



LELAND TOURISM DEVELOPMENT AUTHORITY

Leland Tourism Development Authority (LTDA) Grant Program Policy

Purpose and Mission

The purpose of this document is to provide a formal policy and process for the Leland Tourism Development Authority (LTDA) Grant Program. The LTDA Grant Program seeks to assist organizations with marketing, promotion, and execution of projects that support the LTDA's mission to create experiences and attract visitors to grow tourism in the Town of Leland.

Objectives

The following objectives have been established for the LTDA Grant Program:

1. To encourage and promote tourism in Leland.
2. To promote tourism-related conventions and group activities in Leland.
3. To contribute to capital improvement projects in Leland that develop or promote tourism.

Authorization

The LTDA Grant Program is funded by occupancy tax collected by the Town of Leland and distributed to the LTDA for the purpose of growing Leland's tourism industry. Selection of projects for funding shall be based on the impact to the tourism industry within the Town of Leland. The LTDA Board shall review and evaluate all completed applications in accordance with the guidelines and objectives established in this policy. Applications may be received throughout the year and may be considered given the availability of funding for the grant program. The LTDA Board reserves the right to: (1) evaluate the applications submitted; (2) waive any irregularities therein; (3) select applicants for the submittal of more detailed or alternate proposals; (4) choose to approve or deny any application; or (5) cancel or modify the grant program entirely.

Eligible Organizations

Registered nonprofit organizations, governmental organizations, and private businesses that support the LTDA's mission and the objectives of the grant program may submit an application for consideration.

Nonprofit Organizations:

Nonprofit organizations receiving grants must hold tax-exempt status under Section 501 of the Internal Revenue Code of 1954, as amended, allowing contributions made to them to be deductible under Section 170. Usually, this status is 501(c)(3). A copy of the applicant's IRS determination letter for tax-exempt status must be provided with the application.



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Organizations must maintain their nonprofit status by filing IRS reports, including Form 990, as appropriate.

Organizations that are seeking tax-exempt status, but do not yet have the required IRS determination letter, may apply for grants through a fiscal agent. In cases where a grantee is using a fiscal agent, both the fiscal agent and the grantee organization are fiscally and legally responsible for all grant requirements. A copy of the letter from the IRS stating that the application for tax-exempt status has been received or a copy of the application submitted to the IRS is required with the application support materials. The fiscal agent is responsible for the expenditure of all project funds and is liable for the repayment of any grant funds not spent or spent incorrectly.

Governmental Organizations and Private Businesses:

Governmental organizations and private businesses that support the LTDA's mission may apply for grant funding. Private businesses are encouraged to partner with local nonprofit organizations when possible. Governmental organizations should provide their EIN number, while private businesses should provide an IRS W-9 form with their application to verify legal status.

Project Eligibility

Per NC General Assembly Session Law 2008-64, House Bill 2156, the Leland Tourism Development Authority "shall promote travel, tourism, and conventions in the town, sponsor tourist-related events and activities in the town, and finance tourist-related capital projects in the town."

To be eligible, projects must meet the criteria of the enabling legislation identified above. All grant-funded events shall be open to the public and promote group or individual travel and tourism in Leland. All capital improvement project sites must be located within the municipal corporate limits of the Town of Leland.

Examples of eligible projects include the following: festivals; concerts and musical events featuring regional or national acts; conventions; sporting events; historical attractions; capital projects that encourage tourism; or other events and activities that draw tourists to Leland.

Examples of ineligible projects include the following: church functions; family reunions; local school programs; community dinners; political events; operational and administrative expenses; capital projects outside the municipal limits of Leland; or any event not open to the general public.



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Process

The following process must be followed in order for a project to be eligible for grant funding:

1. Organizations shall complete and submit a written LTDA Grant Application to Town staff. All sections of the application must be completed in their entirety in order for the application to be considered.
2. Applications should be received by Town staff by the first day of the month in order to be placed on that month's scheduled LTDA meeting agenda. Meeting dates are subject to change, and will be publicized on the Town of Leland government portal website.
3. Once an application is received, it will be reviewed to ensure it meets the requirements of the grant program. Applicants whose proposals do not meet the requirements set forth in this policy will be notified by staff upon application review. Applicants are urged to consult with staff prior to submitting an application in order to confirm eligibility. If staff determines the application meets the requirements, a draft grant contract will be prepared and the application and contract will be placed on the agenda of the next scheduled LTDA meeting. The draft contract will outline the proposed scope and terms of the award, set specific performance measures, and outline other terms and conditions.
4. At the LTDA meeting, applicants shall appear before the LTDA Board to present their application and marketing plan. Failure to appear will result in disapproval or tabling of the application until a future meeting. After the presentation, the LTDA Board shall review the application and contract and may choose to authorize execution of the grant contract. Once approved, failure of an applicant to fully execute the grant contract will result in disqualification from the grant program.
5. Any proposed change to the project scope and funding disbursement schedule after grant approval and contract must be submitted to the LTDA Board as a written amendment to the grant contract, and must be approved by the LTDA Board.
6. If at any time it is determined by the LTDA Board that a grant recipient is in violation of the terms of the grant contract, or if the recipient fails to meet specific performance measures, the recipient shall be liable for the full repayment of any grant funds received.

Project Execution and Close-Out

Once a project is approved for funding, the LTDA logo, in an approved format, shall appear in all project advertisements, marketing materials, announcements, press releases, and other areas where sponsorship information is displayed. The LTDA reserves the right to review and approve all project marketing materials to ensure appropriate LTDA branding.



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The recipient is solely responsible for all project costs including cost overruns due to miscalculations or undiscovered costs. In addition, the recipient is responsible for obtaining all permits associated with the event or project.

Once the project has been completed, the recipient shall appear before the LTDA Board at the next regularly scheduled meeting and present a formal written report on the project. The report shall include, but is not limited to, the following:

1. Description of the project
2. Number of attendees (if applicable)
3. Number of vendors (if applicable)
4. Summary of other sponsorships
5. Advertisements related to the project
6. Photographs of the project
7. An analysis of overall success as compared to anticipated success
8. Statement of economic benefits
9. Statement of Leland tourism benefits

Failure by the recipient to provide a report as outlined in this policy may result in a request for repayment of grant funds awarded and ineligibility for future grant consideration.