

ExploreAsheville.com

**Buncombe County Tourism Development Authority**

**Support Funds Applications**

**Festivals and Cultural Events**

**FY19/20 Funding Cycle**

**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 the welcoming spirit Asheville exudes. We envision these funds allowing organizers to take their event to a higher level.**

**The primary purposes of this fund are:**

* **To support and preserve Buncombe County’s unique cultural identity;**
* **To stimulate the creation of new or expansion of existing resident- and tourist-friendly events;**
* **To help local festivals & cultural events become sustainable and financially viable.**

***Check the space below, next to the grant description you are applying for.***

**1.\_\_\_\_\_ I am applying for a grant of $1,000 under the Festivals and Cultural Events grant program. 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 the welcoming spirit Asheville exudes.**

**2.\_\_\_\_\_ I am applying for a sponsorship under the Festivals and Cultural Events grant program. These funds will be allocated based on audience size and sponsor recognition.**

**Both of these support funds are vetted through a committee driven process, which utilizes a September 30, 2019 application deadline for Events occurring in the 2020 calendar year.**

**Funds will be released following the successful completion of the event and the submission of a final report.** **Funds will not be released for events that are cancelled…for any reason.**

**For more information, be sure to review the Festivals & Cultural Events 2020 Program Guide found at** [**https://www.ashevillecvb.com/festivals-and-cultural-events-support-fund/**](https://www.ashevillecvb.com/festivals-and-cultural-events-support-fund/)**.**

**~~ PROCEED TO THE APPLICATION BELOW ~~**

**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 or insert N/A if obvious.

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/photos are the exception (see VI. Attachments). Be sure the name of your event is included within the name of all attached files.

4. Email your application to Glenn Cox at [gcox@ExploreAsheville.com](mailto:gcox@ExploreAsheville.com).

5. Applications must be received by email **no later than 8:30 a.m. EST on Monday, September 30, 2019.**

**APPLICATION SECTIONS**

1. **Organizational Information IV. Partners & Leadership VII. Disclosures**
2. **Primary Contact V. Event Details VIII. Applicant Agreements**
3. **Summary Checklist VI. Attachments**

***~ START OF APPLICATION ~***

1. **ORGANIZATION INFORMATION**

**Name & Date(s) of the Event:**

**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 organization’s W-9 will be required.)**

**Organization’s Mailing 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, including Officers. You may also attach an Advisory Council or similar.**

**Organization’s Charter Date:**

**Organization’s Mission:**

**Organization’s (Brief) History:**

1. **PRIMARY CONTACT**

**Name: Title:**

**Physical Address (if different from organization’s mailing address):**

**City: State: Zip:**

**Email:**

**Work Phone:**

**Cell Phone:**

1. **SUMMARY**

**Name & date(s) of Festival or Cultural Event (again):**

**Provide your Sponsor Deck…the document listing your sponsor recognition levels:**

**Project Budget Total:**

**(Attach a final or estimated budget for the event, listing both expenses and revenues.)**

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

***(When awarded, Explore Asheville will provide the grantee with the appropriate electronic versions of the logo.)***

**Number of volunteers you plan to use:**

**Year this event was first held:**

**If this event has been held before, list the total attendance for the applicable previous three years:**

**2019: 2018: 2017:**

1. **PARTNERS & SPONSORS**

**List the lead partners and sponsors for this event:**

1. **EVENT DETAILS**

**Describe the event in detail, including how profits from the event will be used or distributed.**

* **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 standout 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 Buncombe County?**

**How and where do you market the event?**

**Using your most recent figures, where have the attendees for your event come from?**

* **Residents of Buncombe County: # \_\_\_\_\_\_ \_\_\_\_% of total**
  + **Day Trip from Outside Buncombe County: # \_\_\_\_\_\_ \_\_\_\_% of total**
  + **Outside Buncombe Market (stay overnight): # \_\_\_\_\_\_ \_\_\_\_% of total**
* **How do you determine your attendee numbers and their origin?**

**Have you developed a package deal with a local lodging entity for out of town guests? If so, explain what was developed and the lodging locations you partnered with. Do you plan to do so again for this event? \_\_\_\_\_ If so, please share your plan.**

1. **ATTACHMENTS**

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

1. **Sponsorship Deck (document outlining the sponsorship levels your event offers)**
2. **Board of Directors**
   1. **Event Committee (if applicable)**
3. **Event Budget (Listing all Known and/or Anticipated Expenses and Revenues)**
4. **Liability Insurance**
5. **Additional Supporting Materials of your Choice**
   1. **Marketing Materials**
   2. **Photographs**
   3. **Videos (Max of two videos, individually not to exceed three minutes)**
6. **DISCLOSURES**
7. Unless otherwise specified by the Buncombe County Tourism Development Authority (Explore Asheville), no event shall consider Explore Asheville a promoter or co-presenter and therefore Explore Asheville will not be responsible for any debts incurred by a promoter or co-presenter for such event.
8. As covered under Title II of the Americans with Disabilities Act, Explore Asheville 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.
9. Upon receipt by Explore Asheville, 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 Explore Asheville. 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 Explore Asheville may reveal any trade secret materials contained in such response to all Explore Asheville staff and Explore Asheville officials involved in the selection process. Furthermore, each applicant agrees to indemnify and hold harmless Explore Asheville 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.

1. **APPLICANT AGREEMENTS**

**Please initial and date 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 governmental agency, Explore Asheville is subject to Chapter 132 of the North Carolina General Assembly Statutes. Therefore, any and all aspects of this application, except qualified trade secrets as described above, must be made available by Explore Asheville 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, Explore Asheville highly recommends that you seek alternative funding.

**Initials: Date:**

**PROJECT MONITORING**

I hereby acknowledge that if I am awarded Events Support Funds, I will be required to submit a final report within two months of the event’s last scheduled date. This report will include attendance numbers, final actual-to-budget figures and a narrative of the event’s success. The report is provided with grant award notification.

**Initials: Date:**

**BCTDA MARKETING**

I hereby acknowledge that certain information from my application, such as the Event’s Description and Partners & Leadership, may be used by Explore Asheville at its sole discretion for the promotion and marketing of the Major 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 Explore Asheville, 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 Major 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 Festival & Cultural Events Support Fund is a program of the Buncombe County Tourism Development Authority (DBA Explore Asheville). It is at the sole discretion of Explore Asheville to judge the appropriateness of an organization and its application. Grant awards within these programs are made by Explore Asheville and are not subject to external oversight or approval. Funds for this program are derived from earned revenues. No Occupancy Tax revenues are used in this program.***