



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

### **OVERVIEW**

Visit Elizabeth City (the Elizabeth City-Pasquotank County Tourism Development Authority) allocates a portion of its occupancy tax appropriation from its adopted annual budget for support of the Matching Marketing Grant program. Marketing Grant applications must be consistent with Visit Elizabeth City's mission, vision and marketing strategies.

Visit Elizabeth City is allocating \$12,500 toward its Matching Marketing Grant Program for FY19-20, July 1, 2019 – June 30, 2020.

### **OBJECTIVE**

The intended use of these funds is to increase tourism and enhance the visitor experience in Elizabeth City and Pasquotank County. The purpose of the Matching Marketing Grants is to support and stimulate the growth of new and innovative tourism products that help create new reasons for out-of-town visitors to want to experience Elizabeth City and Pasquotank County by providing funding for the marketing, advertising and promotion of a new, enhanced or significantly expanded event, activity or attraction. Preference is given to applications for initiatives likely to attract visitors from outside of Pasquotank County who are inclined to stay overnight.

### **ELIGIBILITY**

Applications may be submitted by area organizations, both for-profit and non-profit, for the marketing, advertising and promotion of a new, enhanced or significantly expanded event, activity or attraction in Pasquotank County.

### **MATCH REQUIREMENTS**

The Matching Marketing Grant Program requires a 1:1 match on all awarded marketing dollars, thus doubling the amount of advertising and marketing for the winning event, activity or attraction. Please explain in your application the source of your matching funds. For each source of matching funds, indicate if the funding is secured at time of application.

#### *Allowable Matching Fund Sources*

- Admission ticket sales
- Sponsorships
- Applicant/Vendor fees
- Donated ad space or printed collateral
- Leveraging another grant
- Organization operational Funds

## APPLICABLE PROJECTS

Projects that are funded under this program should draw attendance from at least 40 miles away, must be open to the public, be spectator friendly, “walk-up” friendly, or have a reasonable number of tickets available for purchase. Below is a list of examples of projects that will and will not be considered. Please note this is not a comprehensive list, rather it is to help point you in the right direction.

### *Examples of projects that may be considered*

- New, substantive exhibits
- New events that are related to tourism and of interest to the traveling public
- New attractions or things to do
- Existing events, activities or attractions with a new feature, change or enhancement that has the potential to drive new and increased visitation

### *Examples of projects that will not be considered*

- Family reunions
- Fundraising Events, banquets, annual galas
- Church community functions
- Community-specific programs
- Existing exhibits, galleries, activities, etc.

## GUIDELINES AND REQUIREMENTS

- The event, activity or attraction must be located within the borders of Pasquotank County
- Event or promotional period must begin a minimum of 60 days\* after the scheduled grant award date to allow sufficient time to implement effective marketing. I.e. if the grant award date/ approval by the TDA board is January 1, the project should start on or after March 1.  
*\*Unless alternate timing has been recommended by the Visitor Experience Committee*
- Coordinators should partner and /or package with a Pasquotank County lodging property to encourage the generation of room nights
- There is no limit to the number of applications per entity or organization submitted, but submissions are limited to one application per Project. Winning Projects will not be awarded funding in consecutive years.
- No one project or entity shall exceed 30% of our annual budget for this program.
- The Visit Elizabeth City logo must be included in all project executions. Logo usage on print materials must be pre-approved by Visit Elizabeth City staff.
- Successful applicants will be required to provide on their website a graphic/link to the [www.VisitElizabethCity.com](http://www.VisitElizabethCity.com) website.
- Marketing must support Visit Elizabeth City’s goals for 2019-2020 as follows:
  - Expand awareness of Visit Elizabeth City as a destination brand
  - Create desire for visitor experiences and drive demand for overnight lodging
- Applicants must adhere to integrity in marketing values, ensuring messaging is clear and no false promises are made
- Applicants must adhere to any and all state and local regulations required for their Project
- These guidelines are subject to change at the discretion of the Tourism Development Authority

- Marketing dollars should be spent for advertising in the identified top feeder markets for our destination:
  - Top States
    - North Carolina
    - Virginia
  - Top Metro Regions
    - Norfolk-Portsmouth-Newport News-Hampton Roads
    - Raleigh-Durham, NC
    - Charlotte, NC
    - Washington, DC
    - Charlottesville, VA
    - Greenville-New Bern-Washington, NC
    - Greensboro-High Point-Winston Salem, NC
    - Roanoke-Lynchburg, VA

### **MARKETING AND ADVERTISING GUIDELINES**

In order to help drive increased overnight stays, the grant dollars shall only be spent on marketing and advertising to potential visitors at least 40 miles outside of our destination. Additional details follow.

*Examples of expenses that DO qualify:*

*Note: all expenses must be geo-targeted to exclude our region, or the majority of production is outside our region*

- Print ads
- Google PPC ads
- Social media ads and boosted posts
- Public relations
- Hosting an influencer
- Brochure distribution
- Radio ads
- Our State magazine – digital or print

*Examples of expenses that do NOT qualify:*

- Ads (digital or print) in the Daily Advance
- In-region radio/TV
- In-region brochure distribution
- In-region signs or banners
- Purchase of promotional items such as pens, magnets, bumper stickers, water bottles, etc
- Rental fees for operational items
- Speaker fees
- Purchase of lodging for speakers/ VIPs

## **REIMBURSABLE PROGRAM**

The Visit Elizabeth City Matching Marketing Grant Program is funded on a reimbursable basis. Payments for awarded grants must be requested after the event or promotion takes place and include the following:

- Submit materials within 60 days upon completion or no later than June 5, 2020 if awarded within this fiscal cycle.
- Samples of marketing materials with the Visit Elizabeth City logo
- Receipts for marketing and advertising purchases
- Analysis of overnight stays / out of town visitation at the event or during the promotional period

## **DEADLINES FOR APPLICATIONS FOR THE 2019-2020 FISCAL YEAR**

Please email completed applications and all required documents in PDF format OR submit eight (8) complete copies no later than 3:00pm on:

**February 14, 2020** (Committee will review on February 20, send to Board for approval on February 27)

- Incomplete applications will not be considered.
- Late applications will not be considered.
- The Elizabeth City-Pasquotank County Tourism Development Authority DBA Visit Elizabeth City reserves the right to refuse any applications.
- The Visitor Experience Committee will review all applications and forward recommendations to the Tourism Development Authority Board. The TDA Board makes all final decisions and awards.
- If a past applicant, you will be asked to justify success or failure of previous Matching Marketing Grant awards in the application.

**For additional information on the Matching Marketing Grants Guidelines, contact**

Corrina Ferguson, Executive Director

[Corrina@VisitElizabethCity.com](mailto:Corrina@VisitElizabethCity.com)

### **Submit Applications to**

Visit Elizabeth City

501 South Water Street

Elizabeth City, NC 27909

[Info@VisitElizabethCity.com](mailto:Info@VisitElizabethCity.com)