

2018-2019 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 of 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**
- Hard-copy submissions must be bound by paper clip or binder clip (no staples, electronic submissions preferred)
- Applicants are strongly encouraged to attend the Tourism Grant Information Session that will be held on **September 12, 2018 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 projection and data from previous years)
 - 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 project's correlation with goals of the Tourism Grant Program. Applicants may be contacted to provide follow-up information for clarity if needed.
In-person interviews 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 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)

2018 – 2019 Tourism Grant Information Session	September 12, 2018
Application Deadline	October 1, 2018
Parks, Recreation & Cultural Resource Advisory Committee review and recommendation	October 17, 2018
Award Decision by Matthews Board of Commissioners	October 22, 2018

2018 - 2019 TOURISM GRANT APPLICATION

Deadline: Must be received by 4 p.m. on October 1, 2018

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)

Also submit question to Corey King via email or 704-708-1263

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

ORGANIZATION INFORMATION

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

PROJECT DETAILS

Name of 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.

