



# Tourism Grant Program

***TCTDA Mission*** - *To generate and enhance tourism opportunities in Transylvania County through strategic promotion coordinated with tourism-related businesses and local government, and to contribute to a vibrant, sustainable economy.*

***TCTDA Vision*** - *To position Transylvania County as a desirable four-season destination for those seeking an authentic leisure experience that makes the most of the county's abundant natural resources and unique cultural opportunities; to elevate tourism as a viable and significant contributor to Transylvania County's economic, social and cultural well-being; and to support the conservation and enhancement of our natural resources.*

## **Purpose**

There are various ways the TCTDA accomplishes its mission, with direct marketing and promotion of Transylvania County as the primary tactic. However, there are a number of initiatives, like the tourism grant program, that play an important role as well. The goal with this program is to maximize the impact of TCTDA funds by supporting local individuals and organizations with events or initiatives that positively affect the local tourism economy.

## **Grant Criteria**

The following criteria will be used as a basis for evaluating and awarding grants:

- The extent to which the requested funding results in visitors to Transylvania County, with overnight visitors as a first priority and day visitors as a second.
- The extent to which it results in visitor impact during off-peak times with highest priority given to the time of year with the lowest demand.
  - Slow season: December thru March
  - Shoulder season: April/May (until Memorial), September (after Labor), and November
  - Peak season: Memorial Day Weekend thru Labor Day Weekend, plus October
- Strong preference is given to grant requests supporting new or substantially changed events/initiatives.
- Preference is placed on grant dollars that are directly attributable to marketing and promotion.
- Preference is given to requests that include marketing and promotion outside of Transylvania County.
- The extent to which it enhances the experience of visitors, resulting in return visits and new visitors through word-of-mouth.
- The extent to which it matches the TCTDA mission and Transylvania's local brand.
- The extent to which it shows sustainability.
- Preference is given to requests that include other partners.

\*Based on a desire to support new and sustainable events/initiatives, repeat annual requests with no significant innovations will be evaluated even more strictly based on the above criteria. Note that a detailed "After-Action Report" from any prior grant(s) is required to be considered for a new grant. An emphasis is placed on meaningful

information on the local impact of your event/initiative as well as details on the makeup of your visitor/attendee.

## Eligibility and Other Requirements

- The primary benefit of the event/initiative must be to Transylvania County.
- Applications will be accepted from non-profit and for-profit organizations.
- Only one request per event/initiative may be made each calendar year.
- An organization or agency may apply for more than one grant within the calendar year as long as each grant application is for different events/initiatives.
- A minimum of 20% of the project costs must be provided from other funding sources (i.e. the applicant and/or other partners). In-kind donations do not apply.
- Grant funds must be used within one year of the award date.
- Appropriate TCTDA support credit must be included in all applicable areas.

## Funding

Grant requests may be made for up to a maximum of \$3,000. The TCTDA may award an amount less than is requested. Once a grant is awarded, funding may be requested by contacting Tourism Development Coordinator Prentiss Brewer for a brief review, which will cover the following:

- Is the event/initiative planning substantially underway?
- Has/will the TCTDA be included in all appropriate promotion associated with the event/initiative?
- Confirmation of contact information for dispersal of check.

## Partnership Credit

The TCTDA must receive appropriate partnership credit on ads, promotional material, and press releases. The TCTDA will provide digital logo(s) and should be referred to as Transylvania County Tourism Development Authority or Transylvania Tourism if there are space restrictions. A proof must be provided of any of the above-mentioned items prior to creation or printing to ensure that placement, size, etc. is appropriate and to make sure that the background does not render the logo illegible.

## After-Action Report

By completing this application you are acknowledging that you will submit an after-action report within 60 days of the conclusion of your event/initiative. Failure to provide the after-action report will disqualify the applicant from future grant considerations.

