

## Application for Swansboro Tourism Development Authority Grant

The Swansboro Tourism Development Authority (STDA) is responsible for administering funds to promote travel, tourism, and conventions in Swansboro. It sponsors tourist-related events and activities, and finances tourism-related capital projects. The Authority must allocate at least two-thirds of the room occupancy tax proceeds to promote travel and tourism, including advertising, market research, and promotional materials. The remaining funds can be used for tourism-related expenditures, such as projects or activities that increase the use of lodging, meeting, or convention facilities, and attract tourists or business travelers.

The STDA is interested in assisting with new events that generate revenue and overnight stays to help strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, applicants are encouraged to have the goal of becoming self-sustaining over time. Grants will be distributed to support events and initiatives that contribute to the town's tourism growth and economic vitality.

### Organization & Grant Overview

Legal Name of Organization: \_\_\_\_\_ Date: \_\_\_\_\_

Person Requesting on Behalf of Organization: \_\_\_\_\_

Title or Board Position of the Above-Named Person: \_\_\_\_\_

Event, Activity or Project to be Funded: \_\_\_\_\_

Is Organization a 501(c)3  Yes  No Employer ID #: \_\_\_\_\_

Is Organization Tax Exempt  Yes  No (If Yes, provide copy of IRS exemption Letter. **Label this document 1**)

Have you filed Articles of Incorporation with the State of North Carolina  Yes  No  
(If Yes, provide copy of cover sheet of Articles of Incorporation. **Label this document 2**)

Address of the Organization: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Website URL: \_\_\_\_\_ Years In Existence: \_\_\_\_\_

Years Operated as IRS Tax Exempt: \_\_\_\_\_ Does your organization have a board of directors:  Yes  No

In 250 words or less please state the mission or objective of the organization

In 250 words or less please state how your organization's event or project aligns with the goals of the STDA in promoting travel, tourism, and conventions

Amount Requested: \_\_\_\_\_ Grant will only be awarded up to \$2,000 unless by special exception by the TDA.

## Grant Request Information

Are you requesting grant funds for the 2/3 portion of room occupancy tax  Yes  No  
(these are funds to promote travel and tourism, including advertising, market research, and promotional materials)

Are you requesting grant funds for the 1/3 portion of room occupancy tax  Yes  No  
(these are funds for tourism-related expenditures, such as projects or activities that increase the use of lodging, meeting, or convention facilities, and attract tourists or business travelers)

Please state in 250 words or less the purpose of the grant you are requesting from the STDA, be sure to note if it is an event or project

### **TWO DOCUMENTS REQUIRED- LABEL THEM 3 & 4**

Please provide a complete budget for the event or project you are requesting grant funding for, showing both expenses and revenue. This should include any other grants that have been planned, requested, received, or are pending. You are also required to attach the full organizational budget for your fiscal year. **Failure to provide these documents will result in the grant application not being considered.**

Dates of Event, Completion time of project or desired funding date

Timeline: From \_\_\_\_\_ To \_\_\_\_\_  
Start Date End Date

Please describe in 250 words or less the measurable objectives and goals you aim to achieve through this event or project. What specific outcomes will indicate its success, and how do you plan to measure these outcomes? Include any methods or tools you will use to track progress, gather feedback, or assess the impact of the event or project.

## Organization Capacity and Board Organizational Chart

Are any of your board or organization paid employees  Yes  No (If yes, please explain below)

What is your organization or board's experience with the project or event for which you are requesting grant funding?

Please provide a complete board organization chart, including phone numbers and email addresses for each member. **Label this as document 5. Failure to provide these documents will result in the grant application not being considered.**

**The following questions should be answered by the person requesting grant funding on behalf of the organization. Please be prepared to discuss any answers when you present to the STDA.**

Are any Board Members, employees, or staff of the organization responsible for executing this event or project, or any of their immediate family members or business associates, employees of the Town of Swansboro or related to an employee of the Town of Swansboro?  Yes  No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, members of or related to members of the Swansboro Tourism Development Authority?  Yes  No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, potential beneficiaries of the activity for which grant funds are requested?  Yes  No

Are any of the Board Members, employees, or staff of the organization responsible for executing this activity, or any of their immediate family members or business associates, paid providers of goods or services to the activity or have other financial interest in the activity?  Yes  No

Does the Organization agree to follow the financial guidelines of the Town of Swansboro, including no expenditures related to the grant before authorization?  Yes  No

Do you, on behalf of the organization, understand that a representative of the organization will be required to attend the STDA meeting at which the application is to be considered and if one is not present your application will not be considered, and you may have to reapply at a later date?  Yes  No

Do you, on behalf of the organization, understand that grant funding is normally provided on a reimbursement basis, based on submission of proper documentation of expenses incurred?  Yes  No

Do you, on behalf of the organization, acknowledge receipt of the STDA Outside Organization Funding Policy and agree to comply with all requirements of that policy, including those related to performance contracts, final reports, and accountability for funds use?  Yes  No

Does the Organization agree to adhere to other provisions and conditions that could be part of the motion to approved grant funding?  Yes  No

Do you, on behalf of the organization, acknowledge that the application must be submitted at least 30 days prior to the next scheduled quarterly TDA meeting? Grant awards are typically up to \$2,000 unless a special exception is made by the TDA. Applications submitted less than 30 days before the meeting may not be considered until the following quarter, and no special meetings will be held.  Yes  No

I certify that, should grant funding be awarded, the organization may be required to use STDA-approved marketing and promotional companies. Additionally, the organization agrees to display the STDA logo as a sponsor on all marketing and promotional materials for the event or project funded by the STDA through this grant.  Yes  No

I certify that I am authorized to sign on behalf of the organization and that all information provided, including attachments, is accurate and complete to the best of my knowledge. I also certify that the organization has reviewed and agrees to accept the terms outlined in the Outside Organization Funding Policy, should funding be approved.  Yes  No

The STDA is interested in assisting with new events that generate revenue and overnight stays to help strengthen and build Swansboro as a destination. While the STDA will carefully review every grant application each year, applicants are encouraged to have the goal of becoming self-sustaining over time. Grants will be distributed to support events and initiatives that contribute to the town's tourism growth and economic vitality. Applications may be submitted to: Sonia Johnson, Finance Director Town of Swansboro 601 W. Corbett Ave. Swansboro, NC 28584 A completed W-9 should be attached to this application as well as the 5 required attachments. Sign and confirm below:

Authorized Signer for the Organization: \_\_\_\_\_ Are all 6 attachments included?  Yes  No

Date Submitted to the Finance Director: \_\_\_\_\_ Date of STDA Meeting to be Reviewed: \_\_\_\_\_