



2018 Festival & Event Grant Guidelines

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

Transylvania County is blessed with an array of exceptional assets making this area a desirable place to live, work, and play. Chief among those assets are our abundant natural resources, which are particularly popular at certain times of the year. This has led to a large degree of seasonality with visitor traffic, creating a unique set of challenges for accommodations and other tourism-related businesses as well as natural resource management and sustainability. As a result, the TCTDA for many years has focused substantial dollars, through marketing and promotional efforts, as well as a small grant program, on driving visitors to Transylvania County during off-peak times. While there have been many successes, the popularity of Brevard and Transylvania has continued to grow during peak times.

Considering the challenges created by seasonality and the success of the small grant program, the TCTDA Board of Directors created a special Festival & Event Grant specifically designed to target off-peak times. The goal is to generate new and meaningful visitor traffic during a traditionally slower time by awarding a large grant of up to \$20,000 to a worthy applicant to support a new or significantly changed festival/event during off-peak times. This represents the second year of this new grant program. Note that funding is fully at the discretion of the TCTDA Board and/or their selection committee appointees. The TCTDA reserves the right to award no funds if it feels that none of the submissions sufficiently meet the criteria and/or for any other reason.

Application Guidelines

The following criteria will be used as a basis for awarding the festival/event funding, in order of priority:

- 1) The extent to which the festival/event results in visitor impact during off-peak times with highest priority given to the time of year with the lowest demand.
 - a. Slow season: December thru March
 - b. Shoulder season: April/May (until Memorial), September (after Labor), and November
 - c. Peak season: Memorial Day Weekend thru Labor Day Weekend, plus October
- 2) The extent to which the festival/event results in overnight visitors as a first priority and day visitors as a second priority.
- 3) The extent to which the festival/event matches the TCTDA mission and Transylvania's local brand.
- 4) The extent to which the festival/event provides a level of sustainability.

Eligibility and Other Requirements

- 1) This grant is open to any festival, event, or program designed to bring visitors to Transylvania County. This may include a one-time event, a series of events, or a specific offering for a specific time period.
- 2) The festival/event must occur between September 4, 2018 and May 19, 2019, and should not conflict with any other known events that may impact its success.
- 3) The festival/event must occur in Transylvania County.
- 4) This grant is intended for a new festival/event, but may also apply to a new element with a substantial impact on an existing one.
- 5) Applications will be accepted from non-profit and for-profit organizations.
- 6) Appropriate TCTDA support credit must be included in all applicable areas.

Funding

The intent is to award one grant of up to \$20,000 to a worthy applicant. A determination may be made to award smaller amounts to two applicants. The grant recipient(s) is required to provide a minimum match of 25% of the awarded amount. "In-kind" funds do not apply to the required match. The initial payment of 50% of the awarded amount will occur following a successful review 90 days after the approval of the grant. The remaining 50% will be paid following a review at the completion of the festival/event.

IMPORTANT: Handwritten applications will not be considered. Submit all materials electronically in .PDF format. All sections must be fully completed.

Please direct any questions to:

**Clark Lovelace, TCTDA Executive Director
Transylvania County Tourism Development Authority
175 East Main Street
Brevard, NC 28712
828-884-8900 / 800-648-4523
clark@brevardncchamber.org**



2018 Festival & Event Grant Application

Please note the following information:

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 or if a question is not applicable to your project, briefly explain why it cannot be answered.

Your application should include the following sections, in the following order:

Section 1 – Contact/Organization Information

Section 2 – Festival/Event Details

Section 3 – Budget

Section 4 – Marketing & Promotion

Section 5 – Letters of Support

Section 6 – Signature Sheet

Type your answers in the space provided or list answers on a separate document following the order on the application with the number included; handwritten applications will not be accepted.

The signed application and all supplemental documentation must be submitted in **PDF format**. Videos may be provided as well. Be sure the name of your event is included within the name of all attached files.

Submit your application to Clark Lovelace via email at clark@brevardncchamber.org. If a confirmation email is not received within 48 hours, call the TCTDA at 828-884-8900 and ask for Clark Lovelace or Prentiss Brewer to confirm receipt of your application.

TIMELINE

- **Applications must be received no later than 5:00 p.m. EST on Friday, January 19, 2018.**
- Interviews with top applicants will occur over subsequent weeks.
- Plans are to announce the recipient(s) on or by Friday, February 16, 2018.
- **Festival/event must occur between September 4, 2018 and May 19, 2019.**

Section 1 – Contact/Organization Information

1. Application Date:

2. Applicant Name (organization):

3. Designation:

501(c)3

501(c)6

For-profit

4. Website:

5. Number of Years of Operation:

6. Physical Address:

7. Mailing Address (if different):

8. Contact Person (w/title):

9. Telephone Numbers:

Office:

Cell:

