



## Currituck County Travel & Tourism Event Marketing Assistance Program Guidelines (Support of Funds)

The purpose of the Tourism Support of Funds Program is to assist Currituck County community groups, non-profit organizations, and tourism-related businesses in promoting and marketing tourism and culturally-related events and activities. The program provides funds for advertising and promoting events, festivals, and other special promotions. Marketing activities under this program include paid media advertising, promotional materials, shoulder season promotions, and events that draw visitors and tourists from outside Currituck County.

A Support of Funds Application is required to be completed and must be received by the Director of Travel & Tourism **at least ninety (90) days prior to the event**. Funding of \$1,000 or less will be considered by the Director of Travel & Tourism. Requests for funding over \$1,000 will be considered by the Tourism Advisory Board, and these applications must be submitted **at least thirty (30) days** before the Tourism Advisory Board's quarterly meetings in November, February, May and August. After approval by the Tourism Advisory Board, applications will subsequently be considered by the Tourism Development Authority. 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.

***This form, Event Marketing Assistance Program Guidelines, must be signed and dated and submitted along with the application***

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 on the application. Organizations and businesses that hold multiple events during a fiscal year must complete a separate application for each event but the combination of all awarded amounts for all events held by an organization or business during a fiscal year may not exceed available funding listed on the application. There is a five (5) year cap on for-profit business organizations receiving funding.

**Support of Funds 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/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.

**Matching funds are required for events sponsored by for-profit businesses.** Copies of PAID invoices showing the exact amount spent by the for-profit business for direct advertising of the event must be provided to the Tourism Department **no later than thirty (30) days after the event.** Should the business not provide copies of these invoices, the business **MUST** refund Currituck County the amount of awarded funding within sixty (60) days of the event.

The goal of the Support of Funds Program is to provide groups, organizations and businesses with seed money to establish the marketing of their event(s). It is expected that, over the years, the event(s) will become self-supporting, enough so that fewer funds are needed for promotion. Note: Funds are awarded annually per APPLICANT, not per event.

#### **ELIGIBILITY:**

- In order to be eligible for funding, the event must be held in Currituck County and the majority of attendees must be from outside of the County.
- In order to be eligible for funding, the event must be considered to be family-friendly by the Director of Travel & Tourism and by the Tourism Advisory Board.
- Applications for events that are co-organized by a non-profit organization and a for-profit business must be in the name of the primary organizer of the event.
- 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. 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 60 days following an event.
- **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. 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: Support of Funds 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. Consideration will be given, at the discretion of the Tourism Advisory Board, to applicants who can demonstrate they are making a good-faith effort to comply with County regulations, including the Unified Development Ordinance.

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

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

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

\_\_\_\_\_  
Date