



Alamance County Visitors Bureau Tourism Reimbursement Grant Program

The Alamance County Tourism Development Authority (TDA) established the annual Tourism Reimbursement Grant Program in July 1998. This grant is made possible through the collection of the local occupancy tax. The TDA designates a portion of this tax to promote attractions and special events.

The objective of the program is to stimulate the economic growth of tourism expenditures within Alamance County. The program is provided to assist any tourism related organization (non-profit), which will promote and market travel and tourism in Alamance County. The event organizer's office must be located in Alamance County and/or have a board comprised of at least 50% Alamance County residents.

Funding decisions are awarded based on the following: 1) the applicant's ability and intent to attract visitors; 2) the impact of the funds on the success of the overall project; and (3) the successful completion and results of past projects. The Bureau, with the direction and advice of the TDA, will review the applications, and of those applications considered, may require a presentation to be made for final approval.

At the current time, a total of \$25,000 is available for distribution with a maximum of \$5,000 for each application. Although having merit, a project may be written for a two-year grant cycle for a total of \$10,000 (receiving funds in two installments), or \$10,000 could be awarded based on availability of one year funds.

Applications must be completed and received by the designated date. All applicants will receive notification by date noted below of the final decisions. Grant money will be distributed at the completion of the project or item requested, after presentation of receipts for reimbursement no sooner than 20 days after the approval notification. The project must be completed and money distributed by the deadline unless the administrator has approved an extension.

Any Alamance County or regional non-profit organization that plans, promotes, or operates any Alamance County tourism related event, attraction, or activity that is open to the general public, and is tourism friendly, is eligible.

Grant Application Timeline:

November 1, 2021 - Applications will be posted on the website.

January 3, 2022 – Deadline to receive application and related documents.

January 25, 2022 – Applications reviewed by the Tourism Development Authority.

February 1, 2022 – Recipients notified.

The last day to submit paid invoices for reimbursement, without jeopardizing the following year's grant, must be submitted within 30 days of promotion/marketing completed based on grant awarded.

All Inquiries and Applications should be directed to Grace VandeVisser
Alamance County Visitors Bureau
200 S. Main Street, Burlington, NC 27216-0519 Phone: 336-570-1444
grace@visitalamance.com

Guidelines:

1. Projects must enhance and promote tourism and are awarded based on the significant amount or potential amount of tourism business generated for Alamance County.
2. Primary consideration is given to projects that are: promotional in nature, intended to increase the impact to the area, have the ability to attract visitors on a continuing basis, and designed to enhance Alamance County as a travel destination.
3. If the organization is publishing or producing a printed piece, neither the Bureau nor the TDA should be listed within the publication without prior permission. In addition, if funding is for brochure production, monies awarded will be limited to the development and first printing of the brochure and not subsequent printings or printing of existing brochures.
4. Before funds are disbursed, recipients must submit a project Accountability Form and copies of paid receipts within 30 days after completion of project. You will only receive funds for the amount that is shown by receipts; total amount granted is not automatically guaranteed, only receipt amounts. The reimbursement must be paid directly to the organization that applied for the grant.
5. Projects must meet the specifications of the accepted application and all guidelines followed or funds may be jeopardized.
6. Use of grant funds may be used for tourism-related advertising and promotion through print, digital and broadcast. Includes production costs of media advertising. Advertising buys must include markets more than 50 miles from Alamance County.
7. Funds will not be granted for normal and routine operating and administrative expenses of the organization applying. Routine operating expenses include office rentals, postage, phone charges, shipping, salaries, etc. Additionally, the following expenses are not covered: capital expenditures, existing loans, expenses/obligations prior to grant approval, scholarships and any cash awards.
8. The CVB reserves the right to inspect the grant recipient's records to ensure compliance with program guidelines and accuracy of financial reporting.
9. Project applicants cannot transfer funds from one specific tourism project to another without a written request and approval from the TDA.
10. The use of the Bureau's social media handles are to be included when sharing information about said event/promotion on social media: @visitalamance / #visitalamance
The CVB must be recognized on all advertising materials related to the sponsored event either by name or with a supplied CVB logo. Adherence to the promotional calendar submitted will be required.
11. A signed copy of these guidelines must accompany application, please retain a copy for your records and mail or deliver by deadline (no faxes accepted).

Please sign and date here, return with the application and retain a copy for your records.

I _____ (name), representing _____ (organization) have read the following guidelines for the Annual Tourism Grant. I agree to abide by these guidelines with the understanding that the CVB reserves the right to cancel the award if these guidelines are not followed. All decisions made by the TDA Board are final.

Date _____



Annual Tourism Grant Application for Funds

Application Deadline: January 3, 2022

Notification Date: February 1, 2022

GRANT CYCLE FUNDING USE: JULY 2022 – JUNE 2023

Please Type

1. Organization/Agency _____

2. Event/Project Contact _____

3. Address _____

4. Phone _____ Federal Tax ID # _____

5. Website _____

6. Event/Project Name _____

7. Date event/project to begin _____ Date to be completed _____

8. Amount of TDA funds requested: _____ Anticipated Project Budget: _____

9. What is the total amount that you will directly provide in funding for this project? \$ _____
-If this project has been held previously, include a copy of the budget from the previous year.

10. If your project is not funded at the level requested, will it still be completed? _____

11. What is the minimum amount you can receive to proceed? \$ _____

12. Type of project: Event Collateral Material Marketing/Advertising

13. Organizations Annual Budget

Current Year \$ _____ Income \$ _____ Expenses \$ _____

Next Year \$ _____ Income \$ _____ Expenses \$ _____

14. Provide a complete description of the project (including purpose, event schedule, duration, venue & intended results along with background of project).

15. Project Reach: Justification and benefit to tourism in Alamance County through estimated economic impact and visitation.

16. FY 2023 Est. Attendance: _____ If applicable, estimated hotel room nights: _____
Last year's Attendance: _____ If applicable, last year's actual hotel room nights: _____

17. Marketing Plan Timeline: Include the target audiences and strategies. Provide names of media placement, media schedule and type of advertisements/messaging/promotion (Form attached).

18. Please provide additional support for your project such as drawing, specifications, mock design, pictures, etc.

19. Additional Comments.

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.

Project Director Signature _____ Date _____

Return Application To:
Alamance County Visitors Bureau
200 S. Main Street, Burlington, NC 27215
(336) 570-1444 or via email to grace@visitalamance.com

Event and/or Marketing Advertising Schedule

Please identify each placement for each component of submission and schedules for all messaging for events and marketing.

Ad Project Description: _____

Media Placement(s): _____

Type: Digital Print Broadcast Other: _____

Media Schedule Timeframe:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Ad/Promotion Frequency: _____

Ad Project Description: _____

Media Placement(s): _____

Type: Digital Print Broadcast Other: _____

Media Schedule Timeframe:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Ad/Promotion Frequency: _____

Ad Project Description: _____

Media Placement(s): _____

Type: Digital Print Broadcast Other: _____

Media Schedule Timeframe:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Ad/Promotion Frequency: _____

Please print additional pages as needed.