

ASHEVILLE

Buncombe County Tourism Development Authority
and
Asheville Convention & Visitors Bureau
Buncombe County Festival and Cultural Event Support Fund
2018 Funding Cycle

APPLICATION SUBMISSION INSTRUCTIONS

1. Provide complete information in response to each question. DO NOT skip questions – a response is REQUIRED for each question. If you are unable to answer a question or if a question is not applicable to your project, briefly explain why it cannot be answered.
2. Type your answers in the space provided; **handwritten applications will not be accepted.**
3. The initialed and signed application and all supplemental documentation must be submitted in **PDF format**. Videos are the exception (see VI. Attachments). Be sure the name of your event is included within the name of all attached files.
4. Submit your application to Glenn Cox via email at gcox@ExploreAsheville.com.
5. Applications must be received **no later than 5:00 p.m. EST on Thursday, August 31.**

APPLICATION SECTIONS

I. Organizational Information
II. Primary Contact
III. Summary Checklist

IV. Partners & Leadership
V. Event Details
VI. Attachments

VII. Disclosures
VIII. Applicant Agreements

I. ORGANIZATION INFORMATION

Name of Applicant Organization:

Organization's Website:

Identify your non-profit designation: 501(c)3 or 501(c)6
(Note: If your application is selected for a grant, your EIN # will be required.)

Organization's Physical Address:

City: State: Zip:

Office Phone:

Cell Phone:

Physical Address of the Event (if different):

Attach a document listing the Organization's Board of Directors. Include Board affiliation, professional affiliation and city or county residency. You may also attach an Advisory Council or similar.

Organization's Charter Date:

Organization's Mission:

Organization's (Brief) History:

II. PRIMARY CONTACT

Name: Title:

Physical Address:

City: State: Zip:

Email:

Work Phone:

Cell Phone:

III. SUMMARY CHECKLIST

Name of Festival or Cultural Event:

Amount Requested (\$5,000 cap):

Project Budget Total:

(Attach a budget for the event, listing both expenses and revenues.)

List other financial (cash) support committed (source and amount):

List other in-kind support committed. If part of your budget, list the cash value of this support:

Share where and how you plan to display the designated Asheville logo:

If applicable, list the event's charitable beneficiary:

Number of volunteers you plan to use:

Event Date(s) and Hours:

Year this event was first held:

If this event has been held in prior years, list the attendance for the previous three years:

2017: 2016: 2015: 2014:

IV. PARTNERS & LEADERSHIP

List the lead partners and sponsors for this event:

Identify the key working leadership for your event and include a description of their role in your project. (Use the format below as often as is necessary.)

Name: Primary Affiliation:

Role:

Attach three Letters of Support for your organization and this event.

V. EVENT DETAILS

Describe the event in detail. You are welcome to provide supporting material as attachments, including photographs (submitted as scanned PDFs in a single document) and videos (2 videos max, not to exceed three minutes each).

Additional Event Information:

What makes your event stand out from other events in Buncombe County; i.e., how is your event different?

How will your event contribute to the cultural identity and vibrancy of the destination?

How will the Festival and Cultural Event Support Fund impact your event?

Describe your target audience:

How and where do you market the event?

Where do the attendees for your event come from or if a new event, where do you hope to attract attendees from?

- **Anticipated Attendees:**
 - Buncombe County: # % of total
 - Day Trip from Outside Buncombe County: # % of total
 - Outside Buncombe Market (stay overnight): # % of total
- How do you determine your audience numbers and where they come from?

Have you developed a package deal with a local hotel for out of town guests? If so, explain what was developed and the hotel(s) you are partnering with. If too early, share your plan.

VI. ATTACHMENTS

(Submit a separate “attachment page” with a summary list of all attachments. Be sure the name of your event is incorporated into the attached file name. Provide the file name for each attachment next to the list below. All attachments should be in .PDF format.)

