Grant Funds Request

Franklin Tourism Development Authority

P.O. Box 1479 • Franklin, North Carolina 28744 • (828) 524-2516

Applications for events occurring in First Quarter (January – March) should be submitted by November 15; Second Quarter (April – June) by February 15; Third Quarter (July – Sept) by May 15, and Fourth Quarter (Oct – December) by August 15. Applicants will provide an overview of their event at the first meeting each quarter. Funding decisions will be made during the March, June, September and December regular meetings.

The Tourism Development Authority of the Town of Franklin allocates funds for the purpose of **PROMOTING TRAVEL AND TOURISM IN THE TOWN OF FRANKLIN.** **The only source of revenue for TDA is Occupancy Tax and is collected either from short-term rentals or Hotel/Motel stays.

Name of Organization			
Street or PO Box		City, ST Zip	
Representative		Phone	
E-mail		Web Site	
Project Title		Project Date(s)	
Total Budgeted Cash Sources		TDA Request	

Expected Attendance:

Expected Attendance: _____ Percentage attending from >50 miles away: _____

First Time Event (Yes or No): _____ If No, how many years has the event been held?____

Last Year's Attendance: _____ Anticipated Overnight Stays: _____

How many years has the event been funded by the Franklin TDA? _____

Total amount funded in previous years: _____

Eligibility and Grant Requirements

1. Any non-profit entity with an organizational structure and non-profit tax identification are eligible.
2. Private businesses and Government related events or requests are eligible.
3. No funding will be provided for entities outside of Macon County, preference will be given to those entities within the town limits of the Town of Franklin.
4. Grant funding is short term seed money to help grow events. There is NO guarantee for multi-year support.
5. Required documentation (post-event evaluation report) must be submitted within 60 days of the event's completion, including a detailed reconciliation to budget with receipts.
6. Events generating overnight stays are preferred.
7. Events must be open to the general public. For those events charging admission, it is assumed that within five (5) years the event would become self-sustaining.
8. Events cannot promote any specific candidate, political party or platform.
9. Applicant must agree to allow the Franklin TDA access to and use of photos for advertising purposes.
10. Franklin TDA will not be held responsible for any issues resulting from the activities of the event/project.
11. Applications MUST include a detailed budget and a narrative regarding the project.
12. The Applicant understands that funding is subject to approval and availability of funds.
13. The Applicant recognizes with any contribution made by Franklin TDA, the applicant agrees to use the TDA logo ("Experience Franklin") and tag line in all media (Print, Social, Radio, Television).

Narrative for the Project

Please describe your project, include the following paragraph headings and answer the following questions:

- ☐ The event or purchase – what are you proposing to do?
- ☐ How Many Out-of-Town Visitors (Who Stay Overnight) will your Event attract? If purchase, how is tourism enhanced?
- ☐ Marketing – how will you market the project to attract visitors and overnight stays (be specific)? Has any marketing been done for the event prior to approaching the TDA for funding? If so, what and where?
- ☐ Tourism Enhancement – how does the project enhance tourism in the Town of Franklin?
- ☐ Measurements – what tools will you use to measure the effectiveness / success of the project? (example: Economic impact, attendance, travelers from over 50 miles)
- ☐ Improvements – if you have done it before, what are you going to do to make it better?
- ☐ Net Cash Flow – how will you put to use any net cash flow generated by project? Is the event meant to be a fundraiser? Or will the money be re-invested in your next event?

Project Budget

Insert or delete lines / columns in the table as needed and round to the nearest dollar.

	Current Year Budget	Prior Year Actual (if appropriate)
Sources of Cash:		
Your organization		
Town of Franklin TDA		
Sponsorships		
Booth fees		
Entry / other fees		
Sales		
Other - specify		
Total Sources of Cash		
Uses of Cash:		
Salaries, wages, taxes & benefits		
Contracted services		
Cost of merchandise sold		
Rental of facilities (e.g. sanitation)		
Rental of equipment (detailed breakdown)		
Expendable supplies		
Printing		
Print media		
Radio media		
Other advertising – specify (digital marketing)		
Other expenses - specify		
Total Uses of Cash		
Net Cash Flow	**0**	**0**

Certification/Signature

The undersigned hereby certifies:

- I understand that a brief presentation of the grant proposal by the applicant or their designee is required as part of the review process.

- Grant acceptance and funding amount are entirely at the discretion of the Franklin Tourism Development Authority.

- I understand that the TDA encourages the use of environmentally conscious practices as part of all events and I will make efforts to operate the event in such a manner.

- I understand that a post-event report will be required and should illustrate the number of visitors, locations of where visitors attended from, and any other pertinent information such as event surveys or general feedback.

- I understand that I am required to acknowledge the contribution made by Franklin TDA by using the TDA logo and tag line "Experience Franklin" in all media and promotional materials.

- I have reviewed the attached grant application from the Franklin Tourism Development Authority. I understand the grant funding requirements stated therein. I acknowledge that information contained in this application and any attachments are accurate and complete to the best of my knowledge. I realize that the TDA will rely upon those representations in their evaluation and consideration of the attached grant.

Signature: _____
(Authorized Representative)

Printed Name: _____

Title: _____

Date: _____