



Mocksville Tourism Development Authority
171 S. Clement Street || Mocksville, NC 27028
336-753-6705 || MocksvilleNC.org

REQUEST FOR SPECIAL PROJECT/EVENT FUNDING

Mocksville Tourism Development Authority (MTDA) welcomes proposals for special projects and events funding from area organizations, both profit and not-for-profit, that are designed for the purpose of attracting visitors to DOWNTOWN MOCKSVILLE.

Any organization wishing to request funding support from Mocksville Tourism must complete the Special Project Funding Request Form and the Budget Form. **These forms must be submitted to Mocksville Tourism NO LATER THAN APRIL 29th, 2022.** Applications received after the grant cycle is closed may be reviewed on a case by case basis or will be considered in the next grant cycle in **the FOLLOWING FISCAL YEAR.**

Mocksville Tourism will review funding proposals as needed. Applications will be reviewed and considered at the next regular Mocksville Tourism Board Meeting. The applicant may be invited to present, in person, a formal presentation of the project.

Applicant hereby accepts the conditions as set forth in the Policy of Mocksville Tourism Special Projects/Events Grant. (See below.)

1. Applicant must provide copies of all invoices for this event/project. Invoices must show that grant funds are used for the promotion of tourism that will attract out-of-town visitors generating an increase of lodging facilities, recreational facilities, business establishments and restaurants. I understand the above conditions and policy and agree to abide by the same, as a condition for receiving funds from Mocksville Tourism Development Authority.
2. Grant funds should be used only for expenses directly related to public relations and promotion of Mocksville. Grant funding may not be used for any operational costs including but not limited to salaries, rent, insurance, etc., nor may it be used for maintenance, facilities or grounds.
3. Applications indicating matching funds on a dollar-for-dollar or greater basis are encouraged and may determine project funding.
4. I further acknowledge that any funds received by MTDA must be used within the calendar year as they are allocated and if funds are not used, and a project is not carried out in full, Tourism reserves the right to refuse funding in subsequent years while also requiring the return of unused funds.
5. If grant is approved and you receive funds but are not able to host the event due to unforeseen circumstances, you must **A.) Refund the amount approved within the same calendar year OR B.) Submit a letter to MTDA stating funds will be used for same approved event within the same calendar year or the following year.** This must be approved by the Tourism board.

6. The undersigned hereby certifies they have reviewed the attached grant application and understand the grant funding requirements stated therein.

7. Mail the completed application to the attention of Tami Langdon at the address listed above.

8. Grant recipients are encouraged to add the Mocksville Tourism logo approval/support to any printed media. Email tlangdon@mocksvillenc.gov to request the MTDA logo.

Date: _____

Signature:



SPECIAL PROJECT/EVENT FUNDING REQUEST FORM

Name of Organization

Contact Person

Mailing Address

City, State, Zip

Contact Telephone

Contact Email

_____ For Profit Organization

_____ Non-Profit Organization

Name of Special Project/Event

Starting Date and Time

Ending Date and Time

Location

\$ _____

Amount Requested From Mocksville Tourism



PROJECT/EVENT NARRATIVE

Please describe the proposed project/event.

1. How will the project support Mocksville Tourism efforts?
2. Identify other sources of funding INCLUDING funds already received and those projected.
3. A brief history of your organization and its previous activity/activities on behalf of Mocksville Tourism.
4. Describe how you intend to attract out-of-town visitors. What is the geographic market and demographic target audience?
5. Provide a brief description of your organization's administrative ability to carry out this project.



SPECIAL PROJECT BUDGET FORM

EXPENSES

- 1. Project/Event Promotions \$ _____
 - Print Ads
 - Media Ads
 - Misc. Printing, Posters, Banners, Signage
 - Postage
- 2. Site Fees/Rental Fees \$ _____
 - (Space, tents, tables, etc.)
- 3. Entertainment/Special Guest Fees \$ _____
- 4. Additional Costs (Itemize) \$ _____
 - 1.
 - 2.
 - 3.
- TOTAL EXPENSES** \$ _____

INCOME

- 1. Estimated earned income from Event/Project \$ _____
- 2. Applicant Contributed Income \$ _____
- 3. Other Grants \$ _____
- 4. Sponsorship Funding \$ _____
- 5. Amount Requested from Mocksville Tourism \$ _____
- TOTAL INCOME** \$ _____