1. Board of Directors
 2. Festival or Cultural Event Budget (Listing all Expenses and Revenues)
 3. Three (3) Letters of Support
 4. Liability Insurance
 5. Additional Supporting Materials of your Choice
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VII. DISCLOSURES

- a) Unless otherwise specified by the ACVB, no event shall consider ACVB a promoter or co-sponsor and therefore ACVB will not be responsible for any debts incurred by a promoter or co-sponsor for such event.
 - b) As covered under Title II of the Americans with Disabilities Act, the ACVB does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to proposals, programs, services and activities we host or convene.
 - c) Upon receipt by the ACVB, applications are considered a public record except for material which qualifies as "trade secret" information under N.C. Gen. Stat. 66-152 et. seq. To properly designate material as trade secret each applicant must take the following precautions: (a) any trade secrets submitted by an applicant should be submitted in a separate, sealed envelope marked "*Trade Secret—Confidential and Proprietary Information—Do Not Disclose Except for the Purpose of Evaluating this Application,*" and (b) the same trade secret/confidentiality designation should be stamped on each page of the trade secret materials contained in the envelope. Trade secret information should not be included in electronic versions of applications emailed to the ACVB. To the extent such material is actually a trade secret under North Carolina laws; it will not be subject to disclosure. You are directed to consult your own counsel as to whether information is in-fact a trade secret. In submitting an application, each applicant agrees that the ACVB may reveal any trade secret materials contained in such response to all ACVB staff and ACVB officials involved in the selection process. Furthermore, each applicant agrees to indemnify and hold harmless the ACVB and each of its officers, employees, and agents from all costs, damages, and expenses incurred in connection with refusing to disclose any material, which the applicant has designated as a trade secret.
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VIII. APPLICANT AGREEMENTS

Please sign your initials and date on each of the following statements, acknowledging that you understand and agree to them. Applications cannot be submitted unless these fields are completed.

DISCLOSURE FOR PUBLIC RECORD

As a quasi-governmental agency, the Buncombe County Tourism Development Authority is subject to Chapter 132 of the North Carolina General Assembly Statutes. Therefore, any and all aspects of this application must be made available by the BCTDA to any party, public or private, upon request without exception. If you are concerned that the distribution of any of your application materials may do irreparable damage to you, your organization, or associated parties, the BCTDA highly recommends that you seek alternative funding.

Initials: **Date:**

PROJECT MONITORING

I hereby acknowledge that if I am awarded Festival and Cultural Event Support Funds, I will be required to submit a final report within two months of the event's last scheduled date, provided in Section III. This report will include attendance numbers, final actual-to-budget figures and a narrative of the event's success.

Initials: **Date:**

BCTDA MARKETING

I hereby acknowledge that certain information from my application, such as the Event Details and Partners & Leadership, may be used by the ACVB at its sole discretion for the promotion and marketing of the Special Events Funding program and the region as a tourism destination.

Initials: **Date:**

INDEMNITY

Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless BCTDA and ACVB, its officers, directors, affiliates, employees, and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney’s fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Grant funds or in carrying out the Festival or Cultural Event as set forth in the proposal.

Initials: **Date:**

TERMS OF AGREEMENT

I hereby acknowledge that I have reviewed and understand the terms of the agreement.

Initials: **Date:**

COMPLETED APPLICATION

I hereby acknowledge that I have completed this application in good faith, confidence, and counsel, and have done so in full compliance with the law. I have made no attempt to falsify or misconstrue facts or data anywhere in this application.

Initials: **Date:**

Type Name:

Signature: _____

Date: _____

~END OF APPLICATION~

The Buncombe County Festival and Cultural Event Support Fund is a program of the Buncombe County Tourism Development Authority (BCTDA). It is at the sole discretion of the BCTDA to judge the appropriateness of an organization and its application. Grant awards within this program are made by the BCTDA and are not subject to external oversight or approval.