



Wayne County Tourism Development Authority & Goldsboro Tourism Council

## 2021 Spring Tourism Resource Program

### Program Purpose

The purpose of this program is to assist organizations in the development of tourism in Goldsboro and Wayne County and to supplement the efforts of the Wayne County Tourism Development Authority (WCTDA) and the Goldsboro Tourism Council (GTC) to increase visitation, expenditures, and overnight stays in the area.

### Eligibility

To be eligible for assistance, the activity, event, or facility/business must be designed to attract new visitors from outside the local community and enhance the growth of the travel industry in Goldsboro and Wayne County. The assistance will be awarded based on the project's ability to meet established guidelines, with priority for projects that demonstrate the ability to generate hotel/motel room nights.

### Funding

This program will award two (2) \$1,000 grants to selected applicants. Projects funded under this program *must be for tourism related activities or endeavors*. For example, eligible projects can be, but not limited to, festivals, events, attractions, advertising campaign for existing businesses that caters to local and nonlocal populations, etc. Awarded funds must be used for destination marketing, advertising, and promotion of the proposed event/attraction that targets audiences outside of Goldsboro-Wayne County. All projects approved for funding must be determined by the WCTDA and GTC as an attraction or event whose purpose is to serve and attract visitors to Goldsboro/Wayne County.

Priority will be given based on the project's ability to generate hotel/motel room nights. Secondary priority will be given to the project's ability to generate day visitation of out-of-county visitors.

**See Covid-19 Disclaimer at end of program description.**

### Terms

Organizations may apply for assistance no later than 5pm on Friday, February 19, 2021. The project must occur before December 31, 2021. If the applications are not received by February 19, 2021 by 5pm, the application may not be considered for funding. The WCTDA and GTC will consider all applications and award assistance in its discretion.

Examples of ineligible expenses: lodging/travel, salaries, postage, administrative costs, telephone charges, office supplies, publications for sale, alcoholic beverages, and the purchasing of equipment.

Examples of eligible expenses: advertising, logo design, flyers/pamphlet productions and distribution, newsletters, public relations, promotional video production and content creation.

The awarded applicant will be expected to maintain itemized receipts and expense tracker showing a detailed breakdown of how the funding was spent. The WCTDA & GTC reserves the right to inspect, at any time, the grant recipient's expense tracker to ensure compliance with program guidelines and accuracy of financial reporting. *If any of the \$1,000 funds were not spent, the WCTDA and GTC have the right to request reimbursement of unspent balance.* The unspent balance of the awarded funding must be returned to the Visit Goldsboro office within 60 days of the time the applicant submitted expense tracker of how the funding was spent.

Approval of the funding includes the use of the "Visit Goldsboro" logo, which is encouraged to be included on printed promotional and/or supplemental materials. The Visit Goldsboro office must aptly be recognized for the donation at the project site, invited to ground breakings and associated events, and mentioned in media coverage.

Within 30 days of completing the tourism related activity, the grant recipient needs to provide an *accountability report* (see attached) to the WCTDA & GTC. If not received, the recipient may not be eligible for funding in the future.

In the decision-making process, the WCTDA & GTC will consider such factors as the type and scope of the applying organization/agency, the effect and impact of proposed project on travel and tourism, the timetable in which the project will be completed, the dollar amount requested, the number of applications received, the projects ability and intent to attract visitors to Goldsboro on a continuing basis, and the overall merit of the project. A committee comprised of voting members of the WCTDA & GTC shall review all applications and recommend awards. The WCTDA & GTC shall vote and have authority in granting and disbursing funds. Applicants will be notified of their award status by March 1<sup>st</sup> 2021.

### **Covid-19 Disclaimer**

The Covid-19 virus has impacted the ability for many events to take place safely and for projects to move forward. The WCTDA and GTC understands that the threat of the virus could still cause postponements or cancellations of events and other types of proposed projects. In the event of a postponement, the awarded applicant will be able to keep their funding to use for the rescheduled date. If the event or project is not an annual occurrence and is ultimately cancelled, the applicant will be responsible for notifying the GTC & WCTDA at its earliest convenience and will reimburse the awarded funds within 30 days of the decision to terminate the event or project.

*\*If you received funding from the 2020 Spring Tourism Resource Program, and your event was postponed for a future date, you may use your already awarded funding for the rescheduled event or project. You may also still apply for more funding through this Spring Program, but your project may not be as high as a priority compared to new applicants who have not received prior funding.*



## 2021 Spring Tourism Assistance Program Application

1. Organization Name: \_\_\_\_\_

2. Application completed by: \_\_\_\_\_

3. Project Director (if different from above): \_\_\_\_\_

4. Address: \_\_\_\_\_

5. City/State/Zip: \_\_\_\_\_

6. Telephone: \_\_\_\_\_ 7. Fax: \_\_\_\_\_

8. E-mail address: \_\_\_\_\_

9. Describe your organization's role to visitors in Goldsboro.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. Project/Event Name: \_\_\_\_\_

11. Project Start/Event Date: \_\_\_\_\_ 12. Project/Event End Date: \_\_\_\_\_

13. Total Project Budget: \_\_\_\_\_

A. Amount requested from GTC/TDA: \_\_\_\_\_

B. Funds to be provided by Applicant: \_\_\_\_\_

14. Source of Organization Operating Funds: \_\_\_\_\_



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21. How will this project benefit your organization?

22. Anticipated attendance: \_\_\_\_\_

24. Last year's attendance: \_\_\_\_\_

23. Anticipated room nights: \_\_\_\_\_

25. Last year's room nights: \_\_\_\_\_

26. Any additional information that support the need for the project as an event or activity to enhance Goldsboro/Wayne County as a travel destination:

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Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Project Director)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Authorized or Administrative Official)

**Please return application by August 24, 2020 by email or mail to:**  
**Visit Goldsboro**  
**Attn Amber Herring, WCTDA/GTC Secretary**  
**308 N. William St.**  
**Goldsboro, NC 27530**  
[aherring@goldsboronc.gov](mailto:aherring@goldsboronc.gov)



## Tourism Assistance Program Accountability Report

*Within 30 days of completing the tourism related activity, the grant recipient needs to provide an accountability report to the WCTDA & GTC. If not received, the recipient may not be eligible for funding in the future.*

Project Name: \_\_\_\_\_

Dollar Amount Received: \$\_\_\_\_\_ Amount Spent: \$\_\_\_\_\_

Date Project Completed:\_\_\_\_\_ Today's Date:\_\_\_\_\_

Total Expenses of Project:  
\$\_\_\_\_\_

Evaluation of economic impact to the visitor industry in Goldsboro:\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Overall evaluation of the project:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number of Tickets/Registrations sold:\_\_\_\_\_

Number of attendees:\_\_\_\_\_

Percentage of nonlocal attendees (attendees with non-Wayne County zip codes):\_\_\_\_\_

If your event or attraction did not sell tickets or paid registrations, please explain how you arrive at your attendance

estimate: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Impact on the hotel/motel industry in Goldsboro-Wayne County

Total Room Nights Generated: \_\_\_\_\_

If comp'd room nights were negotiated, please indicate the following:

Paid Room Nights: \_\_\_\_\_                      Comp'd Room  
Nights: \_\_\_\_\_

List Participating Hotels:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\*Attach hotel documentation to this form.**

**\*Attach receipts outlining how the project used the awarded amount**

***Please return report within 30 days of event/activity by email or mail to:***

***Visit Goldsboro***

***Attn Amber Herring, WCTDA/GTC Secretary***

***308 N. William St.***

***Goldsboro, NC 27530***

***aherring@goldsboronc.gov***