

**EDGECOMBE COUNTY TOURISM DEVELOPMENT AUTHORITY  
TOURISM ASSISTANCE GRANT (TAG) GUIDELINES**

The purpose of the Edgecombe County Tourism Development Authority (ECTDA) is to increase travel, and over-night stays to Edgecombe County improving the economy of the county.

**Description of the Program:**

The Tourism Assistance Grant (TAG) program's primary purpose is to stimulate and assist Edgecombe County organizations and agencies in promoting and marketing tourism and culturally-related experiences that increase commerce to our county and drive overnight visitation.

**Evaluation of Grants:**

To be considered for a grant your organization must complete the grant application form which is available from the ECTDA (email- [director@TarboroChamber.com](mailto:director@TarboroChamber.com) ) or tripnc.com website under Tourism Grant Request. The Edgecombe County Tourism Development Authority (ECTDA) will evaluate each request and recommend awards at a regularly scheduled board meeting. Grant request will be reviewed by the committee three times annually, *with some exception given*. Applicants will receive notice within 15 days from such tourism meeting.

Application submissions will be reviewed and accepted *three times per year*; February, May and October, with some exception given.

**Grant applications will be scored by the Committee based on the following factors:**

- Ability to generate Edgecombe County lodging stays
- Uniqueness and innovation of the project
- Market to be served
- Strength of the marketing plan
- Financial Stability of organization
- Ability to match funds
- Sustainability and growth of the event
- Ability to self-sustain without funding

**TYPES OF GRANTS OFFERED:**

**Large Scale Tourism Event Grant** – This grant is to provide funds for advertising and promoting annual events, festivals, and other special promotions that are designed to bring visitors from outside a 50-mile radius to Edgecombe County, particularly during the non-peak season or shoulder time in the months of January and February and August and September. An event shall be defined as a new or existing organized sporting event, recreation leagues which draw regional or statewide tournaments or arts/culture events, concert, exhibition, festival, fair, performance, conference or happening which is conducted per a prearranged schedule that the public can attend.

**PLEASE NOTE: ANY GRANT REQUEST OUTSIDE OF THE PERIMETERS ESTABLISHED WILL BE REVIEWED ON A CASE BY CASE BASIS.**

## **Grant Guidelines:**

1. An organization is recommended to submit one annual event application. If your organization puts on multiple events, please submit one application for all the events. Each event submission must include an event form with written narrative of the event, in a press release format for media sharing for each event.
2. All events must be held within Edgecombe County
3. Media marketing such as print and social media will be coordinated with the Tourism Authority, with exception for unique marketing outlets ex: radio advertisement and event specific marketing. Event information form will be submitted to the committee for review for social media, print, and online media sharing. ECTDA must be given advanced approval on all funded marketing activities, including advertisements, flyers, posters, programs, websites, and electronic marketing.
4. Events that have been awarded grant funding for three consecutive times must apply for new projects, which can include targeting new markets/audiences or new mediums/promotions, or demonstrate how they are significantly growing their event or attraction with visitors. Funding will not be awarded for the same projects/markets more than three times. ex: fireworks
5. The Committee strongly encourages events to show the potential to generate overnight hotel stays, attract visitors from outside of a 50-mile radius of the Edgecombe County area, create a positive economic impact through food, beverage, and retail expenditures, and ability to project a positive image of Edgecombe County.
6. No event may have as its primary purpose the promotion of a specific candidate, political party, or platform.
7. No event-related marketing efforts may promote lodging facilities located outside Edgecombe County.
8. If an event has a history of attendees or participants creating negative experiences or damages to Edgecombe County lodging, restaurant, or attraction partners will no longer receive funding or support by tourism dollars.
9. Events must be available to the public either free access or by ticket purchase, and be handicapped and programmatically accessible.
10. If applicant cannot complete the approved event for which funds have been allocated, the ECTDA must be notified immediately. Failure to complete an event as submitted in the approved application may have an impact on future funding decisions and allocations.
11. Funding will be released to grantees when the event is completed, unless funding is required to financially support the event. Ex: fireworks
12. *ECTDA must be given recognition as a sponsor of the event on the website, event or social media page, a link to the TripNC.com website. ECTDA will provide their logo and an electronic link to all funded applicants in the appropriate format and include line item "sponsored by the Edgecombe County Tourism Development Authority"*

13. Each applicant must include a marketing plan and budget with their application.
14. Grant recipients will provide receipts for eligible expenses totaling the amount that was granted.
15. Each organization receiving grant funding is encouraged to capture information on attendees, including email, demographic information, spending habits, event satisfaction, and how they heard about the event. ECTDA will supply a survey with suggestions on how to implement the survey.
16. Grant recipients must present a post-event summary at a future ECTDA Committee meeting within 90 days after event to receive future funding. A summary form will be provided by ECTDA. Failure to submit the summary or a summary with incomplete or missing information may affect funding of future applications.
17. *ECTDA reserves the right to disqualify any applicant or application for any reason.*

**Final Wrap up:**

**Grant recipients must submit a post event summary within 30 days' post event.**

- A. Estimated attendance and hotel room nights generated (if applicable). Describe method used to estimate attendance.
- B. Summary of grant funded marketing projects used to promote the event or attraction along with total budget showing revenues and expenditures.
- C. Summary of any press or media coverage.
- D. General assessment of the event; the entities success, concerns or recommendations for changes.

**Eligible Grant Expenditures for Reimbursement:**

1. Advertising placed in media outlets that reach outside a 50-mile radius of Edgecombe County. Production and technical expenses, rentals of infrastructure related to the event, entertainment, merchandise.
2. Production cost associated with brochures, posters, video, television, radio etc. Applications must be specific on methods of distribution, production costs or any other expenses funded by the grant.

**Ineligible Expenditures:**

1. Advertising or promotional pieces not related to the event.
2. Fees associated with the hiring of a marketing or public relations company.
3. Event tickets or passes used in marketing of PR projects. ECTDA considers tickets and passes to be in-kind expenses, and will not pay the cost of providing tickets to media outlets for contests or PR campaigns.

4. General and administrative expenses including salaries.
5. Seed money for such items as permits
6. The ECTDA will not fund any debts incurred prior to grant request.

*Thank you for your application. For questions concerning your grant request please contact Edgecombe Tourism at 252.823.7241 or email [director@tarborochamber.com](mailto:director@tarborochamber.com)*