

If the applying organization is not a designated non-profit, you must have a qualified non-profit serve as your fiscal agent.

Fiscal Agent:		
City:	State:	Zip:
Identify your organization's non-profit designation: 501(c)3 _____, 501(c)6 _____, Other _____. <i>(Note: If your application is selected for a grant, your organization's W-9 will be required.)</i>		
Fiscal Agent Contact:		

Applying Organization's President/Executive Director:

Phone: _____ **Email:** _____

Lead Contact for the event:

Phone: _____ **Email:** _____

Applying Organization's website:

Mission of the Applying Organization:

Brief History of the Applying Organization:

The Event

Amount Requested:

Event Name:

Event Date(s):

Event Location:

(Note: All Festivals & Cultural Events must be located in Buncombe County.)

Event website:

How many years has the event taken place?

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

2022:

2021:

2020/2019*:

2019/2018*:

*(*Note: If event was canceled or impacted by the pandemic in 2020, use 2019 and 2018 data as applicable.)*

What is the purpose of the event?

Provide a brief history of the event.

Describe the event in detail, including how proceeds from the event will be used or distributed. (*Note: We recognize these events often serve as a major fundraiser for the applying nonprofit.*)

- You are welcome to provide supporting material as attachments, including photographs and links to short videos (submitted as scanned PDFs in a single document).

How do you plan to use these sponsorship dollars?

Are there any outstanding debts? If so, please explain.

Additional Event Information:

How do you plan to staff the event?

- Number of volunteers you plan to use:
- Number of paid individuals you plan to use:

How and where do you market the event?

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

- 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?

ALIGNMENT WITH BUNCOME COUNTY TDA STRATEGIC IMPERATIVES

Please describe how the event is aligned with each of the following four strategic pillars. **Refer to the Program Guide for more details on each pillar and examples of potential alignment.**

Pillar: Deliver Balanced Recovery & Sustainable Growth

Description:

Pillar: Encourage Safe & Responsible Travel

Description:

Pillar: Engage & Invite More Diverse Audiences

Description:

Pillar: Promote & Support Asheville's Creative Spirit

Description:

ATTACHMENTS

Please submit the following required attachments. Be sure the name of your event is incorporated into each of the attached file names.

1. Sponsorship Deck (document outlining the sponsorship levels your event offers)
2. Board of Directors (and Event Committee if applicable)
3. Event Budget (Include all known and/or anticipated expenses and revenues)
4. Liability Insurance
5. Additional Supporting Materials (optional)
 - a. Marketing Materials
 - b. Media Coverage
 - c. Photographs or Links to Videos

DISCLOSURES

- a) 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.
- b) 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.
- c) 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 and should be hand-delivered to the Explore Asheville offices at 27 College Place, Suite 200, Asheville, NC 28801. 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.

GRANT AGREEMENT

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.

SPONSOR RECOGNITION

All festivals and cultural events receiving grant support must display the designated Asheville destination logo provided by Explore Asheville on materials and signage as appropriate and wherever sponsors are recognized. The use of the logo must be approved by Explore Asheville prior to public dissemination. **Initials: _____ Date: _____**

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 Festivals and Cultural 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: _____**

Buncombe County TDA 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 Festivals and Cultural Events Support Fund 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 festival or 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 Festivals & 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.