



## Currituck County Travel & Tourism Event Marketing Assistance Program Guidelines and Application

### Guidelines

The purpose of the Tourism Event Marketing Assistance Program is to aid Currituck County community groups, non-profit organizations, and tourism-related businesses in promoting and marketing tourism and culturally-related events and activities by providing advertising money to establish the marketing of their event(s). It is expected that, over the three years, the event(s) will become self-supporting.

The program provides funds for advertising and promoting events, festivals, and other special promotions. Marketing activities under this program include paid media advertising and promotional materials that will assist in drawing visitors and tourists from outside Currituck County.

An Event Marketing Assistance Guidelines and Application form is required to be completed for each event (organizations and businesses that hold multiple events during a fiscal year must complete a separate form for each event) and must be received by the Director of Travel & Tourism as following:

- Funding of \$1,000 or less will be considered and approved by the Director of Travel & Tourism and must be received **at least thirty (30) days before the event**. If the Director of Travel & Tourism is a member of an organization or business requesting funding, the application must be approved by the Tourism Advisory Board.
- Requests for funding over \$1,000 will be considered by the Tourism Advisory Board, and these applications must be submitted **approximately ninety (90) days prior to the event and at least thirty (30) days** before one of the Tourism Advisory Board's four (4) meetings in September, November, January and April.
- Any funding requests by a business owned by an elected public official representing Currituck County must first be approved by the Tourism Advisory Board and then presented to the Tourism Development Authority for final approval. This will also be the procedure for requests by an organization of which an elected public official representing Currituck County is a member.

Funding is limited, so primary consideration will be given to projects that enhance the long-term growth of the tourism industry, will have the ability to draw visitors from outside the County and will have a positive economic impact on the local economy.

To see the maximum amount of funds that any non-profit group or for-profit business can receive during a fiscal year, refer to the levels of available funding listed in the application section. Currituck County's fiscal year begins on July 1 and ends on June 30. *Funds are awarded annually per APPLICANT, not per event, so if the applicant has more than one event during the fiscal year, total funding cannot exceed \$4,000 for any given year.* There is a three (3) year cap on all non-profit and for-profit organizations and businesses receiving funding. Funding will be paid as follows:

- Event Marketing Assistance will be paid by the Tourism Department directly to the media source/vendor (*not to the non-profit organization or for-profit businesses*) and can only be awarded for advertising, promotional materials and marketing campaigns.
- All contracts for services and invoices that are to be paid by the County must be made to: Currituck County Department of Travel & Tourism, 106 Caratoke Hwy, Moyock NC 27958.
- Contracts, insertion orders and/or written estimates are required to be submitted to the Events Coordinator at **least thirty (30) days prior to the event.**
- Vendors must be approved by the County, so please check with the Tourism Department to see if your vendor is on the County's approved vendor list. If not, the vendor will be provided with the necessary paperwork in order to be approved.

#### **Eligibility:**

- The event must be held in Currituck County and ***the majority of attendees (50%+) must be from outside of the County.***
- The event must be considered to be family-friendly by the Director of Travel & Tourism and by the Tourism Advisory Board.
- Groups, organizations and businesses seeking program funds are required to meet with the Director of Tourism or his/her designee prior to submitting an application. Any group, organization or business submitting an application without meeting with the Director of Tourism or his/her designee will not be eligible for funds.
- The Tourism Department must be provided with a booth/display space free of charge at the event if it decides to have one. The booth/display space must be located near the entrance to the event.
- Unauthorized changes in the advertising plan from the approved application will be sufficient cause for the reduction in, or complete withdrawal of, awarded funds.
- It is the responsibility of the applicant to see that invoices are sent to the Tourism Department. Invoices must be submitted no later than 30 days following an event. Invoices submitted more than 30 days after the event will not be paid (unless extenuating circumstances, communicated to the Tourism Director, exist).

- **Event organizers are required to submit a written report (at least 100 words in length) to the Tourism Department describing how the Event Marketing Assistance Program benefited their event and giving an estimate of attendees originating outside of the County. The report must be submitted within 30 days after the event.**

### **Appeals:**

An appeal may be made to the Tourism Advisory Board, and it must be submitted no later than 30 days after denial. Appeals will be considered at the next regular scheduled meeting of the Tourism Advisory Board and mailed to:

Currituck County Department of Travel & Tourism  
Attn: Event Marketing Assistance Appeal  
106 Caratoke Hwy.  
Moyock NC 27958

**Note: In some cases, a special use permit is required for events (per the County's Unified Development Ordinance):**

- Special Events - Circuses, fairs, carnivals, festivals, or other types of special events that: run for longer than one (1) day but not longer than two (2) weeks; are intended to or likely to attract substantial crowds; and are unlike the customary or usual activities generally associated with the property where the special event is to be located.
- Special Use Permit - A permit issued by the Board of Commissioners that authorizes the recipient to make use of property in accordance with the requirements of this Ordinance as well as any additional requirements imposed by the Board of Commissioners.

No application will be approved for any event that is in violation of the Currituck County Unified Development Ordinance.

I have read the above guidelines and agree to abide by these guidelines.

