



The Mitchell County's Tourism Development Authority's mission is to cultivate the identity of Mitchell County as a welcoming small community with a sustainable balance of history, nature, culture and amenities that makes Mitchell County attractive to both residents and visitors. The Mitchell County TDA is looking to contribute financially of up to \$12,000 to initiatives that bring in overnight guests and increase tourism in our county. Events and Festivals planned during the months of January thru March receive higher priority. This program is funded through the 6% occupancy tax levied by the county.

Application Process:

Applications are awarded on an ongoing basis or until funds are completely used for the current fiscal year. Grant submissions are voted upon at the following month's board meeting. The TDA currently meets the third Tuesday of every month. The event/festival must take place in Mitchell County during the same fiscal year.

Notification of Grant:

Whether your event/festival is selected or not for the award, you will be notified within 3 business days after our board meeting.

Modification of Event:

If your event/festival changes from what was originally presented to the TDA board, you must notify the board immediately. The board will have to re-vote on the matter. The board has the right to revoke or deny funding that was allocated to the original plan.

Funding levels:

The board has the ability to break down the \$12,000 grant into different percentages as they see fit.

Restrictions on how to use funding:

Funds cannot go to the organizations existing debt, salaries, or event merchandise. Funds must be used for one or more of the following: Online + print marketing, broadcast, hiring an advertising agency, and other media advertising. The TDA will be sent a copy of the final ad for approval.

Destination Marketing Research

Should the TDA fund your event, we ask that you supply us with accurate numbers on how many people attended the event and the locations they were from.

Items needed with application:

- A budget for the current year
- Your marketing plan for the current year
- EIN Number

Additional information

The event you are submitting cannot support political parties.

The recipient of this grant is responsible for any and all liability issues resulting from the activities of this project/event. We are seeking events/festivals that attract individuals from 50+ miles away and convert into overnight stays. The TDA logo and/or the phrase "Funded in part by the Mitchell County TDA", along with the TDA website (www.disocvermitchellinc.com) must appear on all promotional material.

Disclaimer

The Mitchell County TDA, reserves the right to accept or reject any or all applications, to waive any informalities in the application process, and award grant(s) to the applicant(s). In the event the Grants Committee feels insufficient justification or clarification is given in the grant application, the Committee may call for additional written information and/or call for a meeting with applicant in order to clarify/justify their request.

Grant Payment Requirements and Deadlines

Grant monies will be paid to grantee following the completion of the Event Evaluation Form (EEF). An EEF must be completed within 30 days of the completion of the event and will be emailed to you after the event occurs. Grantee must submit a W9 (if not already on file with the TDA). Payment will be by check made payable to Organization/Agency.

Mitchell County TDA Grant Application

Organization Name:_____

Address:_____

EIN or Non-Profit Tax ID :_____

Event Name:_____

Event's Mission:_____

Date(s) of Event:_____

Time of Event:_____

Contact Person:_____

Cell Phone:_____

When did the event first begin:_____

Last years attendance:_____

Please give a brief description on how this event will bring tourists to the area and encourage overnight stays:_____

Please attach your budget for the current fiscal year and marketing plan. Your application will be incomplete without these two items.

Grant Funding Agreement

As a recipient of grant funding from the Mitchell County Tourism Development Authority (MCTDA), I understand and agree to the following terms:

- 1) I assert that the information contained in this application and any attachments are accurate and complete to the best of my knowledge. I realize that the MCTDA and the Grant Committee will rely upon these representations.
- 2) The grant funding received will be applied to the event outlined in the application submitted by my organization to the MCTDA. If the event changes at any time during the project timeline, I must contact the MCTDA for approval before proceeding.
- 3) I will only use grant funding to support the event's marketing efforts.
- 4) I understand that my grant funded event must be completed within the same fiscal year. I understand that failure to notify the MCTDA that invoices for the grant amount will extend past the award period may result in a loss of the grant amount awarded to me.
- 5) I will complete and submit an Event Evaluation Form (emailed after event) to the MCTDA no later than 30 days after the completion of the funded event. I understand that failure to submit the evaluation form may result in forfeit of future grant monies being awarded.
- 6) I understand that TDA logo and/or the phrase "Funded in part by the Mitchell County TDA", along with the TDA website (www.discovermitchellnc.com) must appear on all promotional material.
- 7) I agree that the TDA will be provided an in-kind vendor space for promotional material at the event, when applicable.

SIGNATURE (Authorized Agent)

Date

Event Evaluation Form

Name of
Event: _____

Contact Person: _____

Date of Event/Festival: _____

Attendance: _____

Will this event take place again next year? If so, when?: _____

What went well at the event/festival? _____

What could be improved upon for next year if applicable? _____

Please attach an actual breakdown of project expenditures and where TDA funding was applied.