

# Swansboro TDA Grant Workshop Plan

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## Workshop Purpose

To educate and support local organizations in developing strong, fundable TDA grant applications that align with tourism goals and increase overnight stays.

## Workshop Title

TDA Grant Workshop: Build Your Application With Us

## Duration

60-70 minutes

## Target Audience

Local nonprofits, event organizers, businesses, and community groups interested in tourism-related funding.

## Agenda Overview

1. Welcome & Purpose (5 min)
2. What Gets Funded vs What Doesn't (10 min)
3. The 4 Elements of a Strong Application (15 min)
4. Live Application Walkthrough (20 min)
5. Q&A and Open Coaching (10-15 min)

## Key Messages

- Focus on tourism and overnight stays unless it is a bricks and mortar project
- Clear marketing strategy is essential
- Strong budgets and realistic planning matter
- The workshop is designed to help applicants succeed, not filter them out

## Interactive Elements

- Live drafting and feedback
- Open discussion and coaching

## Expected Outcomes

- Higher quality applications
- Increased number of applicants

- Better alignment with TDA goals
- Reduced confusion and possible incomplete submissions

### **Materials Provided**

- Application Cheat Sheet
- Budget Template
- Example of a Strong Application
- Common Mistakes Guide

### **Next Steps**

Finalize materials, schedule workshop date, promote to community, and prepare follow-up support for applicants.