

# GRANT POLICY

LELAND TOURISM DEVELOPMENT AUTHORITY

Effective July 7, 2025

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## **Introduction**

The Leland Tourism Development Authority (LTDA) Grant Program was established to assist organizations with marketing, promotion, and execution of projects that support the Authority's mission to develop and support activities and experiences that attract visitors to grow tourism in the Town of Leland. Per the North Carolina General Assembly Session Law 2008-64, House Bill 2156, the Leland Tourism Development Authority "shall promote travel, tourism and conventions in town, sponsor tourist-related events and activities in town, and finance tourist-related capital projects in town" and "The Authority shall use at least two-thirds of the funds remitted to it under this subsection to promote travel and tourism in the Town of Leland and shall use the remainder for tourism-related expenditures."

The LTDA Grant Program is funded by hotel occupancy tax collected by the Town of Leland and distributed to the LTDA for the purpose of growing Leland's tourism industry. The selection of the projects that receive funding is based on the level of impact of the project on tourism within the Town of Leland. The LTDA's goal is to promote travel and tourism in Leland.

## **General Grant Guidelines**

### Eligible Organizations:

- Non-Profit Organizations
- Organizations seeking non-profit status applying through a fiscal sponsor
- Private businesses that attract and are patronized by visitors
- Governmental organizations

### Eligible Project Requirements:

- Located within the municipal limits of the Town of Leland
- Open to the public to attend, participate, or spectate
- Promoted outside of Leland Municipal limits
- Acknowledge LTDA funding support in all advertising and promotion
- Allow LTDA participation to photograph, video or otherwise capture the event
- Agree to allow LTDA to publicize the project on its website and digital media

## **Grant Funding Opportunities**

### **1. Multi-Day Festivals and Special Events**

For the purposes of TDA grant funding, multi-day festivals and special events are defined as organized public events that take place over the course of two or more consecutive days and are designed to attract visitors from outside the immediate area. These events must include a series of scheduled activities, performances, or attractions that promote cultural, recreational, or community engagement and have a demonstrable impact on local tourism and overnight stays. To be eligible for funding under this option; applications must:

- Span at least two consecutive days
- Be open to the public, either free or ticketed
- Have a cohesive theme or purpose (e.g., music, food, heritage, seasonal celebration, sporting event)
- Include a published schedule of events or programming
- Show evidence of marketing efforts aimed at non-local audiences
- Positively affect tourism-related economic activity such as lodging, dining, retail, and transportation

The LTDA will provide up to 50% of the project funding. Available awards based on attendance:

Tier One: < 1,000 attendees, maximum \$5,000 award with minimum \$5,000 cash match

Tier Two: 1,000-3,999 attendees, maximum \$10,000 award with minimum \$10,000 cash match

Tier Three: 4,000+ attendees; maximum \$20,000 award with minimum \$20,000 cash match

### **2. Single Day Festival and/or Special Events**

Special events and festivals occurring on a single day, ideally attracting the 50-miler and 6-hour drive target markets, may include cultural arts productions, artist in residence events, and other events open to the public that are of interest to and promoted to visitors from the region and state. This category also includes concerts and musical events featuring regional or national acts that are promoted regionally and of interest to visitors.

To be eligible for grants, these events must:

- Be open to the public, either free or ticketed
- Have a cohesive theme or purpose (e.g., music, food, heritage, seasonal celebration)
- Include a published schedule of events or programming
- Show evidence of marketing efforts aimed at non-local audiences
- Positively affect tourism-related economic activity such as lodging, dining, retail, and transportation

The LTDA will provide up to 50% of the project funding. Available awards based on attendance:

- Tier One: 100-999 attendees, maximum \$2,500 award with minimum \$2,500 cash match
- Tier Two: 1,000-1,999 attendees, maximum \$5,000 award with minimum \$5,000 cash match
- Tier Three: 2,000+ attendees; maximum \$10,000 award with minimum \$10,000 cash match

### **3. Public Art**

Public art intended to enhance the visual attractiveness of the Town of Leland including murals, sculptures, and other fixed visual community improvements.

