

Dear Grant Applicant:

The Washington Tourism Development Authority (WTDA), as a part of its mission, helps in the promotion of events and activities in the Washington area. Grant funding is also periodically available to assist with this effort.

Enclosed is a WTDA Grant Application. This application was designed to provide the necessary information about projects and events to help the WTDA Board of Directors make an educated decision about funding specific projects. It is important that all requirements of the application are met prior to submitting the application for review.

Of particular note are items 1 and 3 of the Application Process.

1. Application should be completed at least 90 days prior to the event and no later than the last Tuesday of the month. **For example:** *the event is scheduled for May 20. The application should be submitted to the WTDA by February 20. If the application is received after the last Tuesday of the month, it will not be considered at the upcoming meeting that falls on the 3rd Wednesday of each month. Rather, it will be considered 1 month later.*
3. A representative of the applying organization may be asked to attend the monthly board meeting in which the application will be reviewed to answer any questions and present the project to the board of directors.

Upon approval of a grant request your organization will be notified in writing. At that time your organization will receive instructions and helpful information regarding completion of the Final Report that is due 30 days after the completion of your project.

Should you have questions please feel free to contact the WTDA office at 252-975-9652.

Sincerely,

A handwritten signature in black ink that reads "Paul Stephenson".

Washington Tourism Development Authority Director

WASHINGTON TOURISM DEVELOPMENT AUTHORITY GRANT APPLICATION

Fiscal Year 2024 - 2025

PROGRAM DESCRIPTION:

The Washington Tourism Development Authority awards grants in accordance with its By-Laws which were established under an ordinance passed by the Washington City Council in 1994. The funding is derived from occupancy taxes collected from tourists and visitors staying in hotels/motels located within the city limits of Washington.

The primary purpose of the WTDA Grant Program is to stimulate and assist Washington - Beaufort County organizations and agencies in the enhancement, promotion, and marketing of tourism and culturally related events and activities. That bring tourist and visitors to Washington to stay one or more nights. Furthermore, the purpose of this program is to give greater scope to innovative ideas and to help organizations and agencies undertake an activity it would not consider without special funding from the Washington Tourism Development Authority. This program is designed to establish activities and events, which because of their own merit, eventually can grow and flourish without direct funding from this grants program.

APPLICATION PROCESS:

1. *Application should be completed at least 90 days prior to the event and no later than the last Tuesday of the month. For example: the event is scheduled for May 20. The application should be submitted to the WTDA by February 20. If the application is received after the last Tuesday of the month, it will not be considered at the upcoming meeting that falls on the 3rd Wednesday of each month. Rather, it will be considered 1 month later.*
2. Completed applications must be returned to the WTDA, PO Box 1765, Washington, NC 27889. Washington Tourism Development Authority meets at noon on the third Wednesday of every month.
3. A representative of the applying organization may be asked to attend the monthly board meeting in which the application will be reviewed to answer any questions and present the project to the board of directors.
4. This is a reimbursement grant. No funds will be paid for work completed prior to the approval of the grant. All expenses must be accounted for with receipts, cancelled checks, and examples of actual advertising (tear sheets, brochures, fliers, etc.) These items must be presented to the WTDA within 30 days of the completion of the project/event before reimbursement may occur. Reimbursement will not be made without the required paperwork.
5. A Final Report shall be filed with the Tourism Development Director of the Washington Tourism Development Authority within 30 days following the event. A final report form is attached to this application. The purpose of this report is for the WTDA to review compliance with terms and conditions of grant funding.

