



**Visit Elizabeth City Tourism Expenditure Grant
FY19-20 Matching Marketing Grants APPLICATION**

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

PROFILE. 5 POINTS

Organization Name	
Address	
Project Name	
Project Address [if different]	
Contact Person	
Email Address	
Phone Number	
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	
Match Dollars provided by applicant	
Source of Match Dollars	
Amount of Funding Requested	

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

Primary goal, marketing mission and target audience	
List geographic markets for your marketing efforts	
Please provide promotional plans (print, on-line, social media, other campaign details, website address, etc.)	
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 on the Matching Marketing Grants Guidelines, contact

Corrina Ferguson, Executive Director

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Submit Applications to

Visit Elizabeth City

501 South Water Street

Elizabeth City, NC 27909

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