADVERTISEMENT: \$9765 - TV FOX8 - \$2500 , RADIO -AUDACY \$6265 , DESTINATION MAGAZINE - \$1000

9. Type of Funding Requested

Annual Tourism Marketing Grant - Supports strategic marketing initiatives that promote tourism to Alamance County and generates measurable results such as increased visitation, overnight stays, and economic impact.

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. *

TOURISM SPONSORSHIP

10. Amount of TDA Funds Requested

*Tourism Marketing Grant Funding requires a match. *

\$9765

11. If your project is not funded at the level requested, will it still be completed? If so, explain how. *

Yes, PROJECT WILL BE FUNDED THROUGH SPONSORSHIP AND DONATIONS.

12. Organization/Business Event Budget - Please provide itemized budget. *

Balloon operations \$36,500
Kid Zone/Car Show/Jeep Show/Bands/Demonstrations \$21,000
Media Printing/Advertising \$6,965
Logistics & Services \$35,000
Total \$99,465

13. Provide a complete description of your project or sponsorship proposal including any of the following as applicable: purpose, event schedule, distribution of materials, duration, venue, economic impact, visitation, etc. What are the intended results? If this has happened in the past, please include any data. *

This year's description will be the blueprint for next year's 2027 Balloon Festival - May 7-9, 2027.
 FUND RAISING -ALCOVETS 2026 BALLOON FESTIVAL
 To raise funds for the construction of the Chesnut Ridge Campus, ALCOVETS has hosted three balloon festivals (Sep 2022, Sep 2023, and Sep 2024). Each festival averaged between 3,500-4,000 patrons over the 3-days even though it rained at least one of the three days each year. Each festival raised approximately \$50,000 in funds for construction of this site.

This year the festival will be May 8-10, 2026, at Cedarock Park, 4242 R Dean Coleman Road, Burlington, NC 27215. This year's festival will celebrate America's 250 Anniversary as a country. This year's festival will have balloon flights, live entertainment, the All Veteran Group (retired members of the Army Golden Knights) parachute team demonstration, tethered balloon rides, a car show, a jeep show, a kid zone featuring inflatables, a 5K race, RC aircraft demonstrations, and various kids' activities, food trucks and craft vendors, and live bands every night. There will be up to 26 hot air balloons participating in this year's festival. "The ALCOVETS Balloon Festival is a great family event for the community to experience these magnificent balloons, while also supporting those in our community who bravely fought for us to have the freedoms we cherish as Americans," Chuck Talley, ALCOVETS Chairman.

14. Marketing Plan Timeline: Include the target audiences and strategies. Provide names of media placement, media schedule and type of advertisements/messaging/promotion. *

The attached proposals were submitted by Fox8 WGHP and Audacy for the 2026 ALCOVETS Balloon Festival. The timeline for the 2027 ALCOVETS Balloon Festival will be similar.

15. Upload Supporting Documents via link: https://visitalamance-my.sharepoint.com/:f/p/grace/IgBug_niSDITSpeGWVGHK7L9AZSmjIqDGaxY9_4nfiduJyl and acknowledge with "Done" below. *

Done

16. I have read and understand the terms and requirements of this grant and agree to fulfill our obligation accordingly should this application be selected for funding. *

Bobby Chin

17. The applicant attests that the application is complete in its entirety and the information submitted is true and accurate to the best of his/her knowledge. Information that is submitted that cannot be verified and/or lack of responses to pertinent application questions may be cause for the application to be rejected. *

4/7/2026 

18. Date Submitted *

4/7/2026 

19. Please use this area to expand on information to support the submission. *

The files that are attached related to the activities associated with the preparation for the ALCOVETS 2026 Balloon Festival and will be used in the planning for the ALCOVETS 2027 Balloon Festival.

Project or Sponsorship Proposal

20. Question *

You are invited to attend this year's ALCOVETS Balloon Festival May 8-10, 2026, at Cedarock Park, Burlington, NC.

View results

Respondent

2

Anonymous

46:27

Time to complete

Please refer to the guidelines before applying for a grant.

1. I confirm that I have reviewed all eligibility requirements and grant criteria, and I attest that I meet all conditions necessary to apply for this grant. *

Yes

2. Business/Organization Name *

Graham Recreation and Parks Department

3. Contact Name *

Michelle Shaffer

4. Address *

201 S. Main St. Graham, NC 27253

5. Phone & Email *

mshaffer@cityofgraham.com; 336-513-5510 Ext 1

6. Website & Social Media Handles *

Facebook: graham.recreation; Instagram: grahamrecnc

7. Date of Project/Event to begin and end *

May 15th or 22nd of 2027

8. Project Budget *

Project Budget – Arts Around the Square 2027

The total projected budget for the 2027 Arts Around the Square festival is \$50,000, supported through a combination of municipal funding, sponsorships, and vendor fees.

Funds are allocated across key program areas to ensure a high-quality, community-centered event:

\$25,000 – Music & Entertainment

This includes stage rentals, professional audio/visual services, and a diverse lineup of regional bands and community performers across multiple stages, serving as the primary attraction for attendees.

\$10,000 – Marketing & Promotion

Current marketing efforts are primarily focused within Alamance County and include billboards, printed materials (postcards, posters), social media advertising, radio promotions, and local media outreach.

\$10,000 – Event Activities & Programming

These funds support interactive and family-friendly experiences such as inflatables, face painting, aerial performances, and hands-on art activities, enhancing attendee engagement and overall event experience.

\$5,000 – Operational & Miscellaneous Expenses

This includes event supplies, linens, signage, and other logistical needs essential for successful event execution.

While the existing marketing budget allows for strong local promotion, it limits our ability to reach broader regional audiences. Grant funding would directly support an expansion of marketing efforts into the greater Triangle and Triad regions, increasing attendance, attracting new visitors to Alamance County, and further elevating the festival's regional impact.