10. Email Address:

11. Festival/Event Name:

12. Date(s) of the Festival/Event:

13. What is your mission statement and/or your purpose for producing this festival/event? *200 word max.*

14. What makes you qualified to produce this festival/event (include relevant experience)? *200 word max.*

Section 2 – Festival/Event Details

15. Basic description of festival/event (supporting detailed documents strongly suggested). *200 word max.*

16. Describe the tourism impact on Transylvania County:

Festival/Event Attendance:

Overnight Accommodations:

Total Local Spending:

Additional Information:

17. In what way does your festival/event match the TCTDA Vision and Transylvania's local brand? *150 word max.*

18. How many paid employees will be a part of your festival/event? How many volunteers? *150 word max.*

19. Are you requesting funds from other organizations? If so, name them and include any in-kind partners or sponsors. *150 word max.*

20. If this is an existing festival/event, describe its history and explain in detail the new component requiring TCTDA funding? *150 word max.*

21. In what way will you promote the TCTDA if you receive this funding? *150 word max.*

22. Will this event be sustainable in the future without TCTDA funds? If so, how? *150 word max.*

Section 3 – Budget

A detailed budget is required. It should include all key revenues and expenses associated with this festival/event. If applicable, indicate where TCTDA funds will be directed.

Section 4 – Marketing & Promotion

Details on marketing and promotion are required. This should include a description of the target market and target audience, along with strategies and tactics for reaching them, as well as a listing of planned collateral, web presence, social media, paid advertisements, and local/regional/national promotion.

Section 5 – Letters of Support

Include at least three letters of support, particularly from individuals who have worked with you or your organization on similar festivals/events. Including key leaders from our community or individuals who are particularly relevant to your specific event/program will be viewed favorably.

Section 6 – Signature Sheet

Please sign below the following statements, acknowledging that you understand and agree to them. Applications cannot be submitted unless these fields are completed.

Partnership Credit

The Transylvania County Tourism Development Authority must receive significant partnership credit on all ads, promotional material, and press releases. If there are promotional items printed (i.e. T-shirts), the TCTDA logo must be prominently placed. The TCTDA will provide appropriate digital logo(s) and should be referred to as Transylvania County Tourism Development Authority or Transylvania County 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.

Dispersal of Funds

The first 50% of the funds are to be dispersed following a review of the festival/event progress 90 days following your grant approval. The remaining 50 percent will be dispersed following a review at the completion of the festival/event.

Disclosures

- a) Unless otherwise specified by the TCTDA, no festival/event shall consider TCTDA a promoter or co-sponsor and therefore TCTDA will not be responsible for any debts incurred by a promoter or co-sponsor for such event.
- b) As covered under Title II of the Americans with Disabilities Act, the TCTDA does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to proposals, programs, services and activities we host or convene.
- c) Upon receipt by the TCTDA, applications are considered a public record except for material which qualifies as “trade secret” information under N.C. Gen. Stat. 66-152 et. seq. To properly designate material as trade secret, each applicant must take the following precautions: (a) any trade secrets submitted by an applicant should be submitted in a separate, sealed envelope marked “*Trade Secret—Confidential and Proprietary Information—Do Not Disclose Except for the Purpose of Evaluating this Application,*” and (b) the same trade secret/confidentiality designation should be stamped on each page of the trade secret materials contained in the envelope. Trade secret information should not be included in electronic versions of applications emailed to the TCTDA. To the extent such material is actually a trade secret under North Carolina laws, it will not be subject to disclosure. You are directed to consult your own counsel as to whether information is, in-fact, a trade secret. In submitting an application, each applicant agrees that the TCTDA may reveal any trade secret materials contained in such response to all TCTDA staff and TCTDA officials involved in the selection process. Furthermore, each applicant agrees to indemnify and hold harmless the TCTDA and each of its officers, employees, and agents from all costs, damages, and expenses incurred in connection with refusing to disclose any material, which the applicant has designated as a trade secret.
- d) As a quasi-governmental agency, TCTDA is subject to Chapter 132 of the North Carolina General Assembly Statutes. Therefore, any and all aspects of this application must be made available by the TCTDA to any party, public or private, upon request without exception. If you are concerned that the distribution of any of your application materials may do irreparable damage to you, your organization, or associated parties, the TCTDA highly recommends that you seek alternative funding.

Project Monitoring

I hereby acknowledge that if I am awarded a TCTDA Festival & Event Grant I will commit to the following:

- An initial review, 90 days after the approval of the grant.
- Monthly updates following the initial review until the completion of the festival/event.
- A final review within 45 days of the event's last scheduled date. This review will include a report with attendance numbers, an indication of overnight accommodations generated, final actual-to-budget figures, a narrative of the festival/event's success, as well as any associated press coverage, advertisements, photography, and/or video.

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.

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.

Type Name: _____

Signature: _____

On Behalf of (name organization): _____

Date: _____

~END OF APPLICATION~

All elements of the Transylvania County Tourism Development Authority Festival & Event 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. The TCTDA reserves the right to award no funds if it feels that none of the submissions sufficiently meet the criteria and/or for any other reason.