

# Scotland County Tourism Development Authority

## Grant Policy Overview

### 2009 – 2010

#### **PURPOSE**

The purpose of the Scotland County Tourism Development Authority (TDA) is to partner with organizations to develop tourism in Laurinburg and Scotland County with specific emphasis on supporting the TDA's efforts to increase visitation, travel-related expenditures, and overnight stays in Laurinburg and Scotland County.

#### **OVERVIEW**

Preferred activities to be funded include aggressive outreach marketing programs designed to attract **new visitors** from outside the local region and enhance the long-term growth of the travel industry in Laurinburg and Scotland County. The exact amount of the award will depend upon TDA budgetary considerations and the project's ability to meet established guidelines, with emphasis and value placed upon the project's ability to **generate hotel/motel room nights**.

Priority will be given to organizations bringing **new** events to Laurinburg or Scotland County and/or **enhancing or expanding existing events**. The intent of the TDA is not to provide "year-over-year" funding of an event or organization, but to provide seed money that helps provide stability and growth of the tourism opportunity.

Funding **must be used for marketing** and programs that are specifically designed to build visitation. All materials must include the use of the TDA logo and Web site and, as able, text that further "sells" Scotland County and our hotels. The TDA reserves the right to provide marketing counsel and has final approval for all materials and marketing programs funded by TDA grants. Variations of the TDA logo and materials are not permitted without the prior written consent of the TDA.

A second, lesser consideration of the TDA is to provide capital funds that would be used to enhance a specific tourist site within Scotland County. Funds dedicated to capital improvements must be used to **make a site more "tourist-friendly."**

Marketing and/or Capital Funds shall not be granted, **nor may they be used for normal and routine operating and administrative expenses** normally paid by grantee. Routine expenses include, but are not limited to, costs such as utilities, rent, vehicles, telephone, shipping, salaries/wages, and fringe benefits. It is also not the intent of the TDA for grants to be used to make-up any budget shortfalls being experienced by potential partners.

### **GUIDELINES FOR GRANTS:**

Any organization or agency which promotes travel and tourism-related events and activities, that will take place in Laurinburg or Scotland County, is eligible to make applications for grant funding according to the following specifications.

1. Projects should be designed to **increase** visitation for the organization or event, and, in turn, occupancy of Laurinburg or Scotland County hotels, motels, and facilities.
2. Approval of the grant includes the use of the TDA logo and Web site, which must be included on promotional and/or supplemental materials.
3. Funding will be provided only for projects that promote out-of-county visitors, and have more than a local impact.
4. Projects submitted by organizations bringing events to Laurinburg or Scotland County will be given priority. Projects that bring events to the larger region, but provide hotel/motel opportunities to Laurinburg and/or Scotland County will also be considered. All projects must be designed to stimulate economic activity for Laurinburg or Scotland County and attract revenue. Furthermore, grant funding will be contingent/based on the project's ability to generate hotel motel room nights - as that is the basis for the TDA's fund source.
5. Priority will be given to organizations bringing **new** events to Laurinburg or Scotland County or **enhancing or expanding existing events**.
6. Funds shall not be granted for normal and routine operating and administrative expenses normally paid by grantee. Routine expenses include, but are not limited to, costs such as utilities, telephone, shipping, salaries/wages, and fringe benefits.
7. In making decisions on grant applications the TDA will consider such factors as the type and scope of the applying organization/agency, the effect and impact of proposed project on travel and tourism, the timetable in which the project will be completed, the dollar amount requested, the number of applications received, the project's ability and intent to attract visitors to Laurinburg or Scotland County on a continuing basis, and the overall merit of the project.
8. The TDA shall review all applications and recommend awards. The TDA hereby authorizes a grants committee to review applications and recommend awards, for action by the full TDA board.
9. The TDA board shall vote and have sole authority in granting and disbursing funds.
10. Once the awards are approved, the funds will be disbursed following the accepted accounting practices of the Scotland County Finance Department.
11. Should the project exceed the estimated expense, no more than the granted amount will be paid out. Grant applicant is responsible for refunding excess unused funds.
12. A grant may be awarded for less than the amount requested, depending on the number of applications received and other factors in the discretion of the TDA.
13. Applications are for the current fiscal year and project only and reapplication must be made for future projects.
14. Funding will only be awarded for a specific project or event once. Future applications must be submitted for a different project or event.

## ***APPLICATION SCHEDULE***

1. **Application deadline is 90 days prior to project implementation.** Applications received after this deadline **will not** be considered, except upon a wavier granted by the TDA for extenuating circumstances.
2. Those groups interested in presenting their request for a grant in person must do so at the monthly meeting prior to the meeting at which the board will decide on funding. The TDA generally meets on the third Thursday of the month.
3. After an application is received and processed, the TDA Grants Committee may meet and their recommendations will be presented at the next regularly scheduled TDA board meeting. Applicants will be notified soon after the meeting of the approval or denial of their requests.
4. Recipients of grant funding must submit to the TDA an Interim Report no later than 30 days prior to the subject event, said Interim Report to include, without limitation, copies of all invoices paid with grant funds, and a complete accounting of all grant funds received and disbursed as of the Report date.
5. Recipients of grant funding must submit a record of Project Accountability within 60 days from project completion for the purpose of review of compliance with grant terms. If at any time projects are not being performed within the scope of the approved applications and terms of this program the subject grant will be cancelled and NO funds will be issued by the TDA. Grant funds that are not properly applied are subject to repayment.
6. Upon project completion, documentation must be submitted to the TDA. This should include: 1) Project Accountability Report (see attached), 2) copies of paid invoices and 3) hotel room night documentation.
7. The TDA also suggests a post-event marketing meeting be held to discuss ways of improving the event and expanding the tourism opportunity.
8. No recipient who has failed to complete a previous grant satisfactorily will be eligible for a subsequent grant until the previous grant has concluded satisfactorily.

## **APPLICATION PROCEDURE**

1. Complete and send in the enclosed tourism marketing grant application. All information must be complete.
2. Type or print application clearly. Additional pages may be attached, but are not necessary.
3. Mail applications to:

Scotland County Tourism Development Authority  
Tourism Grants Committee  
Post Office Box 345  
Laurinburg, NC 28353-0345

If possible, please also submit a copy of the application electronically to:

[Scotland-tda@hmgresults.com](mailto:Scotland-tda@hmgresults.com)

4. Final proofs and/or changes to grant projects must be approved by the TDA prior to project implementation as part of the process. Proofs and/or changes not approved may become ineligible for grant payment.
5. Hotel documentation confirming number of room nights brought to Laurinburg or Scotland County specifically from the project funded under this program must be submitted with the project accountability form and other required paperwork. This should be in a memo or letter directly from the hotels to the grantee.
6. Projects must be complete and the TDA must receive invoices by 60 days from project completion.
7. Grant applicant is responsible for refunding excess funds. Should the project exceed the estimated and/or requested expense, no more than the granted amount will be paid out.

## ***ADDITIONAL RESPONSIBILITIES***

In addition to the responsibilities stated above, it is the complete responsibility of the grant recipient to:

1. Submit a final proof to the TDA for approval before going to print with any printed material.
2. Provide the TDA with an original copy of the invoices for the project and all related paperwork, including accountability form and hotel room nights documentation.

Note: Funding under this policy is authorized under Section 410 of the 1997 Session Laws of the State of North Carolina.

This policy is effective July 1, 2009