



GRANT APPLICATION CYCLE JULY 2024 - JUNE 2025

This is a grant application for funds to assist small businesses/organizations in Caswell County in attracting additional tourism dollars to the county. The funding is provided by the occupancy taxes visitors to the county are paying for lodging. Funds do not come from Caswell County local taxpayers. Grants are open to both nonprofits and commercial businesses. The grant process includes but is not limited to the support of marketing or promotion of events, development of tourism related programs and development of other local projects that are directly related to the development or support of tourism in Caswell County.

To qualify, the following information must be completed along with the required cover letter. The owner of the business or president/director of the nonprofit must submit a letter of support if not the individual completing the paperwork. If an organization without nonprofit (501c3) status applies, it must partner with an actual nonprofit with 501c3 status as its fiscal agent.

Organizations and businesses applying for grants must have been in operation at least one full year and documentation indicating that may be requested. Grant applications will be accepted on an open basis. Once the funding allotment is awarded, the grant cycle will close until the next year.

Once received, the applications will be included on the following months' agenda for review at the CCTDA board meetings. CCTDA meetings are generally scheduled for the second Thursday monthly. Awardees will be notified upon award at the monthly meeting and required to complete an Award Letter form with specific requirements to receive the awarded funding.

Funds are required to be used within a year of receipt. The Accounting and Impact Report form (provided) must be completed and submitted within 60 days of completion of the project complete with receipt documents. Businesses/organizations may only receive one grant annually. Grant amounts range from \$500 - \$2500. Grants funds are not intended for expenses occurring before the grant was awarded.

Grantees are required to give sponsor recognition to CCTDA with the official CCTDA logo, website information and/or social media platform (if applicable). Logo use guidelines will be provided upon award of funding.

If an applying organization or business has previously received a CCTDA grant, all required follow-up documentation (paid invoices and payment verification documents totaling the grant amount, etc.) must be submitted to the CCTDA before subsequent applications will be reviewed from those same organizations, businesses or their fiscal agents.

Applications may be submitted digitally or by hard copy. If submitting a hard copy: mail copy of completed application to: Caswell County Tourism Development Authority, Attention: Grants, PO Box



1722, Yanceyville NC 27379. If submitting digitally, please title all documents with your organization’s name followed by “CCTDA Grant Application FY 2023-2024: E-mail digital applications to: Hello@VisitCaswell.com.

Please include a cover letter (250 words or less) explaining in your own words the program, event, or tourism related project. The cover letter is your chance to share information you want us to know, otherwise not covered in the application.

The information below pertains to the organization applying for this grant:

Is the application being submitted for (please circle one below):

Tourism Related Program Event Local Project

Name of Program/Project/Event: _____

Name of Organization: _____

Email Address: _____ Website: _____

Facebook page/other social media: _____

How long has the organization been in operation? _____

Is the organization a 501c3? (YES or NO) _____ If YES, list IRS EIN number _____
If NO, provide IRS TAX ID number _____

Has this organization applied for CCTDA grant funds previously? (Yes or No) _____
If yes, list years: _N/A_____

The information below is regarding the person responsible for completing this form. If this is not the owner/president or director, a letter of support from that individual is also required.

Contact Name: _____ Title: _____

E-mail Address: _____ Phone: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____



AMOUNT REQUESTED (Max \$2500): _____

Organization’s Fiscal Year Begins: _____ Ends: _____

Please list expenses related to this project/program/event. If preferred, attach in a separate document and note “attached” below. A budget line item template is available and follows as a separate attachment.

Please briefly explain how your program, project or event will support tourism or contribute to tourism development of tourism in Caswell County.

Please briefly describe the objective(s) of your program, project or event:

In a few sentences briefly describe the strategies you will use to accomplish the objectives:

Describe the intended use of the CCTDA grant funds, if awarded:

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PLEASE ONLY FILL OUT THE BELOW IF APPLYING FOR GRANT FUNDS FOR AN EVENT:

Organization’s operating budget for the event: _____



Please explain how the organization will market, promote or brand the event **outside a 60-mile radius of Caswell County.**

Please explain how the organization will market, promote or brand the event **inside a 60-mile radius of Caswell County.**

If this is an event the organization has coordinated prior, how will this year's event be different from where it started and where do you see it going in the future?

If this is a specific event for people to attend, what is your projected attendance?

How will you measure the attendance?

Percentage of overnight visitors estimated: _____

Has the organization worked with our local hotel on blocks of rooms? _____

Has the organization worked with other forms of lodging (Local campgrounds, RV parks, Cabins, Airbnb or VRBO rentals)? _____

If possible, please specify forms of lodging expected _____

If an event is forced to cancel or reschedule due to circumstances beyond the control of the applicant, the applicant must submit in writing a request to reschedule or cancel the event to Caswell County TDA.

Additional Information:

The project application must include pricing details. The TDA cannot provide grant funding for ideas or concepts. There must be specific items or a detailed plan that breaks down the components of the request with quotes/estimated pricing. All applicants must have been in operation at least one year; if submitting and that requirement is not met, the application will not qualify to be reviewed.

Owners of businesses, if not completing the application, must provide a formal letter of support with their approval for the grant to applied for on their behalf.

If the project includes a marketing or promotion plan, be sure to include the ways this will be done and details for that. Break it into specific parts for example:

- business cards, cost of designing and printing them – get a quote from an online site like Vista Print or a local printer
- logo design – cost of the graphic designer or online logo maker receipt
- website and/or url – receipt from GoDaddy, Squarespace, Wix etc. to show your website name and website hosting expense

If the project is a new service that has not existed prior in the county, please use an example of a comparable service in the region with pricing included. A business plan for the project is acceptable. Details on how the funds will be spent must be included.