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Print Name of Applicant

\_\_\_\_\_  
Date

## **Application**

**Organization Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Title of Event:** \_\_\_\_\_

**Date of Event:** \_\_\_\_\_

**Location of Event:** \_\_\_\_\_

**Hours of Event:** \_\_\_\_\_

**Admission cost:**     \$ \_\_\_\_\_

**Will food be sold?**     \_\_\_\_\_ **Yes**     \_\_\_\_\_ **No**

**If “Yes,” who will prepare the food (Vendor(s) Name)?** \_\_\_\_\_

**Have you obtained the necessary permits from the Health Department?**     \_\_\_\_\_ **Yes**     \_\_\_\_\_ **No**

**Estimated Number of Attendees** *(Use attendance number from the previous year; if this is a first year event, estimate the number of people expected to attend):*

\_\_\_\_\_

**How will proceeds from the event be spent?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Total Funds Requested\*** (see list below for maximum annual funding amount):     \$ \_\_\_\_\_

**In what areas (geographic) are you planning to market with your advertisements?**

**Describe how funds will be spent. You must account for the exact dollar amount you are requesting. Attach copies of contracts, insertion orders, or written estimates from media sources to this application. Remember, the tourism department will directly pay the vendor. There is no reimbursement allowed to the event organizer.**

Media Source: \_\_\_\_\_

Funds Requested: \$ \_\_\_\_\_ Publication Date(s): \_\_\_\_\_

Ad Size: \_\_\_\_\_

Media Source: \_\_\_\_\_

Funds Requested: \$ \_\_\_\_\_ Publication Date(s): \_\_\_\_\_

Ad Size: \_\_\_\_\_

Media Source: \_\_\_\_\_

Funds Requested: \$ \_\_\_\_\_ Publication Date(s): \_\_\_\_\_

Ad Size: \_\_\_\_\_

Media Source: \_\_\_\_\_

Funds Requested: \$ \_\_\_\_\_ Publication Date(s): \_\_\_\_\_

Ad Size: \_\_\_\_\_

**Other Project Expenses (examples: printing of posters or flyers, electronic-marketing):**

Vendor: \_\_\_\_\_

Item(s): \_\_\_\_\_

Funds Requested: \$ \_\_\_\_\_

Vendor: \_\_\_\_\_

Item(s): \_\_\_\_\_

Funds Requested: \$ \_\_\_\_\_

### **Funding Levels**

<b>Year</b>	<b>Level I (up to 500 attendees)</b>	<b>Level II (over 500 attendees)</b>
<b>1<sup>st</sup></b>	<b>\$1,500</b>	<b>\$2,000</b>
<b>2<sup>nd</sup></b>	<b>\$1,000</b>	<b>\$1,500</b>
<b>3<sup>rd</sup></b>	<b>\$ 500</b>	<b>\$1,000</b>

**Initialing and signing below signifies that you have read and agree to the following statements:**

- I understand that the Currituck County Department of Travel and Tourism must approve my application if application is for \$1,000.00 or less, and, if the application is over \$1,000.00, the application must be approved by the Tourism Advisory Board. \_\_\_\_\_
- I have read and agree to abide by the Event Marketing Assistance Program Guidelines. I acknowledge that by failing to comply with any of the program's guidelines, I will forfeit the awarded funds. \_\_\_\_\_
- I understand that no funds will directly be awarded to my business/organization. The Tourism Department will pay the indicated vendors once invoices are received. Promotions may include: print, online, television and/or radio advertisements and printed materials or items. The level of promotion will be based on the estimated number of attendees and year of funding as shown above. \_\_\_\_\_
- I understand that no funds will be awarded to reimburse me or my organizations for advertising money already spent. \_\_\_\_\_
- I understand that my event may be promoted in conjunction with other upcoming events. \_\_\_\_\_
- The Tourism Department may further market my event in-house at no additional cost to me or my organization. \_\_\_\_\_
- I understand that my event, publications and ad contents must follow all county and state ordinances, including Health Department regulations. In addition, the event must be family-friendly and meet the guidelines of the Travel and Tourism Department that include: no nudity, drunkenness, lewd behavior or dress, lewd graphics or profanity on promotional materials, digital/online and social media outlets at or for the event. \_\_\_\_\_
- I will credit the ***Currituck County Department of Travel and Tourism*** in all advertising funded through the Events Marketing Assistance Program. (Sample wording: "This ad sponsored in part by the Currituck County Department of Travel & Tourism.") \_\_\_\_\_
- I will submit tear sheets/copies of printed materials within 30 days following my event. \_\_\_\_\_
- I agree to refund Currituck County for Events Marketing Assistance monies spent should the event be cancelled for any reason other than inclement weather (e.g.: applicant fails to meet the requirements of a Special Use Permit; applicant chooses to cancel the event.) \_\_\_\_\_
- I will submit a written summary (at least 100 words in length) describing how the Events Marketing Assistance Program assisted my event in attracting attendees from outside of the area (include the approximate total number of attendees) and how the event will enhance Currituck County as a travel destination. I will submit this summary to the Department of Travel & Tourism Director within thirty (30) days after my event. \_\_\_\_\_

- Failure to submit a summary in the allotted time may have an impact in the applicants' future awarding of funds. \_\_\_\_\_

\_\_\_\_\_  
*Applicant Signature*

\_\_\_\_\_  
Applicant Printed Name

\_\_\_\_\_  
*Date*

**Return application to:**

Currituck County Tourism Department  
Attn.: Greg Schwarga  
106 Caratoke Hwy  
Moyock, NC 27958  
Fax: 252-435-2996  
Phone: 252-435-2947

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***OFFICE USE ONLY:***

*Application Received* \_\_\_\_\_

***Approval by Director of Travel & Tourism: Tameron Kugler***

\_\_\_\_\_ *APPROVED*      \_\_\_\_\_ *DENIED*

\_\_\_\_\_  
*Director*

\_\_\_\_\_  
*Date*

***Approval by Tourism Advisory Board (if applicable)***

\_\_\_\_\_ *APPROVED*      \_\_\_\_\_ *DENIED*

\_\_\_\_\_  
*Chairman Name (Print)*

\_\_\_\_\_  
*Chairman Signature*

\_\_\_\_\_  
*Date*