



**Visit Elizabeth City Tourism Expenditure Grant
FY2020-2021 Matching Marketing Grants APPLICATION**

Please use the following form to complete your funding request. Refer to the Guidelines for direction answering these questions. If a question does not pertain to you, please use "n/a" as an answer – do not skip any questions.

PROFILE. 5 POINTS

Organization Name	
Address	
Project Name	
Project Address [if different]	
Contact Person	
Email Address	
Phone Number	
Website	
Is organization [circle one]	For Profit Non-Profit

FINANCIAL INFORMATION. 10 POINTS

Project Begin Date	
Project End Date	
Is this Project a Minimum of 60 days after the Grant Award Date?	
Total Project Budget	
Total Marketing Budget	
Amount of Match Dollars provided by applicant	
Amount of Funding Requested	
Project Budget	Provide a general budget for the project or event. Sample Budget Form available on pages 4-5.

PROJECT SUMMARY. 35 POINTS

THE PROJECT SUMMARY SHOULD BE NO MORE THAN 2 PAGES IN LENGTH

Project Name	
Brief description of Project – include purpose, outline and intended results:	
Is this Project a new, enhanced or significantly expanded event, activity or attraction? Explain.	
Anticipated visitor attendance from outside a 40-mile radius	
Anticipated hotel/motel/B&B/Airbnb room nights that may be generated	
What steps, if any, has the Applicant taken to collaborate with the Elizabeth City-Pasquotank County lodging community for room accommodations and tracking method?	
How will you measure the attendance of out of town visitors/participants and overnight stays?	

MARKETING PLAN. 50 POINTS

THE MARKETING PLAN SHOULD BE NO MORE THAN 2 PAGES IN LENGTH

What Goal are you trying to accomplish with the marketing campaign?	
Who is your primary Target Audience ?	
Which geographic markets will you target? Include a percentage breakdown of spend by local (within 40 miles) and visitors (more than 40 miles)	
Explain your detailed promotional plans and schedule, including the advertising channels you plan to use.	
How will this Project support Visit Elizabeth City's mission, vision and marketing strategies ?	

ALL SECTIONS OF APPLICATION MUST BE COMPLETED FOR APPLICATION TO BE CONSIDERED

I acknowledge I have read and agree to the Visit Elizabeth City Matching Marketing Grants Guidelines if awarded funds through the program.

Project Director Signature

Print Name & Title

For additional information or if you have questions on the Matching Marketing Grants Application, contact Susan Hartley | 252.335.5330 | Susan@VisitElizabethCity.com

Submit Applications to
Visit Elizabeth City
501 South Water Street
Elizabeth City, NC 27909
Info@VisitElizabethCity.com



**Visit Elizabeth City Tourism Expenditure Grant
FY2020-2021 Matching Marketing Grants APPLICATION SAMPLE BUDGET**

General Budget Information – Complete the form* below.

**This is a sample format. You can include additional line items appropriate for your project or event’s marketing campaign.*

BASIC INFO

Project Name	
Amount requesting from VisitEC	\$

REVENUE SOURCES

Admission ticket sales	\$
Sponsorships	\$
Applicant/Vendor fees	\$
Donated ad space or printed collateral	\$
Leveraging another grant	\$
Organization operational funds	\$
Other (please explain)	\$
TOTAL REVENUES	\$

EXPENSES

Administrative Expenses	
Salaries	\$
Insurance	\$
Other	\$
Other	\$
Sub-total Administrative	\$
Operating Expenses	
Venue Rental	\$
Entertainment	\$
Supplies	\$
Speaker Fees	\$
Prizes and Giveaways	\$
Other	\$
Other	\$
Sub-total Operating	\$
Marketing Expenses	
Print Advertising	\$
Brochures / Posters	\$
Email	\$
Social Media	\$
Digital	\$
Radio	\$
Other	\$
Other	\$
Other	\$
Sub-total Marketing	\$
TOTAL EXPENSES	\$