9. Type of Funding Requested

Annual Tourism Marketing Grant - Supports strategic marketing initiatives that promote tourism to Alamance County and generates measurable results such as increased visitation, overnight stays, and economic impact.

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. *

No answer provided.

This question is required.

10. Amount of TDA Funds Requested

*Tourism Marketing Grant Funding requires a match. *

\$10,000

11. If your project is not funded at the level requested, will it still be completed? If so, explain how. *

Yes, Arts Around the Square 2027 will still be completed if funding is not awarded at the full requested amount. The festival is a well-established annual event supported through a combination of municipal funding, sponsorships, and vendor fees, which ensures its overall viability. Core components of the event, including music and entertainment, activities, and operational needs, will remain fully intact. However, if funding is awarded at a reduced level, adjustments would be made specifically within the marketing scope. With no additional support, marketing efforts would remain more locally focused within Alamance County, with limited ability to expand outreach into the broader Triangle and Triad regions. To offset reduced funding, we would explore reallocating a small portion of existing funds, increasing in-kind marketing partnerships, and prioritizing the most cost-effective promotional strategies. While the event would still be successful, the scale and regional reach of marketing efforts, and therefore the potential for increased tourism and economic impact, would be more limited. Full funding would allow us to maximize visibility, attract a wider regional audience, and significantly enhance the event's impact on Alamance County.

12. Organization/Business Event Budget - Please provide itemized budget. *

Organization/Event Budget – Arts Around the Square 2027

Total Project Budget: \$50,000

Expenses

Music & Entertainment – \$25,000

Stage Rentals (multiple stages) – \$4,000

Audio/Visual Services – \$5,500

Bands & Performers (regional + community acts) – \$15,500

Marketing & Promotion – \$10,000

Billboards (local placements) – \$3,000

Printed Materials (postcards, posters, signage) – \$2,000

Social Media Advertising & Boosting – \$250

Radio Advertising – \$2,000

Media & Promotional Outreach (interviews, press) – \$1,000

Other Marketing - \$1,750

Event Activities & Programming – \$10,000

Inflatables – \$3,500

Face Painting – \$1,500

Aerialist Performance – \$2,500

Interactive Art Activities & Supplies – \$2,500

Operational & Miscellaneous – \$5,000

Event Supplies – \$2,000

Tablecloths & Linens – \$1,000

Signage & Wayfinding – \$1,000

Miscellaneous/Contingency – \$1,000

Revenue Sources

Municipal Funding (City of Graham) – \$50,000

13. Provide a complete description of your project or sponsorship proposal including any of the following as applicable: purpose, event schedule, distribution of materials, duration, venue, economic impact, visitation, etc. What are the intended results? If this has happened in the past, please include any data. *

Project Description – Arts Around the Square 2027

Arts Around the Square is a large-scale, one-day outdoor arts festival held annually in Historic Downtown Graham, North Carolina, designed to celebrate creativity, support local artisans, and drive economic activity within Alamance County.

Event Details:

Date: May 2027 (exact date TBD)

Time: 10:00 AM – 4:00 PM

Location: Downtown Graham, surrounding the Court Square

Duration: One-day event (with full-day road closures and programming)

Purpose & Goals

The purpose of Arts Around the Square is to:

Support and showcase local and regional artists, makers, and small businesses

Activate Downtown Graham as a vibrant cultural destination

Provide accessible, family-friendly arts programming for the community

Drive tourism and economic impact for Alamance County

The festival is intentionally designed to be free and open to the public, removing barriers to participation while maximizing community engagement.

Event Programming & Schedule

Arts Around the Square features a full day of multi-faceted programming, including:

120+ Artisan Vendors showcasing handmade goods across a variety of mediums

Three Live Music Stages featuring regional bands, local performers, and diverse genres throughout the day

Interactive Kid Zone with inflatables, face painting, and hands-on art activities

Live Art Demonstrations & Performances, including specialty acts such as aerialists

Dog-Friendly Activations, encouraging broader community participation

Programming runs continuously from 10:00 AM to 4:00 PM, creating a dynamic, come-and-go festival experience that encourages attendees to spend extended time in the downtown area.

Marketing & Distribution of Materials

Current marketing efforts include:

Billboards within Alamance County

Printed materials (postcards, posters, flyers) distributed locally and through partner networks

Social media advertising and organic promotion

Radio advertisements and local media coverage

With expanded funding, marketing efforts will extend into the Triangle and Triad regions, utilizing targeted digital campaigns, regional print placements, and expanded media outreach to increase visitation from outside Alamance County.

Economic Impact & Visitation

Arts Around the Square serves as a significant driver of foot traffic and economic activity in Downtown Graham.

The event attracts thousands of attendees annually, with participation continuing to grow each year

With over 120 vendors, the festival directly supports small businesses and independent artists through sales opportunities

Increased foot traffic benefits downtown retailers, restaurants, and service providers, many of whom report increased sales during the event

Expanded regional marketing is expected to increase out-of-county visitation, further boosting local economic impact

Intended Results

With continued growth and enhanced marketing efforts, Arts Around the Square aims to:

- Increase overall attendance, particularly from outside Alamance County
- Strengthen Downtown Graham's identity as a regional arts and cultural destination
- Provide expanded revenue opportunities for artists, vendors, and local businesses
- Enhance community engagement through inclusive, accessible programming
- Generate measurable economic impact through increased visitation and spending

Past Success & Growth

- Arts Around the Square has been successfully implemented as an annual event and continues to grow in both scale and impact.
- Vendor participation has expanded to over 120 artisan vendors
- The event has grown to include multiple music stages and diverse programming elements
- Community engagement and attendance have increased year over year
- The festival has become a signature event for the City of Graham, drawing both local residents and visitors to the downtown area

14. Marketing Plan Timeline: Include the target audiences and strategies. Provide names of media placement, media schedule and type of advertisements/messaging/promotion. *

Marketing Plan & Timeline – Arts Around the Square 2027

Arts Around the Square utilizes a multi-channel marketing strategy designed to reach both local residents and expand visibility to regional audiences across the Triangle and Triad regions.

