



Travel and Tourism Development Authority Grant Program and Application

*Ahoskie Travel and Tourism
Development Authority*

January 03, 2008
Amended June 21, 2010
Amended February 4, 2015
Amended July 19, 2019

What is the Travel and Tourism Development Authority Grant Program (TDAGP)?

The TDAGP assists organizations located in the Ahoskie area to undertake projects that are approved under the NCGS: "The Authority shall promote travel, tourism, and conventions in the town, sponsor tourist-related events and activities in the Ahoskie area, and finance tourist-related capital projects in the town".

The goal of the program is to

1. Encourage and promote tourism;
2. Contribute to capital development projects that create or promote tourism;
3. Promote tourist related conventions and activities.

These goals, in turn, are designed to increase the attractiveness of the Town of Ahoskie, increase tourism, and provide the impetus for further private investment or development.

The program is funded through the Occupancy Tax and each application will be reviewed and approved by the Travel and Tourism Development Authority.

How does the Program Work?

Any organization or business may submit an application for consideration. Access to TDAGP will be on a first come, first served basis. If multiple applications are received and funding limited, the participants will be selected by the TDA based on the impact to the tourism industry.

Who can Apply for Funding?

Any organization or business that supports the above guidelines is considered eligible in the County. The project must be located in the Ahoskie area and shall promote travel, tourism, conventions, sponsor tourist-related events and activities or finance tourist-related capital projects in the Ahoskie area.

What Type of Projects are Eligible for Funding?

Organizations or businesses requesting assistance must have a project located and impacting travel and tourism in the Ahoskie area and are open to the public.

Examples of **eligible** improvements include:

- Festivals and musical entertainment
- Sporting events
- Outdoor theaters
- Fireworks
- Other activities and events that draw tourist to the local area
- Brochures that promote the local area

Examples of **ineligible** activities include:

- Brochures that promote individual private events and are not open to the public
- Any events not open to the public
- Any events not in the County

How does the Application Process Work?

The organization or business may submit an application (see attachment) at anytime during the year as long as funding is available. Along with the application, the applicant will provide a short synopsis of the project including what impact it will have on travel and or tourism and must appear before the board with their application. Failure to appear will result in disapproval or tabling of the application until the next meeting.

- TDA Meeting Schedule: (1st Thursday at 1:30 p.m.)
 - January Apply by 12/15
 - April Apply by 3/15
 - July Apply by 6/15
 - October Apply by 9/15
- Applications must be received by the Chairman of the TDA no later than the 15th of the month prior to schedule meeting date. For example the meeting scheduled for April 3, 2016 the deadline for applications would be March 15, 2016. Applications received after this date will be held until the following meeting.

The TDA will review the application and approve or deny funding for the application at its next regularly scheduled meeting (see above). If approved, the applicant will receive written notification from the chairperson of the TDA and may proceed with necessary planning. Project cost overruns due to miscalculations or undiscovered cost are the sole responsibility of the applicant.

What Happens after a Project is Selected for Funding?

As required by the TDAGP, the work on this project must be completed within six (6) consecutive months from the date of project approval. You may elect reimbursement in phases or upon completion of the entire project. A detailed invoice must be submitted in order to obtain any amount of reimbursement. The invoice must include materials, time and labor and any other information pertinent to reimbursement.

The applicant is responsible for obtaining all permits associated with the event or project.

What Happens after the Project is Completed?

Once the project has been completed, the applicant will appear before the board at the next regularly scheduled meeting and provide a report on the progress of the event. This may include but not limited to:

- Number of attendees
- Number of vendors
- Sponsorship
- Advertisement in regards to event
- Description of the event and overall success as compared to anticipated success
- Expenses that incurred prior to approval are not eligible for reimbursement

(Application is available on town's website: www.townofahoskienc.gov)

Travel and Tourism Development Authority Grant Program (TDAGP)	
Application For Assistance	
Date:	
Name(s) of Owner/Business Operator:	
Owner(s)/Business Operator(s) Address:	
Owner(s)/Business Operator(s) Email Address:	
Owner(s)/Business Operator(s) Phone Number(s):	
General Description of the proposed project and impact it will have on travel and tourism in Ahoskie:	
Audience expected to impact & anticipated number o attendees (if event	
Anticipated total cost of the entire event:	
Estimated cost of the proposed project:	
Specific use for funds:	
Amount of grant request:	
Estimated Start Date:	Estimated

I certify that I, the applicant for the event or project listed above have submitted all documents pertinent to this application.

Applicant/Organization's Name

Applicant/organizations Signature (Date)
