



The Mission of the Caswell County Tourism Development Authority (CCTDA) is to further the development of travel and tourism in the county through advertising and promotions.

Grant Guidelines:

The grant and sponsorship program grants require the separate application to be completed either online or you may download the pdf and complete it and email or mail it to the CCTDA. To complete the application, several documents may be helpful to have handy to make the process easier. These include:

- organization **tax identification** numbers
- detailed budget** for your grant request
- website and social media **links**

Grant Application Tips:

- **Read everything:**

Don't just skim the opportunity; carefully read all documents, including this guideline document and the sample grant application for reference to grasp the full context.

- **Follow instructions:**

Pay close attention to required questions and budget attachments requested.

- **Understand the TDA's priorities:**

Align your proposal with the CCTDA's mission.

- **Check eligibility:**

Make sure you or your organization meets the CCTDA criteria before investing time in the application.

Limitations:

Limitations imposed by Caswell County Tourism Development Authority Grant program include but are not limited to the following:

- CCTDA grant program will not fund start-up costs for new businesses
- CCTDA grant program funds will not cover the cost for yearly subscriptions (examples software services, web hosting, security subscriptions etc.)
- CCTDA grant program may not be used for any other expenses except those listed in the application proposal



- CCTDA will not make payment directly to any vendor or individual. Payment will only be made to the applicant organization.
- CCTDA grant program funds may not be used for prize money

Evaluation Criteria:

Criteria to be used by the CCTDA grants committee to evaluate applications includes the following:

1. Compliance with the stated requirements of the program
2. Detailed budget explaining how the funding will be invested
3. Ability to help generate visitors and/or overnight stays to Caswell County

Applications:

1. All applications must be complete, and include a cover letter and detailed budget explaining how the requested funding will be invested to reach visitors or audiences outside of the Caswell County designated market area.
2. Prefer that completed applications be submitted at least 90 days prior to an event
3. The CCTDA Board will evaluate all applications for funding and make final recommendations. All decisions of the Board will be final.
4. A signed funding agreement letter between the applicant and the CCTDA will be required of any applicant prior to receiving funds through this program. A completed W-9 IRS Tax Identification form is required.
5. It is possible that a grant request may require a presentation to the board.

Reporting:

All grantees will be required to report the status of their project to CCTDA through the Accounting & Impact Form presented to grantees upon the grant award. Incomplete grant projects or reporting may impact future grant funding to the organization.

**Recognition:**

In accordance with the application, recipients of CCTDA grant funding are required to acknowledge the support of CCTDA. The CCTDA logo or credit to the CCTDA on materials such as brochures, rack cards, event signage, banners, apparel, press releases, etc. is requested. CCTDA will must review and approve any related marketing materials in advance of distribution or publication.

CCTDA board and staff will have permission and access to attend/exhibit at any awarded sponsorship or event free of charge for in-house photography/videography to be used as seen fit. The CCTDA has the right to post content regarding the event/project to social media and website as they see fit.

Notice of Public Record:

Because CCTDA is a limited service local government, it is subject to Chapter 132 of North Carolina General Statutes. Consequently, this application and any materials submitted as part of this application and any documentation regarding any funding received are subject to disclosure to any party, public or private, upon request.