

## **BERMUDA RUN TOURISM DEVELOPMENT AUTHORITY**

### **2023-24 REQUEST FOR TOURISM PROJECT FUNDING**

The Town of BR Tourism Development Authority (BR TDA) welcomes proposals for funding projects/special events from area organizations, both profit and not for profit that are designed for the purpose of attracting visitors to the Town of Bermuda Run area, and subsequently increase the economic impact on the community. *\*\*If applying for funding regarding a capital improvement project, the agency must not request funds for projects that have already been completed prior to submitting the grant application.*

Any organization wishing to request funding support from the BR TDA must complete the 2023-24 Tourism Project Funding Request Form and the Budget Form. These forms must be submitted to Andrew Meadwell ([ameadwell@townofbr.com](mailto:ameadwell@townofbr.com)) at the BR TDA for consideration. There is no limit to the number of requests for funding per organization but submissions are limited to one funding request per event/project.

The BR TDA will accept funding proposals until September 30th, 2023 for the 2023-24 annual grant cycle. Applications will be reviewed and considered at the November TDA meeting. The applicant may be invited to present, in person, a formal presentation of the project. Applications received after the grant cycle is closed may be reviewed on a case by case basis or will be considered in the next grant cycle in November 2024.

Applicant hereby accepts the conditions as set forth in the Policy of Town of Bermuda Run TDA Special Projects/Events Grant. (See below)

1. Applicant must show that grant funds will be used for the promotion of tourism that will attract out-of-town visitors generating overnight stays and the financial need for the grant must be justified.
2. Grant funds should be used only for expenses directly related to event operations, marketing, or capital projects that are proven to generate overnight hotel stays in Bermuda Run.
3. Applications indicating matching funds on a dollar-for-dollar or greater basis are encouraged and may determine project funding.
4. Grant recipients are encouraged to add the Town of Bermuda Run logo or BR TDA logo to any printed media
5. In making decisions on grant applications, the TDA board will consider such factors as the type and scope of the applying organization, the impact and priority of the proposed project, the timetable, the number of applications received, the dollar amounts requested and the dollar amount available.

**2023-24 BERMUDA RUN TDA TOURISM PROJECT FUNDING REQUEST  
FORM**

\_\_\_\_\_  
Name of Organization

\_\_\_\_\_  
Contact Person

\_\_\_\_\_  
Title

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
City, State, and Zip Code

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email:

\_\_\_\_\_  
For Profit Organization

\_\_\_\_\_  
Non-Profit Organization

Tax # \_\_\_\_\_

\_\_\_\_\_  
Name of Special Project/Event

\_\_\_\_\_  
Starting Date/Hours of Operation

\_\_\_\_\_  
Completion Date/Hours of Operation

\_\_\_\_\_  
Location (if Special Event)

\_\_\_\_\_  
Name of any Project Partners/Sponsors

\_\_\_\_\_  
Amount Requested from TDA

## PROJECTS/EVENTS NARRATIVE

### All questions must be answered to be considered for grant funding

#### 1. Please describe the proposed project/event. Be certain to include:

- a. How the project will support Bermuda Run Tourism efforts to promote Bermuda Run and/or our towns and attractions.
- b. What is the purpose of the project and intended goals? Include a brief history of the project and efforts towards sustainable funding in future years.
- c. A brief history of your organization and its previous activity on behalf of Bermuda Run Tourism.
- d. A brief description of the organization's administrative ability to carry out the project.
- e. Describe any partner organization/sponsor's roles in the project.
- f. Describe how the project/event impacts the community.

#### 2. Marketing Plan:

- a. Specifically describe how you will attract out-of-town visitors.
- b. What is the geographic market and target demographic audience?
- c. Explain where your project will be promoted? Examples include: social media, billboards, websites, newspapers, magazines, posted flyers, etc.
- d. How your project/event be promoted by different supporting organizations (sponsors, community support, etc.)?
- e. How often do you plan to promote your project/event through various outlets?

**\*\*\*All marketing materials should include the Bermuda Run Tourism logo and web address, and include the phrase "*Funded in part by Bermuda Run Tourism*". Draft artwork should be submitted to Bermuda Run Tourism staff for approval prior to production.**

#### 3. Additional comments of Support

#### 4. Event Details

- a. Expected Attendance \_\_\_\_\_
- b. Pre-Sale Tickets Available? Yes / No
- c. Ticket Outlets \_\_\_\_\_
- d. Estimated Percentage of Attendance from out of town of Bermuda Run  
\_\_\_\_\_
- e. Estimated Room Nights Anticipated from Event \_\_\_\_\_
- f. List Hotel Accommodations Planned for Event (*where – Hampton Inn Bermuda Run, etc*)  
\_\_\_\_\_
- g. Is A Room Block Being Held for Event Yes / No  
\_\_\_\_\_

**5. Prior Funding:**

Have you or your organization received funding from Bermuda Run Tourism in the past 3 years? If so please provide:

- a. Date of Event/Project.
- b. Amount of Funding Received.
- c. Statement explaining what the funding was used for.
- d. Estimated Attendance and Estimated Room Nights.

**Project/Event Budget**

**EXPENSES**

- 1. Project/Event Promotions \$ \_\_\_\_\_

Print Ads  
Media Ads  
Social Media Ads  
Misc. Printing, Posters  
Postage

2. Site Fees /Rental Fees  
(Venue, tents, tables, etc)
- 3 Entertainment / Special Guest Fees (if applicable) \$ \_\_\_\_\_
4. Additional Costs (itemize)
- 1. \$ \_\_\_\_\_
  - 2.
  - 3.

**TOTAL EXPENSES** \$ \_\_\_\_\_

**INCOME**

1. Estimated earned income from Event/Project  
auctions, vending) \$ \_\_\_\_\_ (admission,
2. Applicant contributed income \$ \_\_\_\_\_
3. Other Grants \$ \_\_\_\_\_
4. Income from other municipal funding \$ \_\_\_\_\_
5. Sponsorship Funding \$ \_\_\_\_\_
6. Amount requested from the TDA \$ \_\_\_\_\_

**TOTAL INCOME** \$ \_\_\_\_\_

The undersigned hereby certifies that you agree to submit to the Bermuda Run Tourism Advisory Board an accounting of the grant funds received for this application. This accounting should include invoices and cancelled checks if pertaining to the grant request and is due within 90 days of the completion of the project/event. The Bermuda Run Tourism Advisory Board reserves the right to request additional accounting information and details pertaining to the project/event. I understand the above conditions and policy and agree to abide by the same, as a condition for receiving funds from Bermuda Run Tourism. I further acknowledge that any funds received by the Bermuda Run Tourism must be used within the calendar year they are allocated and if the funds are not used, and a project is not carried out

in full, Tourism reserves the right to refuse funding in subsequent years while also requiring the return of unused funds.

The undersigned hereby certifies they have reviewed the attached grant application and understand the grant funding requirements stated therein. I assert that the information contained in this application and any attachments are accurate and complete to the best of my knowledge. I understand the Bermuda Run Tourism Advisory Board and Staff will rely upon these representations in consideration of funding the request.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorized Signature of Organization

\_\_\_\_\_  
Printed Name of Contact

Return this application in electronic form to:

Bermuda Run Tourism

120 Kinderton Blvd

Suite 100

Bermuda Run, NC 27006

Email: [ameadwell@townofbr.com](mailto:ameadwell@townofbr.com)

All Applicants will be notified of Decisions of Funding by hardcopy letter or email.