



Adopted 12/19/13
Amended 3/20/14
Amended 9/18/14
Amended 3/16/17

Outer Banks Visitors Bureau Event Grant Program

OUTER BANKS VISITORS BUREAU:

The mission of the Dare County Tourism Board (d.b.a Outer Banks Visitors Bureau and hereinafter referred to as Outer Banks Visitors Bureau) is to promote travel and tourism in Dare County, generating revenues and improving the economy of the county. This is achieved through an aggressive advertising, tourism and public relations program designed to increase awareness and generate travel to Dare County for vacationers, leisure travelers, group tours and meetings. The Bureau develops high quality literature for use in its fulfillment program and responds to telephone, mail and walk-in inquiries generated by its various programs.

1. DESCRIPTION OF THE EVENT GRANT:

The primary purpose of the Event Grant Program is to make it easier for Dare County based groups to create and hold events that drive overnight visitation to Dare County's Outer Banks during less than peak months (August 15 to June 15).

An "Event" shall be defined as a new or existing organized sporting event, concert, exhibition, festival, fair, conference or celebration which is conducted according to a prearranged schedule and in which general public interest is manifested. For the purpose of this grant program, the public interest should extend to Dare County residents and to those living outside Dare County who would consider visiting the destination and staying overnight to observe or participate.

Funding for the Events Grant Program shall be included in the annual budget as a line item in the General Fund. The Dare County Tourism Board, subject to funds availability, prior to adopting the budget, shall agree upon the amount of funding. Approved budgeted funds will be made available twice during the year: August and February (see Section 2.c below).

Event Grant funds are to be paid on a reimbursement basis only. The event developer/coordinator will receive reimbursement from the Visitors Bureau for the prior approved grant expenses only after providing proof that expenditures were made as agreed upon.

2. **ELIGIBILITY:**

- a. The applying organization must be located in Dare County and be a not-for-profit organization (i.e. governmental agency, association, public authority, non-profit 501C, or civic association). Current not-for-profit status must accompany the application and must be a **final** determination from the Internal Revenue Service.
- b. To qualify, the event must take place in Dare County and be held in the off-season. For purposes of this grant, off-season is defined as August 15 through June 15.
- c. **Applications will be accepted August 1 through August 15 and February 1 through February 15. Applications must be received no less than four (4) months before the start of the project.**
- d. Short Term Restricted Fund Projects WILL NOT be considered for the Event Grant (Restricted Fund Projects include physical area improvements such as highway beautification, beach or sound accesses, parks and recreation enhancement, etc). Inability to meet the application criteria or deadlines for Restricted Fund Projects will not qualify applications for Event Grant funding.
- e. The maximum period any event may receive Grant Funding is three (3) years*. Eligibility begins with the first Outer Banks Visitors Bureau Grant awarded. A new grant application must be filed each year. An initial award does not guarantee funding for future requests.

*TAG and Special Project recipients during 2013 may receive Grant Funding to up to four (4) years total.
- f. **Organizations seeking grant funds must confer with the Grant Administrator prior to submitting an application.** The purpose of this process is to jointly review the Event Grant application and answer any questions the applicant may have.
- g. Allowable expenses shall include, but are not limited to, the following: Advertising and marketing designed to attract out of market visitors to the event, production and technical expenses, rentals of infrastructure related to the event, entertainment, merchandise and non-cash awards.
- h. Non-reimbursable expenses include: General and administrative expenses, seed money, brochures not related to the event, debts incurred prior to grant request, hospitality or social functions (including volunteer expenses), lodging, dining, permits, fees and deposits.

- i. **Event Cancellation Policy:** If an event is forced to cancel or reschedule due to circumstances beyond the control of the Grantee, the Grantee must submit, in writing, a request to reschedule or cancel the event to the Grant Administrator. The Grant Administrator in consultation with the Executive Director may approve changes to the grant to accommodate changes necessary due to the unforeseen circumstance. In the case of cancellation without rescheduling, the Grant Administrator may reimburse allowable expenses under the grant that have been paid by the Grantee in the good faith belief the event would occur as originally planned.

3. **EVALUATION OF GRANT PROPOSALS AND AWARDS:**

The Grants and Local Public Relations Committee of the Dare County Tourism Board will evaluate each grant received and recommend awards to the Dare County Tourism Board at a regularly scheduled board meeting. The Grants and Local Public Relations Committee will review applications within 45 days of grant request. A request must receive a 2/3 majority vote of the attending Board for approval. Applicants will receive notice within five days of the Dare County Tourism Board meeting at which the request is recommended by the committee.

The Local Public Relations and Grants Committee will use the following criteria in its grant award decisions:

Objective Criteria:

- a. Applicant meets with the Grant Administrator to determine eligibility.
- b. A typed, completed application and any supporting materials must be received by the application deadline (**at least four (4) months prior to the event**).
- c. Event is held in Dare County between August 15 and June 15.
- d. Applicant is a Dare County non-profit.

Subjective Criteria:

- a. The overall quality and thoroughness in completing the application.
- b. Potential for the event to generate travel to Dare County, and subsequent overnight visitation and restaurant dining.
- c. Potential to become a self-sustaining event, and if applicable, a stated plan for becoming self-sustaining.