Target Audiences

Primary Audience:

Residents of Alamance County and surrounding communities seeking family-friendly, cultural experiences

Secondary Audience:

Visitors from the Triangle (Raleigh, Durham, Chapel Hill) and Triad (Greensboro, Winston-Salem, High Point) regions interested in arts festivals, live music, and day-trip destinations

Tertiary Audience:

Art enthusiasts, families, young professionals, and pet owners seeking unique, community-driven experiences

Marketing Strategies & Media Placement

A combination of traditional and digital media will be used to maximize reach and engagement:

Digital Marketing

Social Media Advertising (Facebook & Instagram Ads)

Targeted campaigns focused on users within a 50–75 mile radius

Event countdowns, vendor spotlights, and video content

Organic Social Media Promotion

City of Graham channels, partner organizations, and vendor cross-promotion

Traditional Media

Billboards

Local placements within Alamance County

Expanded placements along major corridors into the Triangle and Triad (I-40, I-85)

Radio Advertising

Stations such as 99.5 WKOO, 97.9 The Hill, Rock 92, and 107.5 KZL to reach both local and regional listeners

Print Media

Posters and postcards distributed through local businesses, visitor centers, and regional partners

Potential placements in regional publications and event calendars

Public Relations & Earned Media

Press releases distributed to regional media outlets

Coverage through local news stations and community calendars

Live or recorded interviews promoting the event

Partnership Marketing

Cross-promotion with participating vendors, sponsors, and community organizations

Collaboration with regional tourism and visitor bureaus

Marketing Timeline

January – February 2027 (4–5 Months Out)

Initial event announcement

Save-the-date promotions

Begin social media campaigns and vendor promotions

March – April 2027 (2–3 Months Out)

Launch paid digital advertising campaigns

Distribute printed materials locally and regionally

Secure radio placements and media partnerships

May 2027 (Event Month)

Increase ad frequency across all platforms

Push targeted regional ads (Triangle & Triad)

Conduct media interviews and final promotional push

Daily social media engagement and countdown content

Week of Event

High-frequency social media ads and posts

Final media reminders (radio, press, digital)

Real-time event coverage and engagement

Messaging & Promotion

Marketing messaging will emphasize:

“120+ Artisan Vendors”

“3 Live Music Stages”

“Free, Family-Friendly Event”

“Dog-Friendly Festival Experience”

Additional messaging will highlight Arts Around the Square as a unique day-trip destination, encouraging visitors to explore Downtown Graham’s shops, restaurants, and local businesses.

Impact of Grant Funding

The requested \$10,000 in grant funding will directly support:

Expansion of digital ad targeting into the Triangle and Triad

Increased billboard placements along regional travel corridors

Broader radio coverage across multiple markets

Enhanced print distribution beyond Alamance County

This expanded strategy will significantly increase regional awareness, drive higher visitation, and strengthen the event’s role as a tourism and economic driver for Alamance County.

15. Upload Supporting Documents via link: https://visitalamance-my.sharepoint.com/:f/p/grace/lgBug_niSDITSpeGWVGHK7L9AZSmjlqDGaxY9_4nfiduJyl and acknowledge with "Done" below. *

Done

16. I have read and understand the terms and requirements of this grant and agree to fulfill our obligation accordingly should this application be selected for funding. *

Yes

17. The applicant attests that the application is complete in its entirety and the information submitted is true and accurate to the best of his/her knowledge. Information that is submitted that cannot be verified and/or lack of responses to pertinent application questions may be cause for the application to be rejected. *

3/19/2026

18. Date Submitted *

3/19/2026

19. Please use this area to expand on information to support the submission. *

Arts Around the Square has grown into one of Alamance County's signature cultural events, bringing together over 120 artisan vendors, multiple live music stages, and interactive programming that attracts thousands of attendees each year. As a free, family-friendly festival, the event plays a critical role in ensuring equitable access to arts and cultural experiences while supporting local artists, small businesses, and the broader downtown economy.

The City of Graham Recreation & Parks Department has demonstrated continued success in planning and executing this event, with consistent growth in both attendance and vendor participation. The festival not only activates Historic Downtown Graham but also drives significant foot traffic to surrounding businesses, restaurants, and retail establishments, contributing to increased local spending during the event.

While current marketing efforts have been effective within Alamance County, there is a strong opportunity to expand the event's reach and position Arts Around the Square as a regional destination within Central North Carolina. Funding through this grant would directly support strategic marketing initiatives targeting the Triangle and Triad regions, areas with high population density and strong interest in arts, music, and day-trip experiences.

By expanding regional outreach, the event aims to increase out-of-county visitation, enhance tourism, and generate greater economic impact for Alamance County. Additional marketing investment will allow for more targeted digital advertising, expanded billboard placements along key travel corridors, and broader media exposure, all of which are essential to reaching new audiences.

Arts Around the Square is more than a festival, it is a platform for community connection, economic development, and cultural enrichment. Investment in this event is an investment in the continued growth and visibility of Alamance County as a vibrant and welcoming destination.

Project or Sponsorship Proposal

20. Question *

N/A

View results

Respondent

7

Anonymous

136:30

Time to complete

Please refer to the guidelines before applying for a grant.

- 1. I confirm that I have reviewed all eligibility requirements and grant criteria, and I attest that I meet all conditions necessary to apply for this grant. *

Yes

- 2. Business/Organization Name *

Bright Penny Brewing Co.

- 3. Contact Name *

Tory Williams

- 4. Address *

107 North 7th Street, Mebane, NC 27302

- 5. Phone & Email *

919-568-9415 & tory@brightpennybrewing.com

- 6. Website & Social Media Handles *

brightpennybrewing.com @brightpennybrewing

- 7. Date of Project/Event to begin and end *

July 2026 to June 2027

- 8. Project Budget *

\$1200 a month for a total of \$14,400

9. Type of Funding Requested

Annual Tourism Marketing Grant - Supports strategic marketing initiatives that promote tourism to Alamance County and generates measurable results such as increased visitation, overnight stays, and economic impact.

