



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 2 of the Application Process.

1. Open calls for grant proposals are issued on this schedule:

<b>For events occurring in...</b>	<b>Call will be open</b>	<b>Candidates will be notified</b>
<b>April 2020-Sept. 2020</b>	<b>Dec. 1-30, 2019</b>	<b>January 2020</b>
<b>Oct. 2019-March 2020</b>	<b>June 1-30, 2019</b>	<b>July 2019</b>

2. A representative of the applying organization **will** 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 after the completion of your project. **Failure to turn in the final report within the 30 day requirement may impact your ability for future funding,**

Should you have questions please feel free to contact the WTDA office at 252-975-9653.

Sincerely,

*Erin Ruyle*

Tourism Development Director

# **WASHINGTON TOURISM DEVELOPMENT AUTHORITY TOURISM GRANT APPLICATION**

## **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 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. 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. Open calls for grant proposals are issued on this schedule:

<b>For events occurring in...</b>	<b>Call will be open</b>	<b>Candidates will be notified</b>
<b>April 2020-Sept. 2020</b>	<b>Dec. 1-30, 2019</b>	<b>January 2020</b>
<b>Oct. 2019-March 2020</b>	<b>June 1-30, 2019</b>	<b>July 2019</b>

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 will 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. **Failure to turn in the final report within the 30 day requirement may impact your ability for future funding,**

6. If funding is awarded, the Washington Tourism Development Authority shall be listed and recognized as a sponsor of the event or project. *Recipients of WTDA Tourism Grants must use the WTDA language and credit the Washington Tourism Development Authority for their cooperative efforts. Use of the WTDA logo must meet branding standards as approved by the Director of Tourism.*

### **Eligibility**

1. Applicants may submit one application per funding cycle. The same project cannot receive funding from the WTDA more than two years in a row. Projects which demonstrate new elements/additions to enhance the event as it grows may be considered for funding beyond the two-year mark.

### **Application Specifications & Guidelines**

1. Primary consideration will be given to projects/programs with the potential for positive economic impact, and to projects that promote travel from areas more than 100 miles distant, particularly through paid advertising and during times other than peak tourism season.

2. Projects performed under this program must be totally and completely for travel promotions and may not contain or include any material or information not strictly related to destination marketing.

3. 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.

4. Preference will be given to projects that promote out-of-county visitors and increase the number of overnight stays in Washington.

5. 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.

6. Amount of Funding: Minimum Grant Request: \$500 | Maximum Grant Request: \$3,000

7. 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.

8. 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.

9. 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.

10. Funds will be disbursed by the WTDA at the discretion of the Board of Directors and subject to availability of funds.

11. Funding may be awarded to recreation leagues to help attract regional or statewide tournaments to Washington. Funds awarded may also be used to offset league expenses for the tournaments.

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) \_\_\_\_\_

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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. \_\_\_\_\_

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\_\_\_\_\_

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)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

4. \_\_\_\_\_

\_\_\_\_\_

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

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\_\_\_\_\_

\_\_\_\_\_

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 \_\_\_\_\_

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Evaluation of Overall Project \_\_\_\_\_

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Evaluation of Economic Impact to the Travel Industry in Washington \_\_\_\_\_

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

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

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

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**Tourism Development Authority Grants  
Program Final Report**

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Project Title: \_\_\_\_\_

Amount Awarded \$ \_\_\_\_\_

Amount Spent \$ \_\_\_\_\_

Date Project Completed \_\_\_\_\_

Project Description \_\_\_\_\_

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Evaluation of Overall Project \_\_\_\_\_

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Evaluation of Economic Impact to the Travel Industry in Washington \_\_\_\_\_

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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 \_\_\_\_\_  
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