



## **New and Revised Criteria for Mini-Grant Applications beginning with 2019-2020 Fiscal Year**

### **Purpose:**

The Primary Purpose of the Granville Tourism Development Authority (GTDA) Mini-Grant Program is to stimulate and assist Granville County organizations and agencies in the enhancement, promotion and marketing of tourism and culturally related events that create a known economic impact from visitor spending. This program is designed to establish activities and events which because of their own merit, eventually can grow and thrive without direct funding from this grant program. Funding from the GTDA Mini – Grant should be considered as a supplemental resource only.

### **Eligibility:**

- Applicants eligible for grant funding must be a Granville County-based community group, non-profit organization, county municipalities or recognized community within the county lines. For-profit groups cannot apply for grant funds unless the event's proceeds will go to a community supported event (i.e. fundraiser).
- Primary consideration will be given to projects/programs with demonstrated/defined potential for positive economic impact to projects that promote travel and the GTDA's mission of promoting the area as a destination and increase occupancy rates in Granville County through day and weekend visits. Events planned for off-peak times may receive higher priority and first consideration by the GTDA.
- Projects must promote out-of-county visitors, extending its reach beyond a local impact. The national definition of a visitor is an individual tracking outside of 50 miles to attend an event or activity. The GTDA definition will include visitors from neighboring areas (ex. Vance, Wake, Durham, Virginia, etc.).

### **Restrictions:**

- Total funding of any event, project, or program will not be greater than 25% of the total project budget and will not exceed \$5,000. ***Included with request can be a ONE-TIME artist/entertainment allowance up to \$1000. If this allowance is granted, the GTDA is expecting the artist/entertainment to publicize the event and TDA in all advertisement.***
- Grant money should be used to promote and advertise outside of Granville County and bordering counties (Vance, Person, Franklin, Warren, Wake, Durham, etc.) in media (ex. Social media, print ads, digital ads, newspapers and printed marketing materials).
- Grant funds may be used to advertise within Granville County (i.e. local newspapers), but no more than 25% of the amount requested in the mini grant application.
- Funding will not be available for administrative, clerical, production needs or as supplement to normal operating costs. Funding is restricted to promotion & marketing of the event.
- The GTDA Board may approve or deny any application at their sole discretion and/or extend the window of grant funding. County Government policy prohibits discrimination based on race, sex, color, creed, national origin, age or disability.

### **Timetable for Receipt of Grant Application**

- Grants may be applied for beginning January 1<sup>st</sup> and continuing through April 1<sup>st</sup> for inclusion in the upcoming fiscal year (July 2018-June 2019). The GTDA Board will review grant applications at this time and will approve grants in their May board meeting. The grant approvals will be adopted into the upcoming fiscal year at their June board meeting and award recipients will be contacted after July 1<sup>st</sup>.

**Notification of Grant Awards:**

- All applicants will receive written notice as to the status of their request for grant funds after July 1<sup>st</sup>.
- Funding will be disbursed by the GTDA at the discretion of the Board and subject to availability of these funds from the GTDA's fiscal year budget.
- Payment for grant will be based on the time frame of the event or project. Payment is preferable AFTER the project/event has been completed and a written evaluation, along with appropriately paid receipts and invoices, have been submitted to the TDA. Exceptions may be made in the case of marketing expenses that require advance payment.

**Modification to Grant Projects:**

- If during the course of an applicant's project or event, the scope of the project or advertising plan changes, the grantee must notify the GTDA in writing and request permission before applying any assumed grant funds to the modified project. The GTDA reserves the right to deny or revoke funding to modified projects and reserves the right to call for a full repayment of funds from any grantee not in compliance.

**Requirements for TDA Recognition:**

- The GTDA logo/name must be included/acknowledge in MAJOR marketing materials (i.e. print, social media, TV or radio advertisements).
- You may use the GTDA logo that can be supplied by GTDA Director or a statement that this project was funded in part by the Granville County Tourism Development Authority (Granville TDA)
- Grantees must obtain copies of marketing materials (print or digital) showing GTDA acknowledgement when submitting project evaluation. Also, any visitor data that comes from these marketing efforts must also be reported to GTDA (ex. Facebook likes, website clicks, radio listeners or more). Please read evaluation prior to event to understand what data should be collected for the TDA Mini-Grant. Grant applicants can get this information from the GTDA Director.

**Demographic Data Collection:**

- Applicants are highly encourage to collect zip codes of event attendees on a GTDA-provided log to further substantiate the event's regional draw from outside of Granville County. Also, a detailed survey to track visitor's information can also be obtained from GTDA Director. Whatever method is used to record data, it must be presented in evaluation given to GTDA.

**Project Evaluation and Reporting:**

- All expenses must be accounted for with receipts and examples of actual advertising (tear sheets, brochures, fliers, radio verbiage, etc.) These items must be presented to the GCTDA within 30 days of the completion of the project/event.