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. *

Annual Tourism Marketing Grant

10. Amount of TDA Funds Requested

*Tourism Marketing Grant Funding requires a match. *

\$7,200

11. If your project is not funded at the level requested, will it still be completed? If so, explain how. *

We would either cover the additional expense or we would reduce the amount of months the billboard is up.

12. Organization/Business Event Budget - Please provide itemized budget. *

The billboard would be \$1200 a month which includes the price to have it made.

13. Provide a complete description of your project or sponsorship proposal including any of the following as applicable: purpose, event schedule, distribution of materials, duration, venue, economic impact, visitation, etc. What are the intended results? If this has happened in the past, please include any data. *

The billboard would be on 40 heading northbound and intended to capture visibility of 80-100k travelers per day to help drive business to our downtown location and carry over exposure to other downtown businesses.

14. Marketing Plan Timeline: Include the target audiences and strategies. Provide names of media placement, media schedule and type of advertisements/messaging/promotion. *

The billboard would highlight the downtown location and its vicinity to historical downtown mebane for shops and exploring.

15. Upload Supporting Documents via link: https://visitalamance-my.sharepoint.com/:f/p/grace/IgBug_niSDITSpeGWVGHK7L9AZSmjIqDGaxY9_4nfiduJyl and acknowledge with "Done" below. *

Done

16. I have read and understand the terms and requirements of this grant and agree to fulfill our obligation accordingly should this application be selected for funding. *

Yes

17. The applicant attests that the application is complete in its entirety and the information submitted is true and accurate to the best of his/her knowledge. Information that is submitted that cannot be verified and/or lack of responses to pertinent application questions may be cause for the application to be rejected. *

3/24/2026

18. Date Submitted *

3/24/2026

19. Please use this area to expand on information to support the submission. *

This billboard can help to drive more business from the highway to downtown Mebane to ensure our businesses, shops, restaurants, all continue to thrive and people who may not be aware are introduced to a new place to frequent and spend locally.

Project or Sponsorship Proposal

20. Question *

I don't know what I am supposed to put here.

View results

Respondent

8 Anonymous

152:04

Time to complete

Please refer to the guidelines before applying for a grant.

1. I confirm that I have reviewed all eligibility requirements and grant criteria, and I attest that I meet all conditions necessary to apply for this grant. *

I have reviewed all eligibility requirements

2. Business/Organization Name *

Esperanza Festival 2026 (6th year)

3. Contact Name *

Yholima Vargas

4. Address *

2154 W. Front St Burlington NC 27215

5. Phone & Email *

919-417-4411 esperanzafestival@gmail.com

6. Website & Social Media Handles *

Website: <https://esperanzafestival.org/> Instagram: <https://www.instagram.com/esperanzaalamance?igsh=OHVnNHpnNmVtdHEw> Facebook : <https://www.facebook.com/p/Esperanza-Festival-61550065065327/>

7. Date of Project/Event to begin and end *

Sept 26th 2026- 12 - 8 p (100 Block of W. Elm St. Graham NC) This will be our 6th year.

8. Project Budget *

2026- The estimated cost of the festival is of \$18,000-\$20,000. (This is a free event with live entertainment, state of the art stage to foster high quality experience for visitors, participants, vendors and local members) Most of our artists are from surrounding areas (Cary, Raleigh, Durham, Greensboro, Charlotte attracting followers and first-time visitors from outside of Alamance).

9. Type of Funding Requested

Annual Tourism Marketing Grant - Supports strategic marketing initiatives that promote tourism to Alamance County and generates measurable results such as increased visitation, overnight stays, and economic impact.

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. *

The Esperanza Festival is interested in the Annual Tourism Marketing Grant since our event is annual and requires ongoing support for growth and highlight. Social media is very expensive and continues being a challenge.

10. Amount of TDA Funds Requested

*Tourism Marketing Grant Funding requires a match. *

\$10,000 is the amount the Esperanza Festival would like to apply for 2026

11. If your project is not funded at the level requested, will it still be completed? If so, explain how. *

This project depends on private annual donations and we are in the process of reaching out to new and past sponsors to match TDA \$10,000 funds.

12. Organization/Business Event Budget - Please provide itemized budget. *

Stage \$4,800
 T-shirts \$600
 Rentals (tables/ chairs/ tents) \$800
 Off Duty Services \$200
 Kids Zone \$600
 Signage (banners, street signs, etc) \$700
 Food/ water for volunteers \$300
 Marketing-(radio/printed and digital magazine/ reels/ professional photography/website, / Canva/ Facebook Boost/live feeds) \$6,000
 "
 Entertainment" \$5,800
 TOTAL -\$19,800

13. Provide a complete description of your project or sponsorship proposal including any of the following as applicable: purpose, event schedule, distribution of materials, duration, venue, economic impact, visitation, etc. What are the intended results? If this has happened in the past, please include any data. *

The creation of the Esperanza Festival was led by Alamance Arts and Alamance Citizens for a Drug Free community. The festival is the only of its kind in Alamance. It emphasizes inclusion, community awareness, and community-building, with a strong focus on family-friendly engagement and cultural preservation. It is held during Hispanic Heritage Month, reinforcing diversity and celebrating the dynamic nature of Alamance County. While the festival takes place in Graham, its purpose is to represent the whole county of Alamance as it continues growing. The festival takes place on the last weekend of September since 2021. In 2026 the festival will take place on Sept 26 from 12pm- 8 pm in downtown Graham. Since its creation, the festival has witnessed an increasing interest from participating agencies, local businesses and first-time visitors as well as recurrent attendees. This is a positive response to our hard work and commitment to the promotion of Alamance as a vibrant, historically rich and welcoming county. Regarding the economic impact generated by this annual festival, we can identify the following:

Direct Economic Benefits

Revenue for:

Local food vendors
Artisans and small businesses
Cultural performers

Indirect Impact

Increased foot traffic in downtown Graham
Exposure for local businesses and entrepreneurs
Strengthening of the local creative economy

Vendors report strong engagement and opportunities to connect with new customers, and this can be demonstrated by the fact that 90 % of vendors return every year. Additionally, the festival has created a safe and welcoming space for community agencies (public safety, government, private, grassroots, non for profit, religious etc.) can reach out to more community members and their families to foster community wellness, resources and cohesion across all sectors.

