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Amended 12/19/13  
Amended 9/18/14

## **Outer Banks Visitors Bureau Established Event Developer Grant Program**

### **OUTER BANKS VISITORS BUREAU:**

The mission of the Dare County Tourism Board (d.b.a Outer Banks Visitors Bureau and hereinafter referred to as Outer Banks Visitors Bureau) is to promote travel and tourism in Dare County, generating revenues and improving the economy of the county. This is achieved through an aggressive advertising, tourism and public relations program designed to increase awareness and generate travel to Dare County for vacationers, leisure travelers, group tours and meetings. The Bureau develops high quality literature for use in its fulfillment program and responds to telephone, mail and walk-in inquiries generated by its various programs.

### **1. DESCRIPTION OF THE PROGRAM:**

The Established Event Developer Grant Program's (EED Grant) primary purpose is to provide a set of guidelines for organizers who have developed events that have received three (3) years of support from the Outer Banks Visitors Bureau to assist in long-term funding of events that are designed to bring visitors to Dare County's Outer Banks between August 15<sup>th</sup> and June 15<sup>th</sup>.

Funding for the Established Event Developer Grants Program shall be included in the annual budget as a line item in the General Fund. The Dare County Tourism Board, subject to funds availability, and the Board's approval of a fiscal budget or budget amendment that includes the grant award, shall agree upon the amount of funding.

### **2. ELIGIBILITY:**

- a. Applying organization must be located in Dare County and be a not-for-profit organization (i.e. governmental agency, association, public authority, non-profit 501C, or civic association). Current not-for-profit status must accompany application and must be a **final** determination from the Internal Revenue Service.
- b. **Completed application must be received between February 1 and March 31 of each calendar year. Funding will not be available until July 1.**

- c. Only applications from Organizations that have received at least three (3) years of event funding from Outer Banks Visitor Bureau will be considered.
- d. **Organizations seeking EED grant funds must confer with the Grant Administrator prior to submitting an application.** The purpose of this process is to jointly review the EED grant application and answer any questions the applicant may have.
- e. EED grant recipients agree to develop at least one significant, new and recurring event (minimum of 500 attendees) during the three year grant time-period of the EED grant awarded, or develop and execute plans designed to increase participation at existing events. The grant recipient and the Outer Banks Visitors Bureau will agree to a mutually acceptable percentage increase, whereby the grant recipient will increase the number of participants in its annual events over a three year period by a certain percentage.
- f. EED grant recipients agree to make an annual presentation to the Dare County Tourism Board.
- g. Organizations receiving an EED Grant are **not eligible for the Event Grant** within the same fiscal year or during the duration of the Established Event Developer Grant.

However, a non-profit organization that is acting as a pass-through entity for a specific event may be eligible for an Event Grant concurrently with an EED Grant. A pass-through entity is defined as an organization assuming the responsibilities associated with an Event Grant on behalf of an event developer to qualify for non-profit status. The non-profit organization must indicate whether they are serving as a pass-through or primary event coordinator on the Event Grant application and cannot change status after the event.

- h. Allowable expenses for reimbursement under the grant shall include, but are not limited to, the following: Advertising and marketing designed to attract out of market visitors to the event, production and technical expenses, rentals of infrastructure related to the event, entertainment, merchandise and non-cash awards.
- i. Non-reimbursable expenses include: General and administrative expenses, seed money, marketing materials not related the event, debts incurred prior to the grant request, hospitality or social functions (including volunteer expenses), lodging, dining, permits, fees and deposits.

### 3. EVALUATION OF GRANT PROPOSALS AND AWARDS

The Grants and Local Public Relations Committee of the Dare County Tourism Board will evaluate each grant request received and recommend awards to the Dare County Tourism Board at the regularly scheduled board meeting in April or as soon thereafter as the application(s) can be evaluated. Awards approved by the Dare County Tourism Board may be incorporated in the fiscal year budget for the upcoming year subject to funds availability. A request must receive a two-thirds (2/3) majority vote of the attending board for approval. Applicants will receive notice within five days of the Dare County Tourism Board meeting.

Grants will be selected based on the following factors:

#### **Objective Criteria:**

- a. Meeting with the Grant Administrator to determine eligibility.
- b. A typed, completed application and any collateral materials must be submitted by the deadline (**February 1-March 31 application period**).
- c. Events are held between August 15 and June 15.

#### **Subjective Criteria:**

- a. The overall quality of the Outer Banks Visitors Bureau EED grant application content and thoroughness in completing the application.
- b. Potential for the event to generate travel to Dare County; and subsequent potential to generate overnight room rentals, restaurant dining and (if applicable) to increase in size and/or number of days over time.

Grants selected to be funded shall adhere to the following:

- a. The Outer Banks Visitors Bureau shall be given sponsor recognition commensurate with the level of the EED Grant funding awarded. Applicant shall submit, on a separate page, a list of sponsor recognition with the EED Grant Application.
- b. If sponsor recognition levels do not exist or if the sponsor recognition levels do not otherwise offer logo inclusion, the recipient will include the **official logo of the Outer Banks Visitors Bureau and the outerbanks.org web address** on event advertisements and event website and collateral advertising materials (i.e., cups, T-shirts, tickets, banners, etc.) as directed by the Grant Administrator. The following language shall also be included on event advertisements and collateral, "This project is funded in part by the Outer Banks Visitors Bureau."

