

Cherokee County Tourism Development Authority
Events Promotion Grants

Dear Event Promoter:

The Cherokee County Tourism Development Authority (TDA) is funded by Occupancy Tax collected by all entities which provide transient overnight accommodations. The TDA then uses this money to promote tourism in the county. One of the ways this is done is to provide grants to event promoters to help advertise their event outside of our local area.

Grant applications are available year around and are awarded by the TDA during monthly Board meetings. The TDA is looking for events that will bring in a large number of people who will stay at least one night. Event applications MUST include the following:

- 1) A breakdown of your budget for the event showing planned advertising costs outside our local area. For example if you advertise in an Atlanta newspaper at a cost of \$400.00, plus a radio spot costing \$300.00, your budget would reflect those costs in addition to any local costs for flyers, ads, etc. Your total budget for advertising might be \$1,670.00 but for TDA grant purposes you would submit a request for \$700.00 (\$400.00 + \$300.00) to cover outside our area costs, not to exceed \$1,500.00 Please note there is a maximum grant amount of \$1,500.00 per budget year per organization.
- 2) An estimated number of attendees and where they will come from.
- 3) A statement of how this event benefits tourism in Cherokee County.
- 4) A completed application form.

The application must be submitted at least 60 days prior to the event in order to give the TDA time to evaluate the event and make a decision. Incomplete applications will not be accepted and will be returned to the event promoter.

After the event, all invoices for marketing/advertising must be submitted to the TDA, along with an evaluation of the event's success.

If the event is cancelled or not held for any reason, the event's coordinators will be obligated to return all or parts of these grant funds. It will be the TDA's decision as to how much of the grant will need to be returned.

The TDA hopes that, through this program, more events will find it possible to advertise outside our local area and attract a wider audience.

Sincerely

The Tourism Development Authority Board

Cherokee County Tourism Development Authority

Events Promotion Grant Application

Please Note: This application must be submitted a minimum of sixty (60) days prior to the event.

General Information

Organization Name: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____ Web Site: _____

Event

Event Name: _____

Type: _____

Location: _____

Start Date: _____ End Date: _____

Budget

Estimated Total Cost of Event: _____

Estimated Cost of Event Promotion/Advertisement: _____

Amount of Grant Request: _____

Clients/Population Served

Demographics: _____

Source(s) of Clients/Participants: _____

Criteria for Participation (if any): _____

Are there fees for this service/event or is it free to the public? _____

Estimated Total Number of Participants: _____

Estimated Number of Participants from outside of Cherokee, Clay, Townes, Union, and Graham Counties:

Brief Synopsis of Event & Plans for Promotion

On a separate piece of paper please briefly answer the following questions.

- 1.) Please provide a brief description of your project.
- 2.) How does this project benefit tourism and travel in Cherokee County?
- 3.) What is the estimated impact of this project? Does it increase the number of tourists from outside of the county visiting during the event and/or in the future? How?
- 4.) What makes this project creative, unique, relevant, and valued by visitors?
- 5.) How can local businesses, community groups and surrounding communities get involved and benefit financially from this project?
- 6.) What is your marketing plan for this event?
- 7.) How will you evaluate the success of your project?

Required Addendums

Before Submitting Your Application Please Ensure That You Have:

- **Attached an itemized budget**
- **Attached a document containing a brief synopsis of your project and answers the 7 questions outlined above.**
- **Signed the Application Below**

Certification

I, _____ (printed name), certify that all information given in this application and in supporting documents is correct to the best of my knowledge. I understand that any false information, omissions or misrepresentations of facts called for in this application may disqualify my application or result in the termination of this grant. If this grant is terminated for any reason, I will be financially obligated to return any and all grant funding awarded by the Tourism Development Authority of Cherokee County.

Applicant Signature

Title

Date