The festivals also offers:

Main performance stage(s) both local and out of the county artists (countries that have been represented since 2021 are USA, Brazil, Chile, Mexico, Colombia, Costa Rica, Venezuela, and Ecuador)

In addition, the festival has showcased local youth talent programs (Youth Musicians of Alamance) and has partnered up with the Southern Alamance Middle School Art Program to complete an art exhibit fully created and organized by the students since 2025.

Vendor corridors
Food truck zones
Children's activity areas
Community resource booths

2021- The festival took place in the Alamance Arts parking lot. We welcomed 300-400 visitors (mostly local community members)

2022- Second year at the Alamance Arts parking lot. This time we welcomed around 500 visitors

2023- The festival was relocated to downtown Graham where it has been until 2026.

2024- The festival witnessed an increase in vendors and agencies as well as in sponsors

2025- The festival recorded around 1200 visitors and noted an increase in first- time visitors from surrounding areas.

The Esperanza Festival has been created to foster community engagement among all regions of the county and to establish Alamance as a vibrant and engaging county with live attractions and innovating activities to explore.

14. Marketing Plan Timeline: Include the target audiences and strategies. Provide names of media placement, media schedule and type of advertisements/messaging/promotion. *

Marketing Plan Timeline:
 MIA MAGAZINE- 2 articles, 1 cover page (in September), 200 ads in Radio station and live coverage during the festival
 BURLINGTON LATINO MAGAZINE- 1 article, 1 cover page, flyer design, THANK YOU article in October
 ALAMANCE ARTS NEWSLETTER- ads starting in June and THANK YOU article in October
 Website Update as per May 2026 (upload new photos/ reels, 2026 flyer
 OTHER- additional pending
 Phase 0-5 in Facebook and Instagram described below:
 =====
 Phase 0: The Foundation (April & May)

 Focus: Rooting the festival in Alamance County history and Hispanic heritage.
 Month Theme Post Idea (FB/IG)
 April 19 National Volunteer Week Throwback Thursday: A photo of 2021 volunteers. "It takes a village. Want to help shape 2026? DM us to join the planning committee."
 April 24 Growth & Roots "Arbor Day Tie-in: Graham is big on Arbor Day.
 Post: ""Just like the trees in Bill Cooke Park, our community's roots run deep. Did you know the Latino community in Alamance has grown by 3% every year since 2010?""
 Note: Also tie in that the festival growing and continuing for a 5th year."
 May 2 Small Biz Month "Visit a local Hispanic-owned bakery or store
 ""Spotted: Getting our 'pan dulce' fix while dreaming of the festival food vendors!""
 May 10 Mother's Day Cultural Spotlight: Highlight how Mother's Day (Día de las Madres) is celebrated on May 10th in many Latin American countries.

 Phase 1: Awareness (June, July & August)
 Focus: Educating the audience and building the "Save the Date" buzz.
 Week Content Theme Post Idea (FB/IG)
 June 8 The Music Create a "Festival Prep" Spotify playlist featuring Salsa, Bachata, and Cumbia. Ask followers: "What's your go-to dance song?"
 June 22 The Food The Latin Food Map: Create a simple graphic or Reel of "3 Must-Try Latin Food Spots in Alamance" to get people hungry for the festival vendors.
 July 15 Save the Date Highlight reel from 2025. "Mark your calendars: Sept 27, 2026!"
 July 22 Local Fact "Did you know? Alamance County's Hispanic population has grown by over 15% in the last decade, making us a vibrant part of the NC Piedmont."
 Aug 5 Sponsor 1 Feature a local partner (e.g., Alamance Arts). "Why they support Esperanza."
 Aug 12 Culture 101 Explain the art seen at the festival.
 Aug 19 Local Hero Profile a local Latino leader in Alamance

 =====
 Phase 2: Engagement (August 20 – Sept 14)
 Focus: Recruiting volunteers and introducing the "Sights & Sounds."
 Week Content Theme Post Idea (FB/IG)
 Aug 26 Volunteer Call "Be part of the magic! Link in bio to join our volunteer team."
 Sept 2 Sponsor 2 "Shoutout to [Sponsor] for sponsoring XXX!"
 Sept 9 Interactive Poll: "What are you most excited for? 🎵 Live Music or 🍴 Food?"
 Sept 14 HHM Kickoff "Happy Hispanic Heritage Month! We're counting down 13 days to Esperanza."
 Sept 15- Oct 15 Word of the Week Weekly IG Story
 =====
 Phase 3: The Big Push (Sept 15 – Sept 27)
 Focus: Heavy promotion, schedule reveals, and day-of instructions.
 Date Content Theme Post Idea (FB/IG)
 Sept 15 HHM/Culture Share the 20+ Latin American flags that will be represented.
 Sept 15 Word of the Week Weekly IG Story
 Sept 20 The Schedule Post the full lineup. Tag the bands (Salsa, Cumbia) and dance groups.
 Sept 21 Word of the Week Weekly IG Story
 Sept 22 Local Spot Highlight Downtown Graham. "Park here, walk there, eat everywhere!"
 Sept 24 Sponsor 3 Final "Thank You" reel featuring all sponsor logos.
 Sept 26 Final Reminder "Tomorrow! 12pm-8pm. Free. Downtown Graham. See you there!"