APPLICATION SPECIFICATION & GUIDELINES:

1. Primary consideration will be given to projects/programs with the potential for positive economic impact, and to projects that promote travel, particularly through paid advertising.
2. The WTDA Grant Program is designed to help organizations establish events, attractions or festivals that can grow and prosper without continued direct funding from the Washington Tourism Development Authority's Tourism Grant Program. The WTDA, at its discretion, may choose not to fund established projects on a continuing basis.
3. Preference will be given to projects that promote out-of-county visitors and increase the number of overnight stays in Washington.
4. In making decisions on grant applications, the WTDA will consider such factors as the type and scope of the organization/agency applying, the effect and impact of proposed project on travel and tourism, the timetable in which the project will be completed, the dollar amount requested, the projects ability and intent to attract visitors to Washington on a continuing basis, and the overall merit of the application.
5. Amount of Funding: Total funding of any event, project or publication will not be greater than 25% of the total project budget and will not exceed \$5,000.00.
6. Funds shall not be granted for normal and routine operating expenses normally paid by the grantee. Routine expenses include (but are not limited to) such costs as: lodging, telephone, shipping, salaries and fringe benefits.
7. If at any time projects are not being performed within the scope of the approved application and terms of this program, it will be cancelled and NO funds will be issued by the WTDA.
8. In the event grant applicant pursues funding for brochure production, monies awarded will be limited to development and first printing of a new brochure and not subsequent printings of said brochure. Funds will not be awarded for additional printing of an existing brochure.
9. Funds will be disbursed by the WTDA at the discretion of the Board of Directors and subject to availability of funds.
10. Funding may be awarded to recreation leagues to help attract regional or statewide tournaments to Washington. Application process must be followed.

SIGNATURE LINE:

My signature attests to the fact that I have read, understand and agree to abide by the terms stated above.

Organization Official

Date

Return Completed Application To:

Washington Tourism Development Authority, PO Box 1765, Washington, NC 27889 or via email to visitwashingtonnc@gmail.com

Name of Organization: _____

Mailing Address: _____

Phone: _____ Fax: _____

Email: _____

Preferred method of contact: ☐ Phone ☐ Email

Project Director: _____ Title: _____

Project Name: _____

Total Project Budget: _____ Amount Being Requested: _____

Source(s) of Project Funding: _____

Source of Organization/Agency Operating Funds: _____

Date Project to Begin: _____ Date Project to End: _____

Is your organization For Profit or Non-Profit? _____

Federal ID#: _____ Organization's fiscal year ends: _____

What is your organization's annual budget? _____

Anticipated Visitor Attendance: _____

Anticipated impact on Hotel/Motel Occupancy: _____

Narrative Description of Project (include need assessment/purpose of project, outline of project procedure, intended results of project)

Any additional comments that support the need for project and/or projects merit as an event or activity to enhance Washington as a travel destination.

How will the requested funds be utilized? Complete the section(s) specific to the request.

1. Special Events/Projects (be specific in expense breakdown)

2. Marketing/Promotion (if paid media specify name/type of media or publication and the date of airing/appearance; if audio visual specify slides, film, video, etc., for all other be specific in expense breakdown)

3. Collateral Material (specify type and number printed, include breakdown of design, layout and printing cost)

4. Travel and/or Travel Show (specify breakdown and show name)

5. Recreation Leagues (show specific use of requested funds)

6. Other (be specific)

Total Requested Funds: _____

Name & Address to appear on check: _____

Project Director Signature: _____ Date: _____

Signature of Organization Official: _____ Date: _____

Washington Tourism Development Authority Grants Program Final Report

This form must be accompanied by copies of the following within 30 days of project completion: receipts, cancelled checks, and examples of actual advertising (tear sheets, brochures, fliers, etc.) Reimbursement will not be made without the required paperwork.

Project Title: _____

Amount Awarded \$ _____ Amount Spent \$ _____

Date Project Completed _____

Project Description _____

Evaluation of Overall Project _____

Evaluation of Economic Impact to the Travel Industry in Washington

Total Number of Individuals Benefiting Directly from the Project (i.e. total attendance/participation)

Impact on the Hotel/Motel Industry in Washington (number of room nights)

Any Additional Information Supportive of Project's Success in Achieving Intended Results