## Application Deadline

Grants are reviewed quarterly by the TCTDA Board of Directors. Note the below deadline and notification schedule. **Applications must be submitted well in advance of any marketing and promotion associated with your event/initiative to ensure appropriate partnership credit is provided.** Additionally, it is recommended that you submit an application in advance of the deadline in case there are any questions or additional information is needed before it is presented to the TCTDA Board. Applicants have up to one year to complete the event/initiative and/or request awarded funds.

Application Deadline	Award Notification	Grant Use Period
<input type="checkbox"/> December 31	January 31	One Year from Notification
<input type="checkbox"/> March 31	April 30	One Year from Notification
<input type="checkbox"/> June 30	July 31	One Year from Notification
<input type="checkbox"/> September 30	October 31	One Year from Notification

To be considered for grant funding, a completed application should be provided to Transylvania County TDA, 175 East Main Street, Brevard, NC 28712 or digitally to [prentiss@brevardncchamber.org](mailto:prentiss@brevardncchamber.org). Any questions about the TCTDA Tourism Grant Program should be directed to Tourism Development Coordinator Prentiss Brewer at 828-884-8900 or by email. An online version of this application is available at <http://www.visitwaterfalls.com/grants/>.



# Tourism Grant Application

Please note the following:

This application must be typed. An on-line version is available. If necessary, it is permissible to type answers on a separate page, as long as answers are in order with the corresponding number indicated.

**Handwritten applications will not be accepted.**

Provide complete information in response to each question. Do not skip questions – a response is required for each question. If you are unable to answer a question, explain why you cannot.

Please include any supporting materials (pictures, layouts, background information, etc.) that would be helpful in this process and clearly indicate if any of these items must be returned to you.

Note that part of the evaluation process is the applicant’s ability to provide an attractive and appealing application that is presented in a professional manner. If you have any questions or are unsure about anything, you are encouraged to contact TCTDA staff.

1. Application Date:

2. Applicant Name (organization):

3. Name of event/initiative:

4. Date(s) of event/initiative:

5. Website (if applicable):

6. Physical Address:

7. Mailing Address (if different):

8. Contact Person (w/title):

9. Telephone Numbers:

Office:

Cell:

10. Email Address:

11. Grant Amount Requested:

12. Description of event/initiative:

  
  
  
  

13. How will this event/initiative result in increased tourism dollars to the county?

  
  
  
  

14. Does this event/initiative enhance the experience of visitors already in Transylvania? If so, how?

  
  
  

15. Does this event/initiative match the TCTDA mission and/or Transylvania's local brand? If so, how?

  
  
  

16. If this is an existing event/initiative, provide a brief history, including how long it has occurred and if it has grown/changed over that time. Are there any substantial changes for the event/initiative associated with this grant request?



21. A detailed budget is required and must be attached. It should include all key revenues and expenses associated with this festival/event. If applicable, indicate where TCTDA funds will be directed. Note that a minimum of 20% of the project budget must be provided through other funding sources (i.e. the applicant and/or other partners). In kind donations do not apply.

22. Are there any other benefits to your event/project?


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**Please sign below the following statements, acknowledging that you understand and agree to them and all contained within this application.**

### **Indemnity**

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless TCTDA, its officers, directors, affiliates, employees, volunteers, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney’s fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Grant funds or in carrying out the festival/event as set forth in the proposal.

### **Sole Discretion**

All elements of the TCTDA Tourism Grant Program are managed at the sole discretion of the TCTDA, including the application review process and all subsequent funding decisions. Grant awards within this program are made by the TCTDA and are not subject to external oversight or approval.

### **Terms of Agreement**

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

### **Completed Application**

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

### **Submission Information**

To be considered for grant funding, a completed application should be provided to the below address or digitally to [prentiss@brevardncchamber.org](mailto:prentiss@brevardncchamber.org). See above for information on quarterly deadlines.

\_\_\_\_\_, \_\_\_\_\_  
Applicant Signature Date

\_\_\_\_\_  
Applicant Printed Name