 =====
 Phase 4: The Post-Mortem (Sept 28 – Oct 15)
 Focus: Gratitude, highlights and continuing the momentum through HHM
 Date Content Theme Post Idea (FB/IG)
 Sept 28 THANK YOU Recap slideshow
 Sept 28 Word of the Week Weekly IG Story
 Oct 5 Word of the Week Weekly IG story
 Oct 12 Word of the Week Weekly IG story
 TBD Reminisce 2026 recap highlight video

15. Upload Supporting Documents via link: https://visitalamance-my.sharepoint.com/:f/p/grace/IgBug_niSDlTSpeGWVGHK7L9AZSmjlqDGaxY9_4nfiduJyl and acknowledge with "Done" below. *

Done

16. I have read and understand the terms and requirements of this grant and agree to fulfill our obligation accordingly should this application be selected for funding. *

Yes, I have read the term and requirements, and I agreed to fulfill our obligation

17. The applicant attests that the application is complete in its entirety and the information submitted is true and accurate to the best of his/her knowledge. Information that is submitted that cannot be verified and/or lack of responses to pertinent application questions may be cause for the application to be rejected. *

4/5/2026

18. Date Submitted *

4/5/2026

19. Please use this area to expand on information to support the submission. *

We are very excited to continue our work in promoting Alamance among neighbors and visitors to NC but more importantly we are building new and safe bridges, connecting people with their neighbors, fostering new conversations while stimulating the local economy and placing our county in a better light as an emerging community, fresh economy and cultural gem. We cannot do this alone. It takes the entire planning committee (all 4-6 volunteer members) to make this happen and your financial support and trust can be the detonator of a higher exposure. We thank you in advance.

Project or Sponsorship Proposal

20. Question *

Sponsorship Proposal for an annual event (Esperanza Festival) which is expected to be relocated within Alamance in several stages

View results

Respondent

10 Anonymous

93:16
Time to complete

Please refer to the guidelines before applying for a grant.

- 1. I confirm that I have reviewed all eligibility requirements and grant criteria, and I attest that I meet all conditions necessary to apply for this grant. *

Yes we confirm and attest that we meet all necessary conditions for this grant.

- 2. Business/Organization Name *

Saturdays in Saxapahaw / Haw River Ballroom

- 3. Contact Name *

Heather LaGarde

- 4. Address *

1711 Saxapahaw Bethlehem Church Road, Saxapahaw, NC 27340

- 5. Phone & Email *

336 675 7704 heather@hawriverballroom.com

- 6. Website & Social Media Handles *

<https://www.hawriverballroom.com/saturdays-in-saxapahaw#/events> @hawriverballroom @saturdaysinsaxapahaw @saxapahaw

7. Date of Project/Event to begin and end *

Saturdays in Saxapahaw begins May 2 and runs every Saturday through the end of August (we understand projects must occur July 2026 – June 2027 fiscal year so we are applying for the July, August 2026 dates and the May, June 2027 dates here..

8. Project Budget *

\$53,800

9. Type of Funding Requested

Annual Tourism Marketing Grant - Supports strategic marketing initiatives that promote tourism to Alamance County and generates measurable results such as increased visitation, overnight stays, and economic impact.

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. *

We are requesting a grant but also feel that Tourism Sponsorship would be very appropriate for this event and would be grateful for your thoughts on the best fit for this high visibility/ large attendance, tourism focused, summer long festival.

10. Amount of TDA Funds Requested

*Tourism Marketing Grant Funding requires a match. *

\$7,840

11. If your project is not funded at the level requested, will it still be completed? If so, explain how. *

We have run this event for 21 years and will find a way no matter what - however this has been primarily funded by our family and our business and assistance is greatly appreciated as we have worked hard to keep this event free all these years.

12. Organization/Business Event Budget - Please provide itemized budget. *

Saturdays in Saxapahaw Total Budget

(* mark the budget lines we are asking be considered)

July, August 2026/ May, June 2027 BUDGET (Event scope: 18 dates)

A. Staff

Director / Talent Booking: \$4,000

Market Managers (2): \$8,650

Sound Engineers: \$4,950

Kid's Area Staff (2): \$2,200

Parking Attendant: \$1,650

Police / Traffic/ Security: \$3,300

Trash / Cleanup / Maintenance: \$1,100

Social Media & Tourism Marketing Manager: \$1,990 *

Staff subtotal: \$27,840

B. Event Expenses

Insurance: \$4,400

Music equipment rental / sound board / mics / speakers: \$8,250

Band food & drink: \$1,650

Supplies (tents, tables, staging & kid's area supplies, first aid kits): \$3,070

Signs / wayfinding: \$2,000 *

Handwashing stations: \$440

Portopotties: \$2,300

Posters / flyers / advertising / digital promotion: \$3,850 *

Expenses subtotal: \$25,960

Total projected operating cost (A + B): \$53,800

13. Provide a complete description of your project or sponsorship proposal including any of the following as applicable: purpose, event schedule, distribution of materials, duration, venue, economic impact, visitation, etc. What are the intended results? If this has happened in the past, please include any data. *

"Saturdays in Saxapahaw" is dedicated to increasing tourism and showcasing the best of Alamance County. For more than 21 years we've produced a summer-long series of free, family-friendly events every Saturday from early May through late August, drawing thousands of visitors from across North Carolina and the South. Over the years the series has welcomed more than 250,000 attendees, featured 380+ bands, and highlighted countless Alamance artists, entrepreneurs, farmers, and small businesses. The success of the series has aided the success of Saxapahaw, drawing visitors from across the State, filling hotels, and served as an introduction to Alamance County and launchpad for many of the now current tourism/ hospitality facing businesses in the village.

