

Festivals & Cultural Events

Program Guide *for* 2020 Calendar Year Events

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.



Festivals & Cultural Events Support Fund

Deadline: Monday, September 30 at 8:30 a.m.

Submit To: gcox@ExploreAsheville.com

Background

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 the arts and culture embraced by our communities. These 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 that represent why we live here.

For over 35 years, The Buncombe County Tourism Development Authority (BCTDA) has provided in-kind support to festivals and cultural events by leveraging the marketing assets of Explore Asheville to attract attendance. Marketing and media relations support remains available free-of-charge to any visitor-friendly event in the County. Qualified events are promoted on ExploreAsheville.com, a website that attracts over 5 million annual visits, and other promotional assets including social media channels. BCTDA's marketing program has generated a base of customers that supports local events.

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

Revenue earned through advertising sales and reservations booked on ExploreAsheville.com has been dedicated to the Major Events Support fund, first allocated for events held in the 2018 calendar year.

Plug Your Event into the Explore Asheville Calendar of Events – Free of Charge

Whether your event is funded or not, check to see if you can post it on the ExploreAsheville.com calendar of events. Below are some links to help you figure this out. Plus, information on the monthly **Explore Asheville 101 Orientation**. Remember, all our web-based marketing services are free-of-charge.

Getting Started: <https://www.ashevillecvb.com/partner-opportunities/>

Web & Visitors Guide Listing Policy: <https://www.ashevillecvb.com/web-visitor-guide-policies/>

Extranet Instructions on “How to Add Calendar Events to ExploreAsheville.com”:

<https://www.ashevillecvb.com/extranet-instructions/>

To learn more about how you and your event can utilize the services offered by Explore Asheville on our website, consider attending a monthly **Explore Asheville 101 Orientation**. To see the date of the next Orientation and to register, go to <https://www.ashevillecvb.com/events/category/partner-event/>.

Basic Qualification

To qualify for a **sponsorship**, the 2020 event must be recognized as an important event, manifested through attendance numbers and the exposure provided to the Buncombe County Tourism Development Authority. **You must make a case that your event qualifies as such an important event.**

Overview

The *Festivals & 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 and the surrounding communities exude. We envision these funds allowing organizers to take their event to a higher level of quality and success.

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 tourism-friendly events;
- To help local festivals & cultural events become sustainable and financially viable;

Additional Parameters:

- The major event must be physically located in Buncombe County and the event must occur in the 2020 calendar year.
- These funds are available only to non-profits chartered in Buncombe County and local governments
- Provides no more than a 50% match of the event's budget.
- Be completely filled out, as instructed in the application document, including all required attachments (Part VI of Application).
- Competitive criteria include ability to attract visitors and a broad residential audience, fit within low-visitation periods and potential for growth.
- Payment will be provided to the applicant following the conclusion of the event and the submission of a final report, which is provided by Explore Asheville.
- Funds will not be released for events that are cancelled...for any reason.
- The number of awards is limited by the funds we have available in each fiscal year. 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:

- The extent to which the major 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;
- The extent to which the major event is anticipated to enhance the local economy through increased resident and tourist activity in Buncombe County;
- The extent to which the major event has the potential to be sustainable;
- The extent to which the major event provides an overall benefit to the community; and
- The extent to which the event offers positive exposure to the Buncombe County Tourism Development Authority.

Displaying the Asheville Destination Logo

- All major events receiving grant support must display the designated *Asheville destination logo* that will be provided by Explore Asheville¹ on materials, websites and signage as available. **The use of the logo must be approved by Explore Asheville prior to public dissemination. The applicant will provide Explore Asheville with a copy or copies confirming the appropriate logo display.**

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

Funding

The Committee will determine the level of funding based on your application information and the sponsor deck you provide. Funding for a successful application will be released following the completion of the event and the submission of a final report, W-9, invoice and Buncombe County "supplier form". Funds will not be released for events that are cancelled...for any reason. A check will be processed once these materials are received and reviewed. 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.

REMINDERS:

Must Be Typed: Handwritten applications will not be considered.

Format: All applications and associated materials (except videos) must be submitted electronically, in .PDF format.

Deadline: Monday, September 30 at 8:30 a.m.

Submit To: gcox@ExploreAsheville.com

QUESTIONS?

Contact: Glenn Cox, VP Administration

Phone: 828.398-0037

Email: gcox@ExploreAsheville.com