

Boiling Springs Tourism Development Authority Grant Funds

GUIDELINES FOR GRANT REQUESTS

*The Boiling Springs Tourism Development Authority (TDA) was created by an act of the NC State Legislature and the Boiling Springs Town Council in 2006. The Boiling Springs TDA is funded solely by an occupancy tax paid to Boiling Springs' lodging establishments by lodging guests. The monies for this fund are generated by visitors staying overnight and paying the hotel room tax collected by lodging establishments. As you read the guidelines for application you will see **grant applications submitted must meet the goal of increasing tourism and overnight stays within Boiling Springs.** As overnight stays increase, so does the size of the fund available for grants.*

Grants may be awarded to all qualifying **cultural, historical and recreational entities** and/or qualifying **special events** that submit a request for such funds. Tourism promotion organizations, local and county government may also qualify and submit an application for review.

To qualify as a CULTURAL, HISTORICAL or RECREATIONAL ENTITY, an organization should:

- be a not-for-profit as determined by the Internal Revenue Service,
- have two continuous years of financial reports or otherwise verifiable financial reports
- have a proven positive record of bringing patrons and audience members from beyond a fifty-mile radius.

To qualify as a SPECIAL EVENT the event should:

- be sponsored by not-for-profit or a program of a bona fide public benefit organization,
- have a proven positive record of bringing patrons and audience members from beyond a fifty-mile radius.

- **Grant applications are reviewed within 3 months of being received**

- The goal of the applicant must be to increase tourism and overnight stays in Boiling Springs. As overnight stays increase, so does the size of the fund available for the grants. The target audience for the grant must include tourists and visitors 50 miles outside of Boiling Springs. Applications whose primary target audience is the local community will only be considered upon demonstrated tourism potential attraction.

- Applications that show potential for the highest overnight stays, increased visitor spending or advertising value will be given the highest priority.

- Grants will not be provided for political or for sectarian religious purposes.

- Grants will not be awarded for operational expenses such as office equipment, “overhead” costs of day-to-day business activities, salaries, postage or wages.
- Applicants must complete all sections of the Grant Application. Information should be addressed concisely and can be submitted on 8 ½” x 11” pages. Incomplete grant applications may be rejected.
- Incomplete Budget Forms lacking proper backup information may be rejected as incomplete
- **A Marketing Plan must be submitted** with each Grant Application. The Marketing Plan is defined as:
 - A **brief narrative** [one to three paragraphs only] detailing your overall marketing strategy and target audience [visitors no less than 50 miles outside the region]. The purpose of this narrative is to provide the Review Panel with your rationale on where – and to whom – you will be marketing to attract overnight guests.
 - Incomplete Marketing Plans may be rejected.
- Applicants are strongly urged to provide two years of verifiable financial history.
- Applicants must show proof of insurance for their organization or event.
- Applicants must supply a listing of the organization’s Board of Directors or Advisory Committee if applicable.

AWARD ALLOCATION

- The maximum amount awarded is \$5,000 for grant applications that show the most potential for overnight stays or increased visitor spending.
- The review panel shall evaluate each application against defined criteria and come to a consensus on scoring each application.
- Review panel members must sign a Conflict of Interest Statement. If a valid question is raised regarding conflict of interest, it is mandatory that said Review Panel Member remove him or herself from the review and/or decision making process.
- Award amounts must be used within twelve months of award notification. If the funds are not expended by the end of twelve months, the Grantee must return the portion of the unused grant dollars along with a written explanation as to why the grant dollars were not used.

- It should not be presumed any applicant will be awarded a grant on an annual basis, nor should the availability of these grant awards be considered an annual part of any applicant's budget.
- Applicants will be notified by mail regarding their award amount.
- Upon receipt of the award letter and check, the Grantee must write and distribute a press release to area media. This press release is to acknowledge receipt of the award dollars, plus provide the public with detailed information on how your organization – through use of the grant dollars - will attract tourists from outside Cleveland County. The press release must include these sentences, “The Boiling Springs Tourism Development Authority (TDA) was created by an act of the NC State Legislature and the Boiling Springs Town Council in 2006. The Boiling Springs TDA is funded solely by an occupancy tax paid to Boiling Springs' lodging establishments by lodging guests. The monies for this fund are generated by visitors staying overnight and paying the hotel room tax collected by lodging establishments”.
- Once award checks are issued, should the timeline of your project change from the dates as indicated your grant application, the Grantee must notify, in writing, the Boiling Springs TDA of said date change. Upon review of the date change, the Review Panel reserves the right to request a refund of all grant dollars awarded.
- Once an application is approved for funding, any increases to costs outlined in the approved grant application are the responsibility of the grant recipient.
- Once an application is approved for funding, any miscommunications between a grant recipient and a service provider that results in additional costs on the part of the service provider to the grant recipient – in order to complete a project or event as outlined in the grant application – will be the financial responsibility of the grant recipient.
- As part of the Agreement, the Grantee must include the following in the appropriate promotional materials and advertising as stated below:

Advertising – includes print ads & material, billboards, clothing, merchandise, radio, electronic media & promotions and TV:

- *This (advertisement/program/event) was made possible in part by Boiling Springs Tourism Grant Fund. The Boiling Springs Tourism Development Authority (TDA) was created by an act of the NC State Legislature and the Boiling Springs Town Council in 2006. The Boiling Springs TDA is funded solely by an occupancy tax paid to Boiling Springs' lodging establishments by lodging guests. The monies for this fund are generated by visitors staying overnight and paying the hotel room tax collected by lodging establishments.*
- *Boiling Springs Tourism Development Authority logo*

If you feel you cannot accommodate all the required above elements, please contact the Boiling Springs TDA for alternative options.

FINAL REPORT

- **A final report is required within 60 days of the completion of your project.** In this report, the Review Panel will require adequate proof and documentation that the funds were used for the intended purpose.

Documentation must include:

- An **itemized list of expenses** with copies of receipts.
- **Copy of publicity materials**, brochures or publications; and the submission of **ad tear sheets** and **media billings**, or any other similar documentation.

This report must also include:

- **Final Evaluation Narrative Form** includes a narrative summary evaluating the effectiveness of your project to attract tourists and visitors to visit our area and to stay overnight. **Grantee must detail their evaluation process.**
 - **Attendance figures** from the prior year's event and the current event if available
- Entities who fail to provide such proof and documentation may not be considered for future funding from the Boiling Springs TDA. The Review Panel reserves the rights to ask for full refunds of award money should the organization fail to provide the required proof and documentation.