

Boiling Springs Tourism Development Authority GUIDELINES FOR FUNDS REQUESTS

*The Boiling Springs Tourism Development Authority (TDA) was created by an act of the NC State Legislature and the Boiling Springs Town Council in 2006. The Boiling Springs TDA is funded solely by an occupancy tax paid to Boiling Springs lodging establishments by lodging guests. The monies for this fund are generated by visitors staying overnight and paying the hotel room tax collected by lodging establishments. As you read the guidelines for application you will see **that Funds applications submitted must meet the goal of increasing tourism revenue and overnight stays, or have the potential to create overnight stays in the future, within Boiling Springs.** As overnight stays increase, so does the size of the funds available.*

- 1) Funds may be awarded to all qualifying **cultural, historical and recreational entities** and/or qualifying **special events** that submit a request for such funds. Tourism promotion organizations, local and county government may also qualify and submit application for review.
- 2) **To qualify as a CULTURAL, HISTORICAL or RECREATIONAL ENTITY, an organization should:**
 - a) Be a not-for-profit as determined by the Internal Revenue Service
 - b) Have two continuous years of financial reports or otherwise verifiable financial reports
 - c) Have a proven positive record of bringing patrons and audience members from beyond a fifty-mile radius
- 3) **To qualify as a SPECIAL EVENT the event should:**
 - a) Be sponsored by not-for-profit or a program of a bona fide public benefit organization
 - b) Have a proven positive record of bringing patrons and audience members from beyond a fifty-mile radius
- 4) **All Funds Applications must be received within 60 days prior to the event. Special consideration will be given to applications received more than 3 months prior to the event.**

The goal of the applicant must be to increase tourism revenue and overnight stays in Boiling Springs. As overnight stays increase, so does the size of the fund available for the Funds. The primary target audience for the Funds must be tourists and visitors 50 miles outside of Boiling Springs. Applications whose primary target audience is the local community will not be considered.

- 5) Funds will not be provided for political or for sectarian religious purposes
- 6) Funds will not be awarded for operational expenses such as office equipment, “overhead” costs of day-to-day business activities, salaries, postage or wages
- 7) Applicants must complete all sections of the Funds Application. Information should be addressed concisely and can be submitted on 8 ½” x 11” pages. Incomplete Funds applications may be rejected

- 8) Incomplete Budget Forms lacking proper support information may be rejected as incomplete. A budget form is provided for guidance.
- 9) **A Marketing Plan must be submitted** with each Funds Application. The Marketing Plan is defined as: A **brief narrative** [one to three paragraphs only] detailing your overall marketing strategy and target audience [visitors no less than 50 miles outside the region]. The purpose of this narrative is to provide the Review Panel with your rationale on where – and to whom – you will be marketing to attract overnight guests. A Marketing Plan, at a minimum, must include:
 - a) Marketing timeline
 - b) Media distribution channels listed (Examples: print, social media, radio, etc.)
 - c) Target audience
 - i) Audience demographics (gender, age, income level, etc.)
 - ii) Marketing area covered by each media source
 - d) Cost breakdown
 - e) Evaluation plan
- 10) Applicants are strongly urged to provide two years of verifiable financial history.
- 11) Applicants must show proof of insurance for their organization or event.
- 12) Applicants must supply a listing of the organization’s Board of Directors or Advisory Committee.

AWARD ALLOCATION

- 13) Award amounts must be used within twelve months of award notification. If the funds are not expended by the end of twelve months, the Guarantor must return the portion of the unused Funds dollars along with a written explanation as to why the Funds dollars were not used.
- 14) It should not be presumed that any applicant will be awarded Funds on an annual basis, nor should the availability of these Funds awards be considered an annual part of any applicant’s budget.
- 15) Applicants will be notified promptly regarding their award amount.
- 16) Once award checks are issued, should the timeline of your project change from the dates as indicated your Funds application, the Guarantor must notify, in writing, the Boiling Springs TDA of said date change. Upon review of the date change, the Review Panel reserves the right to request a refund of all Funds dollars awarded.
- 17) Once an application is approved for funding, any increases to costs outlined in the approved Funds application are the responsibility of the Funds recipient.
- 18) As part of the Agreement the Guarantor must include the following in the appropriate promotional materials and advertising as stated below:
 - a) **Advertising** – includes print ads & material, billboards, clothing, merchandise, radio, electronic media & promotions and TV:
 - i) *“This (advertisement/program/event) was made possible in part by Boiling Springs Tourism Development Authority”*
 - ii) *Boiling Springs Tourism Development Authority logo*
 - iii) Boiling Springs TDA can supply a banner for display at the event if one is not being created with the *Boiling Springs Tourism Development Authority* logo and other supporting organizations

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- iv) If you feel that you cannot accommodate all the required above elements, please contact the Boiling Springs TDA for alternative options
- v) Awards amounts are typically between \$500 and \$5,000

FINAL REPORT

- 19) **A final report is required within 60 days of the completion of your project.** In this report, the Review Panel will require adequate proof and documentation that the funds were used for the intended purpose. Documentation must include:
- a) An **itemized list of expenses** with copies of receipts
 - b) **Copy of publicity materials**, brochures or publications; and the submission of **ad tear sheets** and **media billings**, or any other similar documentation
 - c) **Final Evaluation Narrative Form** that includes a narrative summary evaluating the effectiveness of your project to attract tourists and visitors to visit our area and to stay overnight. **Guarantor must detail their evaluation process**
 - d) **Attendance figures** from the prior year's event and the current event if available
- 20) Entities who fail to provide such proof and documentation may not be considered for future funding from the Boiling Springs TDA. The Review Panel reserves the rights to ask for full refunds of award money should the organization fail to provide the required proof and documentation.