

## 2019-2020 Town of Matthews Tourism Grant Program Information

The Tourism Grant offered by the Town of Matthews is designed to provide financial assistance to organizations that deliver events or programs (projects) promoting visitation and tourism in Matthews. The grant is funded through hotel occupancy and prepared food / beverage taxes.

### **GRANT ELIGIBILITY**

- Organizations must have a current non-profit status
- Promotion of tourism and visitation to Matthews must be a component of the applying organization's mission
- Projects should have short and/or long-term potential of attracting visitors to Matthews
- Organizations receiving grants are required to submit a post event/program report no later than 45 days after project completion
- Grant funding left unspent must be returned within 45 days of the project's completion
- Submitted applications must include all information requested. **INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED FOR GRANT AWARD**
- All application information must be bound by paper clip or binder clip (please do not staple)
- Organizations that would like more information about the grant program are welcome to attend the Tourism Grant Information Session that will be held on **September 11, 2019 at 6:30PM** in the Matthews Community Center.

### **GRANT APPLICATION SCORING CRITERIA**

Each application will be scored and ranked to determine funding award and level. Scoring criteria and descriptors are listed below.

1. Effectiveness
  - Level of impact on visitation to Matthews (current projections and measureable data from previous years are preferred)
    - a. Attendance
    - b. Overnight stays
    - c. Restaurant / retail patronage
    - d. Partnership with local merchants
2. Viability
  - Feasibility of the event / project meeting stated goals
  - Financial viability: likelihood of the project's delivery without Town of Matthews tourism grant funding
  - History of organizational success delivering events/projects similar in scope
3. Innovation
  - Novelty of event / project idea
  - Creative forms of marketing

## **FISCAL ACCOUNTABILITY REQUIREMENTS FOR GRANT RECIPIENTS**

The following guidelines will be required for receipt of Tourism Grant funding from the Town of Matthews:

1. Each recipient organization must submit an operating budget for the current year in which the grant funds are requested. A general financial statement for the prior year must also be submitted. Budget and financial statements must contain an itemized listing of:
  - a. Expenses and revenues
  - b. Organizational assets
  - c. Organizational liabilities
2. Grant recipients must submit documentation of the following information:
  - a. Statement of current insurance coverage
  - b. A copy of the organization's charter including mission statement, tax exempt status, and incorporation status

### **ADDITIONAL INFORMATION**

- Parks, Recreation & Cultural Resource Citizen Advisory Committee members and department staff will evaluate and rate applications submitted.
- Recommendations will be made based on the quality of each submitted application, and the program/event's correlation with goals of the Tourism Grant Program. Organization representatives may be contacted to provide follow-up information for clarity if needed. Organization representatives may attend the Application Review / Recommendation meeting to share any additional information prior to the committee discussion.  
**Individual interviews with applicants will not be conducted.**
- All organizations that receive grant funding from the Town of Matthews agree to enter into contractual agreement to provide the service described within the grant application or to reimburse the Town for grant funds dispersed. The Town Manager is authorized to initiate agreements with all organizations to ensure fulfillment of these agreed upon terms.
- The Town of Matthews Board of Commissioners reserve the right to waive any of the above requirements or to require additional information prior to the release of funds.
- Disclosure of any information shall become a matter of public record.
- Post project reporting is required of organizations that receive grant funding.
- Grant recipients may request disbursement of grant funds 7 business days after Matthews Town Board approval.

### **GRANT APPLICATION PROCESSING SCHEDULE *(tentative)***

2019 – 2020 Tourism Grant Information Session	September 11, 2019
Application Deadline	September 30, 2019, *4PM
Parks, Recreation & Cultural Resource Advisory Committee review and recommendation	October 9, 2019
Award Recommendations presented to Matthews Board of Commissioners	October 14, 2019

## 2019 - 2020 TOURISM GRANT APPLICATION

**Deadline:** Applications must be received by 4 p.m. on September 30, 2019

**Submittal:** Matthews Parks, Recreation & Cultural Resource Department  
 Attention: Corey D. King  
 100 E. McDowell Street, Matthews, NC 28105  
 cking@matthewsnc.gov (preferred method, as PDF attachment)

Submit questions to Corey King via email – cking@matthewsnc.gov

Please complete the information requested below. Data may be entered electronically within the document.

### ORGANIZATION INFORMATION

Name of Applicant Organization	
Authorized Representative	
Address	
Telephone	
Email Address *primary mode of communication will be email	

### PROJECT DETAILS

Name of Event/Project	
Project Date(s)	
Expected # of Attendees	

### **PROJECT INFORMATION (attach as separate document)**

These details will be used in evaluation of the listed project. **Applications with incomplete or missing information WILL NOT be considered for grant award**

1. Describe the project, including years of operation, target audience, goals and expected benefits to tourism in Matthews. Include quantifiable data from previous delivery of this event and the associated source of that information. Include specific details related to effectiveness, viability and innovation. See scoring criteria described on page 1.
2. Long range plans for funding, including strategy if grant funding was not awarded by the Town of Matthews.



<b>2019 – 2020 TOWN OF MATTHEWS TOURISM GRANT REQUEST AMOUNT</b>	<b>\$</b>
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Signature \_\_\_\_\_  
Authorized Organization Representative

Date \_\_\_\_\_

Signature \_\_\_\_\_  
Administrative/Finance Official

Date \_\_\_\_\_