- c. Upon request, and **ONLY** if approved in writing in advance by the Grant Administrator, the grant recipient may be allowed to forego inclusion of this language if space does not permit. The applicant cannot make this determination without the Grant Administrator's prior consent.
- d. Award of an Established Event Developer Grant is a limited license for the applicant to use the trademarked Outer Banks Visitors Bureau logo. Logo usages (in ads and advertising collateral, on the event's website, etc.) not approved in advance by the Grant Administrator are in violation of copyright and trademark law and are not eligible for grant reimbursement.
- e. For ticketed or registration required events, the Dare County Tourism Board will be provided with tickets and/or admissions to the event commensurate with the level of sponsorship funding.
- f. If the project for which funding has been granted is canceled or modified in a substantial manner, the grantee must notify the Grant Administrator in writing immediately.
- g. EED grant recipients are required to submit to the Grant Administrator, in writing, project updates when requested to do so.
- h. EED grant recipients agree to **develop at least one significant**, new and recurring event (minimum of 500 attendees) during the three year grant time-period, or develop and execute plans designed to **increase participation at existing events by a mutually acceptable percentage increase as described in Section 2e**.
- i. Subject to budget fund availability, the Outer Banks Visitors Bureau will promote and advertise EED events through its own out of area marketing in consultation with the EED.

4. **REIMBURSEMENT:**

An award of an Established Event Developer Grant is intended to be a three (3) year funding commitment from the Dare County Tourism Board, subject to funds availability in each fiscal year budget cycle (see below for detail).

- 1. An Established Event Developer may receive half (1/2) of grant award upfront near the beginning of the fiscal year upon documented request.
- 2. The second half (1/2) of the grant award may be reimbursed when all events for the fiscal year are complete and proper documentation is received. Proper documentation includes:
  - a. Documentation of official logo use in accordance with grant.

- b. Completion of accountability form.
  - c. Copies or tear sheets of all advertising and samples of collateral materials.
  - d. Copies of paid invoices and payment verification.
  - e. Copies of annual financial statements (audited financial statements if available), including the amounts paid in staff/agency fees, and the amounts paid to charitable organizations, for the year preceding the application and for each year during the EED Grant.
- a. All projects awarded EED Grant funds must be completed within one fiscal year from the date of the Dare County Tourism Board meeting in which funding approval was given. Failure to do so may cause a delay or loss of funding.
  - b. Documentation must be submitted to the Grant Administrator at the Outer Banks Visitors Bureau within 90 days after completion of the project, unless written permission is granted by the Grant Administrator. Documents shall include the following: 1) project accountability report; 2) copies of paid invoices and canceled checks, wire payments or credit card statements; 3) a breakdown of itemized expenses, including all advertising tear sheets and copies of any scripts for broadcast advertising; 4) samples of collateral materials used by the event; 5) annual financial statements and 6) a breakdown of itemized income. Funds will not be distributed until all financial obligations are liquidated and the disbursement of all funds will follow *Accepted Accounting Practices of the Outer Banks Visitors Bureau*.
  - c. **Without prior approval, changes in the approved proposal or contract will be sufficient cause for reduction in or complete withdrawal of grant funds at the sole discretion of the Bureau without recourse.** An approved proposal or contract may only be rescinded, modified or amended upon written request to the Dare County Tourism Board.
  - d. Reimbursement request **will be DENIED if the official logo of the Outer Banks Visitors Bureau and the outerbanks.org web address are not included on all promotional material.** High resolution images of the Outer Banks Visitors Bureau official logo will be provided free of charge to all grantees.

The grantee, its successors and/or assigns agree to indemnify and hold the Outer Banks Visitors Bureau, its directors, both individually and collectively, and employees thereof harmless from any and all monetary liability, loss or damage with the Bureau, its directors, both individually and collectively, and employees may suffer as a result of claims, demands, costs or judgments against them or any nature whatsoever resulting from or in any way arising out of the awarded applicant's Special Project, including, but not limited to: (1) its acceptance and/or use of the awarded funds, whether disbursed presently or to be disbursed in the future; (2) any injuries suffered by third-parties, whether invitee, guests or otherwise; (3) the contracting for, construction, use, existence or maintenance of its property or facility, whether purchased, leased, borrowed or otherwise.

Before a project can be presented to the committee, one (1) original hardcopy (**do not staple**) and an electronic version must be provided to the Outer Banks Visitors Bureau Grants Administrator. Applications will be accepted Monday-Friday (excluding Outer Banks Visitors Bureau recognized holidays) from 9:00a.m. to 4:00p.m. during the time frame of February 1 to March 31 at the Outer Banks Visitors Bureau administrative offices.

Once a request has been approved/awarded by the Dare County Tourism Board, a binding contract will be signed by both recipient and Dare County Tourism Board.