

PUBLIC NOTICE

Applications are currently being accepted for a second round of FY 2024 funding under the Northampton County Tourism Grant program. 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 September 8, 2023. Grants will be awarded to selected projects by September 22, 2023.

Prospective applicants can call the County Administrator's Office at 757-678-0440 ext. 516 (or e-mail jwilliams@co.northampton.va.us) to request an application packet.



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.

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. The Grant Committee intends to give a preference to multi-year and off-peak season (September through May) events and projects. The reason for this is to increase our tourist activity in the off-peak season and improve the sustainability of our tourism business.

To be considered for the tourism grant funds, applicants must complete an application and return it to the Northampton County Administration no later than September 8, 2023. Applicants may be requested to provide additional information or make a presentation. Grants will be awarded to selected projects by September 22, 2023. All applications must include a project budget and/or work-materials estimates as well as a schedule for the expenditures. Questions can be directed to Charles Kolakowski, County Administrator, at 757/678-0440 ext. 550 or via email at ckolakowski@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, and an itemized list of expenditures and receipts as well as follow-up performance metrics, including the provision of attribution for any funding award to the Northampton County Tourism Commission in any print or other media advertisements, etc.

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: INFRASTRUCTURE IMPROVEMENT PROJECT INFORMATION (attach additional pages as needed):

A. Description of Project

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:

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

G. All applications must include a project budget and/or work-materials estimates as well as a schedule for the expenditures. Please attach the project and provide the expenditure schedule here: _____

H. 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. _____

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

J. How will the project be maintained?

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

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:

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?

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

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

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?

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

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?

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

SECTION D: APPLICATION GUIDELINES

The stated purpose of this Grant is to generate and perpetuate tourist activity and spend in the off-peak, or shoulder seasons of the year. In support of this purpose, the Grant Committee intends to give highest preference to multi-year and off-peak season (September through May) events and projects. Below are other considerations and judging criteria to guide your grant proposal.

Eligibility: Grant funding is targeted to Special Events and Infrastructure projects that bring visitors and visitor dollars into Northampton County, especially during the off-peak months. While applications from community or service organizations, municipalities and not-for-profit entities receive priority consideration, applications from private individuals and businesses are invited---and encouraged--- if the project/event is aligned with the purpose of the Grant, and if the ideas are creative and innovative in meeting Tourism goals. Presenting the project/event in collaboration with a not-for-profit partner will enhance eligibility. If partnering, please include with your application, a Letter of Intent from the non-enterprise partner.

Compatibility: How closely does the project/event meet criteria for adding true, physical infrastructure to Northampton County Tourism? Will this project/event enhance and advance the image of Northampton County in positive ways, locally, Eastern Shore of Virginia-wide, regionally and beyond.

Innovation: Is the idea fresh and creative? Is it something new that will attract or engage new segments of the Tourism market? Is it in keeping with current Tourism trends? Is there a “wow” factor that will bring additional positive attention to Northampton and Eastern Shore of Virginia Tourism? Do elements of the marketing plan show a creative approach and leverage the channels that are most relevant and widely-used by the target audience?

Impact: What is the “reach” of the project? Extra consideration will be given to projects and events with the potential to generate high volumes of Tourism traffic and encourage exploration of the entirety of Northampton County and a broad region of the Shore. Priority given to applications showing a simple analysis of the potential revenues flowing in for Northampton County related to Transient Occupancy Tax, Sales Tax and Food & Beverage Tax. Marketing plans should demonstrate the intent to attract and pull visitors from beyond the Eastern Shore of Virginia, with marketing dollars targeted to channels and outlets (online and offline) beyond the local marketplace.

Accessibility: How accessible is the project/event? To meet ADA expectations, infrastructure and events should be accessible to all individuals regardless of physical limitations.

Readiness: Is the project/event ready to go? If not, how long will it take to gear-up and implement?

Sustainability: This Grant is intended to give new and fledgling projects/events a boost and is not intended to provide long-term funding. Applications should include a plan, outline or projections showing how the project/events can become self-sustaining within three years. High impact and high revenue generating projects/events may be considered for longer term support when/if applications continue to meet all other criteria when submitted for review.

Visibility: Grant recipients are required to acknowledge Northampton County as a funding source in all marketing materials, as well as with signage at funded events or on-site at infrastructure projects. The following statement must be included in all printed materials and advertising, including radio and online: "Funding provided in part by Northampton County." Logos are available.

Completeness: Is the application fully complete, with all sections filled in and all requested components (marketing plan, budget, etc.) attached? Was everything delivered on time?