To be eligible for grants, public art projects must:

- Be in a space available for the Public
- Must fall within the framework of Section 4 of the Town of Leland's Public Art Policy and follow the process outlined here:
  - Review by designated Town Staff with a site visit (if necessary)
- Be presented as a full color artistic concept for approval
- Not be misconstrued as signage or other building identification
- Have all needed permits and approvals prior to beginning work
- Install a final product that is intended to remain in place for a minimum 10 years

The LTDA will provide up to 50% of the project funding. Available awards based on art type:

- Murals greater than 250 sq ft: Maximum \$2,000 award with minimum \$2,000 cash match
- Murals greater than 500 sq ft: Maximum \$5,000 award with minimum \$5,000 cash match
- Sculptures greater than 5 ft: Maximum \$2,000 award with minimum \$2,000 cash match
- Sculpture greater than 10 ft: Maximum \$5,000 award with minimum \$5,000 cash match
- Other permanent or rotating displays will also be considered on a case-by-case basis.

### **4. Meetings & Conferences**

Meetings and conferences that bring non-local visitors, lodging, dining and related tourism activity to Leland. These events may include industry or professional conferences, conventions, symposiums, training seminars, or other organized gatherings that promote travel to Leland and enhance the Town's visibility as a destination for business or organizational events.

There is no maximum award amount, and this should be handled on a case-by-case basis at the discretion of the LTDA board.

### **5. Tourism Capital Improvement**

Tourism-based capital investments made to develop or enhance infrastructure and facilities that attract and support tourism, including but not limited to entertainment venues, cultural centers, recreational facilities, public squares, and wayfinding signage. They are intended to make the Town of Leland more attractive to visitors and add to the capacity of the Town of Leland to accommodate additional visitors.

Only Governmental organizations are eligible for these grants. There is no maximum award amount, and this should be handled on a case-by-case basis at the discretion of the LTDA board.

### **Application Acceptance and Review Period**

- Applications will be accepted on a rolling basis until funds are depleted. Funds will reset on July 1 of each year.
- To ensure sufficient time for review, all grant applications be submitted no later than 15 days before the LTDA meeting where the application will be considered.
- If there are incomplete sections or missing documentation, LTDA staff will notify the applicant to forward the missing information. Please note that failure to provide all required materials may delay the review and processing of the grant application.
- All applicants will appear before the LTDA Board to present their application.

### **Grant Contracting and Payment**

#### **Project Execution**

- If the application is approved, the applicant will enter into a contract with the LTDA.
- Applicants are required to include the LTDA logo in an approved format on all project advertising and promotional materials, announcements, press releases, social media posts and all other materials used to promote the event or project.
- All marketing and promotional materials on which the LTDA logo appears must be reviewed and approved by LTDA staff.
- LTDA staff must be kept informed of any changes or proposed changes in the project.
- Grantees are responsible for all project costs and cost overruns due to miscalculations or undiscovered costs.

### **Project Close Out**

All grantees are required to submit a Grant Close Out form which illustrates the results of the project. Grantees are then required to attend a meeting of the TDA for a post-grant presentation. Actual funding will be based on actual results post grant.

Generally, grants awarded by the Tourism Development Authority will be reimbursement grants and will be paid out within 30 days of the Project Close Out meeting. However, the applicant can request up to 50% of grant awards to be distributed prior to the event if receipts are submitted to the LTDA. This request can be made as part of the application process and will be outlined in the grant award contract.

### **Supplemental Information**

The LTDA Board reserves the right to:

- Waive any irregularities therein
- Request applicants submit more details or alternative proposals
- Choose to approve or deny any application
- Cancel or modify the grant program entirely

- Allocate a percentage of available grant funding to each category of eligible grants at the discretion of the Board

Ineligible Projects:

- Political events
- Church functions
- Family reunions
- Local school programs
- General administrative or operating expenses