Each weekend "Saturdays in Saxapahaw" features top musical acts on the HayWagon Stage, a farmers' & craft market, children's activities, food trucks, bubbles, haybales, picnics and fun overlooking the beautiful Haw River—creating an inviting destination that encourages longer stays, hotel bookings, dining at local restaurants, river recreation, trail hiking and visits to nearby attractions in Burlington, Graham, and historic Saxapahaw. Widely recommended in regional publications, tv, radio, blogs and recently featured in Garden & Gun and Our State Magazines, the event generates measurable economic and cultural benefits for the county.

Through collaboration with local partners and county agencies, "Saturdays in Saxapahaw" intentionally promotes tourism initiatives that boost local revenue, support small businesses, and strengthen community resilience while contributing to the great reputation of Alamance County as an exciting and welcoming place to come visit!

TYPES OF SERVICES/PROGRAMS

Free weekly visitor-focused events: 18 Saturday gatherings featuring top level live music, markets, food, and family activities that draw day-trippers and overnight visitors. Cultural tourism programming: Curated music lineups (HayWagon Stage), artist showcases, and craft/food/local organization demonstrations that position Alamance County as an exciting and thriving cultural destination. Farmers' & craft market: Local producers and makers selling directly to visitors, driving farm-to-table and artisan tourism. Family and youth attractions: Supervised children's activities (slip-slide, giant bubbles, face painting, hands-on arts) to increase family visitation and length-of-stay. Visitor services and wayfinding: On-site information, maps, brochures, itineraries, and referrals to local lodging, restaurants, parks, and river recreation to encourage overnight stays and exploration of Burlington, Graham, and historic Saxapahaw.

Media & PR outreach: Ongoing promotion via earned media, digital channels, and travel partnerships to deliver positive coverage of Alamance County. We use the email lists and social marketing accounts of Saxapahaw, Haw River Ballroom, & Saturdays in Saxapahaw to amplify marketing messages with a reach of well over 100,000.

HOW WILL FUNDS FURTHER TOURISM AND VISITATION TO ALAMANCE COUNTY

Increase overnight stays: On-site visitor services and targeted promotion encourage attendees to book hotels and explore county attractions before/after events.

Strengthen destination branding: Professional production and PR placements (regional magazines, travel lists, radio/tv broadcast) elevate Alamance County's profile across North Carolina and the South.

14. Marketing Plan Timeline: Include the target audiences and strategies. Provide names of media placement, media schedule and type of advertisements/messaging/promotion. *

Earned media & PR: Regular outreach to regional and national travel publications, lifestyle outlets, TV, radio, and blogs (e.g., Garden & Gun, Our State, The INDY, regional travel lists) to drive destination awareness and third-party credibility.

Digital marketing: Targeted social media campaigns (Facebook/Instagram), boosted posts for event-specific draw, email newsletter to thousands of subscribers, and SEO-optimized listings on event and travel platforms to capture intent-driven traffic.

Advertising & listings: Placement on regional event calendars, travel apps, and targeted digital ads, posters, flyers, and merch in neighboring counties and major NC markets to pull regional visitors.

Weekly Ads running on NPR/ WUNC.

Signage across Saxapahaw and on HWY 54.

Weekly (Physical) Posters featuring bands and events in Chapel Hill, Carrboro, Durham, Raleigh.

200 independent social media posts across multiple channels including the social marketing accounts of Saxapahaw, Haw River Ballroom, & Saturdays in Saxapahaw. & Cup 22.

Bi-Weekly emails to Haw River Ballroom mailing list of 21,000 +

Partnership engagement with bands, local businesses and market vendors amplify all messaging.

Ongoing promotion via earned media, digital channels, and travel partnerships to deliver positive coverage of Alamance County. We use the email lists and social marketing accounts of Saxapahaw, Haw River Ballroom, & Saturdays in Saxapahaw to amplify marketing messages with a reach of well over 100,000.

Press releases to local, regional and statewide media and calendars.

15. Upload Supporting Documents via link: https://visitalamance-my.sharepoint.com/:f/p/grace/IgBug_niSDITSpeGWVGHK7L9AZSmjlqDGaxY9_4nfiduJl and acknowledge with "Done" below. *

Done

16. I have read and understand the terms and requirements of this grant and agree to fulfill our obligation accordingly should this application be selected for funding. *

Yes, I have read and understand the terms and requirements of this grant and agree to fulfill our obligation accordingly.

17. The applicant attests that the application is complete in its entirety and the information submitted is true and accurate to the best of his/her knowledge. Information that is submitted that cannot be verified and/or lack of responses to pertinent application questions may be cause for the application to be rejected. *

4/13/2026

18. Date Submitted *

4/13/2026

19. Please use this area to expand on information to support the submission. *

METHODS USED TO COLLECT ATTENDANCE NUMBERS / SUPPORTING DOCUMENTATION

Weekly manual headcounts at peak time (~6:30pm) for insurance and planning.

Spot counts and gate observations plus photographic and video records.

Vendor and vendor-sales reports corroborating foot traffic. (Documentation: attached event photos, video links also available.)

HOW DOES YOUR ORGANIZATION PROMOTE VISITATION TO ALAMANCE COUNTY? SPECIFICALLY, HOW DO YOU BUILD BRAND AWARENESS, ENGAGEMENT, AND INCREASE TRAFFIC FROM LOCAL AND REGIONAL AUDIENCES?

We use a coordinated tourism-marketing and partner strategy that converts event interest into county visitation:

Earned media & PR: Regular outreach to regional and national travel publications, lifestyle outlets, TV, radio, and blogs (e.g., Garden & Gun, Our State, regional travel lists) to drive destination awareness and third-party credibility.

Digital marketing: Targeted social media campaigns (Facebook/Instagram), boosted posts for event-specific draw, email newsletter to thousands of subscribers, and SEO-optimized listings on event and travel platforms to capture intent-driven traffic.

Cross-promotion with tourism partners: Can assist and partner on formal referrals and joint itineraries with Alamance County tourism offices, local hotels, restaurants, parks, and river outfitters to convert attendees into overnight guests and multi-attraction visitors.