4. **REQUIREMENTS FOR RECIPIENTS:**

Grants that receive funding shall adhere to the following guidelines or risk the loss of funding:

- a. The Outer Banks Visitors Bureau shall be given sponsor recognition commensurate with the level of the Event Grant amount awarded. Applicant shall submit, on a separate page, a list of sponsor benefits with the Event Grant application.
- b. If sponsor recognition levels do not exist or if the sponsor recognition levels do not otherwise offer logo inclusion, the recipient will include the **official logo of the Outer Banks Visitors Bureau and the outerbanks.org web address** on event advertisements and event website and collateral advertising materials (i.e., cups, T-shirts, tickets, banners, etc.) as directed by the Grant Administrator. The following language shall also be included on event advertisements and collateral advertising materials, "This event is funded in part by the Outer Banks Visitors Bureau."

Upon request, and **ONLY** if approved in writing in advance by the Grant Administrator, the grant recipient may be allowed to forego inclusion of this language if space does not permit. The applicant cannot make this determination without the Grant Administrator's prior consent.

- c. Award of an Event Grant is a limited license for the applicant to use the trademarked Outer Banks Visitors Bureau logo. Logo usages (in ads and advertising collateral, on the event's website, etc.) not approved in advance by the Grant Administrator are in violation of copyright and trademark law and are not eligible for grant reimbursement.
- d. For ticketed or registration required events, the Dare County Tourism Board will be provided with tickets and/or admissions to the event commensurate with the level of sponsorship funded.
- e. If the project for which funding has been granted is canceled, or modified in a substantial manner, the grantee must notify the Grant Administrator in writing immediately.
- f. Grantees are required to submit to the Grant Administrator any changes to the proposed expenses in the application, in writing, and provide project updates when requested to do so.

5. **REIMBURSEMENT:**

Reimbursement will be made based on the following documentation (see below for greater detail):

- 1. Timely submission of reimbursement package.
- 2. Documentation of proper logo use.
- 3. Completion of accountability form.
- 4. Copies or tear sheets of all advertising and samples of collateral materials.
- 5. Copies of paid invoices and payment verification.

6. Breakdown of itemized income and expenses.

- a. All projects awarded Event Grant funds must be completed within one year from the date of the Dare County Tourism Board meeting in which funding approval was given. Failure to do so may cause a delay or loss of funding.
- b. Documentation must be submitted to the Grant Administrator at the Outer Banks Visitors Bureau within 90 days after completion of the project, unless a written extension from the Grant Administrator is received.
- c. Documents shall include the following: 1) project accountability report; 2) copies of paid invoices and canceled checks, wire payments or credit card statements; 3) a breakdown of itemized expenses, including all advertising tear sheets and copies of any scripts for broadcast advertising; 4) samples of collateral materials used by the event; and 5) a breakdown of itemized income. Funds will not be distributed until all financial obligations are liquidated and the disbursement of all funds will follow *Accepted Accounting Practices of the Outer Banks Visitors Bureau*.
- d. **Without prior approval, changes in the approved proposal or contract will be sufficient cause for reduction in or complete withdrawal of grant funds at the sole discretion of the Visitors Bureau without recourse.** An approved proposal or contract may only be rescinded, modified or amended upon written request to and acceptance by the Dare County Tourism Board.
- e. Reimbursement request may be DENIED if the official logo of the Outer Banks Visitors Bureau and the outerbanks.org web address are not included on all promotional material. High resolution images of the Outer Banks Visitors Bureau official logo will be provided free of charge to all grantees.

The grantee, its successors and/or assigns agree to indemnify and hold the Outer Banks Visitors Bureau, its directors, both individually and collectively, and employees thereof harmless from any and all monetary liability, loss or damage as a result of claims, demands, costs or judgments against them or any nature whatsoever resulting from or in any way arising out of the awarded applicant's Event Grant, including, but not limited to: (1) its acceptance and/or use of the awarded funds, whether disbursed presently or to be disbursed in the future; (2) any injuries suffered by third-parties, whether invitee, guests or otherwise; (3) the contracting for, construction, use, existence or maintenance of its property or facility, whether purchased, leased, borrowed or otherwise.

Before a project can be presented to the Local Public Relations and Grants committee, one (1) original hardcopy (**do not staple**) and/or an electronic version must be provided to the Outer Banks Visitors Bureau Grants Administrator. Applications will be accepted Monday-Friday during the grant window, from 9:00 a.m. to 4:00 p.m., at the Outer Banks Visitors Bureau administrative offices.

Once a request has been approved/awarded by the Dare County Tourism Board, a binding contract will be signed by both recipient and Dare County Tourism Board.

FOR COMMITTEE USE ONLY:

RATING CRITERIA AND PROCESS

Each grant application will be reviewed by the staff to ensure that all required materials have been supplied. Failure to supply all the required materials will result in disqualification. Following staff review, the applications will be turned over to the Board’s Grants and Local Public Relations Committee for scoring. The committee will score each application on a 50 point scale based on the following:

			Score	Notes
Tourism Development	<ul style="list-style-type: none"> • Proposal has potential or previously proven ability to generate visitation to Dare County that includes overnight stays in Dare County commercial lodging • Proposal contributes to overall appeal of Dare County as preferred visitor destination through its event offerings • Proposal explains marketing initiatives. This should include strategies for attracting visitors from outside Dare County • Marketing plan is thorough and realistic • Event coincides with non-peak or shoulder seasons 	Up to 25 points		
Event Evaluation	<ul style="list-style-type: none"> • Budget seems realistic • Funds requested meet grant criteria of allowable expenses • Proposal includes event goals & objectives • Proposal includes a plan for becoming self-sustaining • Proposal includes method for documenting and evaluating outcome of event • Proposal includes plan for documenting overnight lodging stays • Proposal includes plan for documenting out-of-market participation 	Up to 25 points		
		Total Possible Points: 50		