



## Northampton County Tourism Grant Committee



### GRANT FUNDING APPLICATION

#### 1. OVERVIEW

Each year, Northampton County funds the regional Eastern Shore of Virginia Tourism Commission with the proceeds of a supplemental 3% Transient Occupancy Tax. The Northampton County Board of Supervisors has specified that 15% of the estimated annual Transient Occupancy Tax must be spent on tourism projects within the county. For the fiscal year ending 2017, the amount projected is \$40,500 plus there was a remaining balance of \$12,691 from the FY 2016 grant year. The total grant fund available is \$53,191.

A Northampton County Tourism Grant Committee has been established and tasked with determining how to spend these funds to improve and develop the County's tourism. The Committee is composed of the Northampton County appointees to the Eastern Shore of Virginia Tourism Committee and the County Administrator. All funded projects must complement and advance the Tourism Strategy adopted by the Eastern Shore of Virginia Tourism Commission.

To be considered for the tourism grant funds, applicants must complete an application and return it to the Northampton County Administration no later than **June 1, 2016**. Applicants may be requested to provide additional information or make a presentation. Grants will be awarded to selected projects by **June 15, 2016**. Upon request, all recipients must be able to provide to the Grant Committee an itemized list of expenditures and receipts associated with the funding received. Questions can be directed to Katherine H. Nunez, County Administrator, at 757/678-0440 ext. 515 or via email at [knunez@co.northampton.va.us](mailto:knunez@co.northampton.va.us)

Successful applicants will be required to submit a final report to the Tourism Grant Committee upon completion of the funded project, as well as follow-up performance metrics.

**NORTHAMPTON COUNTY TOURISM GRANT COMMITTEE**  
**FUNDING APPLICATION**

*INSTRUCTIONS: All Applicants – complete Section A & C, and complete either Section B-1 (the Infrastructure Improvement Project Information) or Section B-2 (the Event Project Information) and submit a total of four copies of the completed application to the Northampton County Tourism Grant Committee.*

**SECTION A: APPLICANT INFORMATION**

Date: \_\_\_\_\_

Name of Project: \_\_\_\_\_

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Contact Person & Title: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Are you a non-profit organization? \_\_\_\_\_

If so, what is your ID number? \_\_\_\_\_

**SECTION B-1: INFRASTRUCTRE IMPROVEMENT PROJECT INFORMATION** (attach additional pages as needed):

A. Description of Project

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B. Estimated lifespan of the infrastructure improvement: \_\_\_\_\_

C. Total estimated cost of project: \_\_\_\_\_

D. Amount of funds requested this year: \_\_\_\_\_

E. Is this a one-time expenditure?  Yes  No. If no, explain:

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F. Is this project coordinated with any other completed, current, or proposed tourism-related project? If so please explain. \_\_\_\_\_

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G. List all other funding sources for this project and the amount being funded by each. Identify if cash/donation vs. grant funded. If grant funding is involved, please identify any terms or conditions that apply to the grant.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

H. Are there other agencies or organizations working with the applicant on this project? Please list and briefly explain their involvement:

I. How will the project be maintained?

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J. What are your annual maintenance costs and where will these funds come from?

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**SECTION B-2: EVENT PROJECT INFORMATION** (attach additional pages as needed)

A. Description of EVENT, including location, time and day(s) of event. Detail if an entrance/admission fee will be required for EVENT:

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B.: Provide the marketing plan for the EVENT, including the intended target audience for the EVENT. Include any samples of ads, displays, flyers or other media materials:

C. Total estimated cost of project: \_\_\_\_\_

D. Amount of funds requested in the grant application: \_\_\_\_\_

E. Is this a one-time EVENT or is it a recurring EVENT or is it scheduled to be a recurring EVENT?

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F. Is this EVENT coordinated with any other events or tourism-related activities? If so please explain.

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G. List all other funding sources for this project and the amount being funded by each. Identify if cash/donation vs. grant funded. If grant funding is involved, please identify any terms or conditions that apply to the grant.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

H. Are there other agencies or organizations working with the applicant on this project? Please list and briefly explain their involvement:

**SECTION C: TOURISM IMPACT**

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A. How will this project enhance the ability of Northampton County to attract tourists from the target market, as identified in the Tourism Commission's Tourism Strategy?

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B. What metrics will you use to gauge the success/failure of the project?

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C. How does the project further the Tourism Strategy adopted by the Eastern Shore of Virginia Tourism Commission and/or the Eastern Shore Regional Section of the Virginia State Tourism Plan?

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D. Will the citizens of Northampton County receive benefits from this project that are not directly related to tourism? Please explain.

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