On-site visitor engagement: Dedicated information booth, printed itineraries, maps, fans! (the audience LOVED the fans donated by the tourism office last year featuring a picture of the Saturdays in Saxapahaw Stage!!!), and staff referrals to lodging and county attractions; signage and QR codes linking to booking pages and partner offers.

Strategic partnerships: Collaborations with regional travel influencers, UNC and regional universities, and community organizations to broaden reach across nearby population centers.

Advertising & listings: Placement on regional event calendars, travel apps, and targeted digital ads, posters, flyers, and merch in neighboring counties and major NC markets to pull regional visitors.

Measurement & refinement: Track attendance, website referrals, hotel partner feedback, social engagement, and media reach to refine targeting and maximize ROI for county tourism. Result: A clear, repeatable funnel—from media exposure and social engagement to on-site referral to local lodging, dining, and recreation—driving measurable increases in visitation, positive brand and reputational awareness and visitor spending across Alamance County.

Project or Sponsorship Proposal

20. Question *

Not sure what this question is as we just see the word "question" above - apologies and please let us know if we are missing something!

View results

Respondent

11 Anonymous

23:28
Time to complete

Please refer to the guidelines before applying for a grant.

1. I confirm that I have reviewed all eligibility requirements and grant criteria, and I attest that I meet all conditions necessary to apply for this grant. *

Yes

2. Business/Organization Name *

Studio 1

3. Contact Name *

Tami Kress

4. Address *

309 Huffman Mill Road Unit 540

5. Phone & Email *

336-269-3700 tami@studio1online.org

6. Website & Social Media Handles *

www.studio1online.org

7. Date of Project/Event to begin and end *

July 1, 2026-May 31, 2027

8. Project Budget *

\$4,400

9. Type of Funding Requested

Annual Tourism Marketing Grant - Supports strategic marketing initiatives that promote tourism to Alamance County and generates measurable results such as increased visitation, overnight stays, and economic impact.

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. *

Annual Tourism Marketing Grant

10. Amount of TDA Funds Requested

*Tourism Marketing Grant Funding requires a match. *

\$2200

11. If your project is not funded at the level requested, will it still be completed? If so, explain how. *

We will do half of what we are requesting.

12. Organization/Business Event Budget - Please provide itemized budget. *

\$4400
Spend \$400 a month (over 11 months) on text messaging marketing

13. Provide a complete description of your project or sponsorship proposal including any of the following as applicable: purpose, event schedule, distribution of materials, duration, venue, economic impact, visitation, etc. What are the intended results? If this has happened in the past, please include any data. *

We have not done text message marketing before. Our ticketing program captures phones numbers, so we want to maximize the data available to us. We can also choose what prefixes to send messages to so we can focus on our of county visitors for some of the marketing.

14. Marketing Plan Timeline: Include the target audiences and strategies. Provide names of media placement, media schedule and type of advertisements/messaging/promotion. *

We will focus on the data from our ticketing system, and work to capture phone numbers of new possible patrons at events.
We will promote all of our events each month.

15. Upload Supporting Documents via link: https://visitalamance-my.sharepoint.com/:f/p/grace/IgBug_niSDITSpeGWVGHK7L9AZSmjlqDGaxY9_4nfiduJyl and acknowledge with "Done" below. *

Done N/A

16. I have read and understand the terms and requirements of this grant and agree to fulfill our obligation accordingly should this application be selected for funding. *

Yes

17. The applicant attests that the application is complete in its entirety and the information submitted is true and accurate to the best of his/her knowledge. Information that is submitted that cannot be verified and/or lack of responses to pertinent application questions may be cause for the application to be rejected. *

4/15/2026

18. Date Submitted *

4/15/2026

19. Please use this area to expand on information to support the submission. *

We are very excited to step into the text marketing realm. Studies show that the unsubscribe rate is so much lower and the open rate is so much higher than other forms of marketing so we think it will be strong tool for us.

Project or Sponsorship Proposal

20. Question *

Sponsorship Proposal

Alamance County TDA Board Members

2025-2026

Kavita Patel (2nd Term)

Fairfield Inn and Suites, Director of Sales
111 Spring Forest Drive
Mebane, NC 27302
919-568-8500, phone; 919-568-8499,
919-904-0122, cell
Email: Kavita.patel@marriott.com
Term Expires: August 31, 2027

Grace VandeVisser, Executive Director

Alamance County Visitors Bureau
200 S. Main Street
Burlington, NC 27215
Office: 336-570-1444
Cell: 336-266-3668
Email: grace@visitalamance.com

Teena Koury (2nd Term)

Best Western/Grill 584
P.O. Box 850
Burlington, NC 27216
Cell: 336-260-0841
Email: tkoury@carolinahosiery.com
Term Expires: August 31, 2026

Susan Evans, County Finance Director

Alamance County Government
124 West Elm Street
Graham, NC 27253
Office: 336-570-4026
Cell: 336-260-4728
Email: susan.evans@alamancecountync.gov

Tony Laws (1st Term)

Burlington Recreation & Parks
PO Box 1358
Burlington, NC 27216
Phone: 336-222-5034
Email: tlaws@burlingtonnc.gov
Term Expires: August 31, 2027

Jamie Merchel (Dept. Head)

Alamance County Recreation & Parks
3916 R. Dean Coleman Road
Burlington, NC 27215
Office: 336-229-2410
Cell: 336-264-6932
Email: jamie.merchel@alamancecountync.gov

Stephanie Williams (1st Term)

Alamance Chamber
610 S. Lexington Avenue
Burlington, NC 27215
Office: 336-745-0853
Email: Stephanie@alamancechamber.com
Term Expires: August 31, 2026

Katie Geoffrion (2nd Term)

Courtyard by Marriott
3141 Wilson Drive
Burlington, NC 27215
Office: 336-585-1888
Email: cybales@1stcarolina.net
Term Expires: August 31, 2027