



Ocracoke Township Tourism Development Authority FY2021/22 Event Funding Program

One goal of the Ocracoke Township Tourism Development Authority (OTTDA) is to enhance island events that encourage the use of our lodging facilities. The positive economic impact to Ocracoke Island increases significantly with overnight stays, and this program is designed to support and maximize that impact.

The awarded amount is at the sole discretion of the OTTDA Board. Key factors determining the amount of the award include, but are not limited to, the number of overnight accommodations generated, economic impact, off-season dates, etc. Priority will be given to off-season events. Limit of funding is \$10,000 per event. Please be aware that the amount of available funds from the 1/3 of the OTTDA budget not allocated to marketing is limited. To be eligible for this grant, you must be a registered as a non-profit with 501C status.

Event funding CANNOT be utilized for:

- Events hosted by private companies
- Payment of wages or stipends to event organizers
- Office or storage space rental
- Purchase event merchandise (such as T-Shirts, hats, novelty items)
- Event giveaways (novelty items)
- Other uses deemed inappropriate by the OTTDA

Event funding CAN be used to enhance attendance or participation in the form of:

- Marketing of event for the purpose of attracting participants and attendees
- Incentives to host events or event fees
- Rental of facilities to host the actual event
- Prize money to contestants in athletic or artistic competitions
- Catering and hospitality functions for participants and attendees
- Other items that the OTTDA Board may deem consistent with the mission of our organization

The event must:

- List the Ocracoke Township Tourism Development Authority as a sponsor, based on the total awarded amount, at the level equal to advertised sponsorship opportunities.
- Include a link on the event website to www.visitocracokenc.com

To apply for funding, event organizers must submit their request on the attached OTTDA Event Funding Application. Applicant should clearly illustrate how their event supports the OTTDA objectives as outlined above. Event funding recipients must complete an OTTDA post-event report and submit it within 45 days of the event's conclusion.

The application and the post-event report should be either emailed to mgarrish@visitocracokenc.com or jmongan@visitocracokenc.com or mailed to the following address:

Ocracoke Township Tourism Development Authority
PO Box 466
Ocracoke NC 27960

The OTTDA will issue checks to the organization only, not its employees or vendors. The organization is solely responsible for ensuring payment to its vendors. Event funding check provided by the OTTDA will not be issued prior to 120 days of the event date.

If the event is canceled after the allocation of OTTDA funds, the full amount of the provided funding must be reimbursed to the OTTDA within two weeks of the cancellation announcement. Any portion of the funds which were not used in accordance with the program rules must be returned to the TDA within two weeks of the refund notification.