

Buncombe County Festivals and Cultural Events Support Fund

2019 Program Guide

BCTDA Mission:

To be a leader in the economic development of Buncombe County by attracting and serving visitors, generating income, jobs and tax revenues that make the community a better place to live and visit.



Buncombe County Festivals and Cultural Events Support Fund

Background

Festivals and Cultural Events across Buncombe County enrich the quality of life of residents and the experiences of visitors. They enhance our lives by accentuating the diversity of arts and culture embraced by our communities. These festivals and cultural events are also economic drivers that attract out-of-region visitors, but also us, our neighbors and our friends who are all seeking unique and authentic experiences.

The Buncombe County Tourism Development Authority (BCTDA) has supported festivals and cultural events by leveraging the marketing assets of the Asheville CVB to attract attendance. Marketing and media relations support is available free-of-charge to any visitor-friendly event in the County. Festival and cultural events are promoted on ExploreAsheville.com, a website that attracts 5 million annual visits, and other promotional assets including social media channels. BCTDA's marketing program has generated a base of customers that supports festivals and cultural events.

BCTDA's sales and marketing programs are funded by the occupancy tax, which is governed by North Carolina law. The law does not provide for funding the operations of individual festivals or cultural events. The BCTDA recognizes the need for such funding and has made a concerted effort to develop earned income -- separate from occupancy tax -- that could be used to provide grants for festivals and cultural events.

Revenue earned through advertising sales and reservations booked on ExploreAsheville.com may be dedicated to the Festivals and Cultural Events Support Fund, allocated for the first time in 2016.

Overview

The *Festivals and Cultural Events Fund* will provide financial support for events that both serve the residents of Buncombe County and the visitors that travel to the Asheville area for the sense of authenticity and welcoming spirit Asheville exudes. We envision these funds allowing organizers to take their event to the next level. The primary purposes of this fund are:

- To support and preserve cultural identity within Buncombe County;
- To stimulate the creation of new or expansion of existing tourism events;
- To help festivals and cultural events become sustainable and financially viable;
- Available to non-profits based in Buncombe County
- Provides a 50% match, up to \$5,000 per event
- Limited to three years of funding
- Competitive criteria include ability to attract visitors, fit with need periods, and potential for growth
- Payment will be provided to the applicant after the conclusion of the event.
- The number of awards is limited by available funds. Available funds will vary from year-to-year and do not have to be fully appropriated.

The recommendation of support for an applicant will be based on the following factors:

- a) The extent to which the festival or cultural event is anticipated to enhance the local economy through increased resident and tourist activity in Buncombe County;
- b) The extent to which the festival or cultural event would have a documented positive impact on the cultural identity and vibrancy of the destination and be open and welcoming to all residents and visitors alike;
- c) The extent to which the festival or cultural event has the potential to be sustainable; and
- d) The extent to which the festival or cultural event provides an overall benefit to the community.

Eligibility and Other Requirements

- a) Applications will be accepted only from registered 501(c)3 or 501(c)6 non-profit organizations chartered and working in Buncombe County. The festival or cultural event for which the application is being made must be sponsored by a non-profit organization whose purpose is to conduct programs that benefit the citizens of and the visitors to Buncombe County and have the potential to enhance the culture and vitality of Buncombe County.
- b) To be considered for funding, the festival or cultural event must occur in Buncombe County. Applications are valid for festivals and cultural events occurring in the **calendar year 2019**.
- c) All festivals and cultural events receiving grant support must display the designated *Asheville destination logo* that will be provided by the ACVB¹ on materials and signage as appropriate. **The use of the logo must be approved by the ACVB prior to public dissemination.** The applicant will provide ACVB with a copy or copies confirming the appropriate logo display.

¹When awarded, the ACVB will provide the grantee with the appropriate electronic version(s) of the logo.

Funding

The funding level will not exceed a 50% match of the festival's or cultural event's budget. The grant is limited to a maximum of \$5,000. The grant will be awarded following the successful completion of the festival or cultural event and the submission of a final report. A check will be provided to the applicant after closing day. This is a competitive application process. The BCTDA is limited in the number of awards based on available funds. Available funds will vary from year-to-year.

The Application

To be considered for funding, the grant application must:

- a) Be completely filled out, as instructed in the application document, including all required attachments (Part VI of Application); and
- b) Be submitted on or before the deadline listed within the application document.

REMINDERS: Handwritten applications will not be considered. All applications and associated materials must be submitted electronically, in .PDF format.

QUESTIONS?

Contact: Glenn Cox, VP Administration

Phone: 828.398-0037

Email: gcox@ExploreAsheville.com