

**Events like yours truly enrich the Charlotte region, adding to the culture, quality of life and character that make our area distinctive and attractive. A key contributor in executing our mission, they're also the events that draw visitors to our region and create the lasting economic impact that produce substantial tax savings for every resident.**

To ensure CRVA is working to maximize exposure for these events and our special events and projects grant program invests in your efforts in the most mutually beneficial way possible, support will be awarded in the form of a robust marketing and communications program as opposed to a monetary fund. As advocates for the destination as a whole, we are in a unique position to generate extensive exposure for your event on a local, regional and national level.

Once your application has been processed and if approved, we'll collaborate to outline the services CRVA can provide to complement what you have in place in terms of media buys, media relations, social media, website, marketing collateral and more. The reach CRVA's Marketing and Communications Department holds is powerful and effective. Most importantly, it can be a critical asset to help communicate your event's messaging and ensure its long-term success.

The CRVA strives to be trusted stewards of the tax dollars entrusted to them, working to provide destination leadership that advances the region and drives visitors here. Your events are an essential piece in the tourism equation and we recognize the value you bring. If you have any questions or would like further details on this program, please contact Jenna Wilson, Corporate Communications Manager, at [jenna.wilson@crva.com](mailto:jenna.wilson@crva.com). We look forward to the opportunity to partner together to promote your event in the coming year.

## **PURPOSE**

The CRVA Special Events and Projects Grant Program provides marketing and communications assistance to organizations in the development of special events and/or projects which have the potential to attract visitors for overnight stays to Charlotte-Mecklenburg, promote the Charlotte region's appeal as a visitor or convention destination, have a documented impact on Mecklenburg County's hotel/motel room occupancy, or are anticipated to enhance the local economy through increased visitor or convention activity. The primary purpose of this program is to stimulate and assist qualified organizations, associations and agencies in the enhancement, promotion and marketing of tourism and related events.

## **PROGRAM DETAILS**

Unless otherwise specified by the CRVA, no event shall consider CRVA a promoter or co-sponsor, and therefore will not be responsible for any debts incurred by a promoter or co-sponsor for such event.

## ***Application Guidelines***

**The recommendation of event support for an applicant will be based on the following factors:**

1. The extent to which the event would promote and provide exposure to the Charlotte region with regard to the city of Charlotte's appeal as a visitor and convention destination;
2. The extent to which the event would have a documented positive impact on hotel/motel room occupancy and tax generation within Mecklenburg County;
3. The extent to which the event is anticipated to enhance the local economy through increased visitor and/or convention activity in the Charlotte region;
4. The extent to which the event has potential for future growth; and
5. The extent to which the event provides an overall benefit to the community.

*As covered under Title II of the Americans with Disabilities Act, the CRVA does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to proposals, programs, services and activities.*

Upon receipt by the CRVA, applications are considered a public record except for material which qualifies as "trade secret" information under N.C. Gen. Stat. 66-152 et. seq. To properly designate material as trade secret each applicant must take the following precautions: (a) any trade secrets submitted by a applicant should be submitted in a separate, sealed envelope marked "Trade Secret—Confidential and Proprietary Information—Do Not Disclose Except for the Purpose of Evaluating this Application," and (b) the same trade secret/confidentiality designation should be stamped on each page of the trade secret materials contained in the envelope. Trade secret information should not be included in electronic versions of applications emailed to the CRVA. To the extent such material is actually a trade secret under North Carolina laws; it will not be subject to disclosure. You are directed to consult your own counsel as to whether information is in fact a trade secret. In submitting an application, each applicant agrees that the CRVA may reveal any trade secret materials contained in such response to all CRVA staff and CRVA officials involved in the selection process. Furthermore, each applicant agrees to indemnify and hold harmless the CRVA and each of its officers, employees, and agents from all costs, damages, and expenses incurred in connection with refusing to disclose any material, which the applicant has designated as a trade secret.

Events must take place within Mecklenburg County in order to be considered. Applications are valid only for the fiscal year in which the event ends (CRVA operates on a fiscal year which begins on July 1 and ends on June 30). The event/project for which the application is being made must occur no later than one year from the date on the grant application. CRVA must also receive the application no less than 90 days prior to the event to allow for enough advance time for review and approval process and to provide for the appropriate promotional partnership.

The event/project for which the application is being made must be sponsored by a non-profit organization whose purpose is to conduct programs that benefit the citizens of Charlotte-Mecklenburg and have the potential to attract visitors to the Charlotte-Mecklenburg area. Your non-profit designation will be required on the application. Fundraising events or projects are not eligible.

### **The grant application must:**

1. Be completely filled out, including but not limited to marking "N/A" for any question deemed inapplicable to applicant;
2. Provide details of sponsorship packages offered to any and all groups;
3. A comprehensive list of all hotels being used in Mecklenburg County by the event including dedicated room blocks reserved;
4. A list of other sources of funds for the event/project and an explanation of long-range funding plans if the event/project is conducted annually; and
5. A proposed budget with the grant application.

Room nights and economic impact will be verified by CRVA and future promotion for events conducted by the same organization, association or agency may be contingent on the percentage of room nights actually utilized.

*\* The following formula is provided for your information in computing economic impact. Take the (number of overnight visitors who stayed in a hotel or motel X average number of nights per person) X \$123 + ((number of overnight visitors not staying in a hotel X average number of nights per person) + total number of daytrip visitors) X \$80 = Total Direct Visitor Spending*

All events/projects receiving marketing and communications support must display the 'Charlotte's got a lot' destination brand logo on materials as appropriate, and provide CRVA with a copy confirming logo display. The use of the 'Charlotte's got a lot' logo must be approved by the CRVA prior to public dissemination.

Organizations with questions regarding the application form or process should contact Jenna Wilson at (704) 414-4188 or [jenna.wilson@crva.com](mailto:jenna.wilson@crva.com).

**PLEASE RETURN TO:** Jenna Wilson, Corporate Communications Manager  
Charlotte Regional Visitors Authority  
[jenna.wilson@crva.com](mailto:jenna.wilson@crva.com)

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

Applicant Organization Name: \_\_\_\_\_

Non-Profit Designation: \_\_\_\_\_

Contact Person: \_\_\_\_\_ email: \_\_\_\_\_

Contact Title: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: (     )

Name of Event/Project: \_\_\_\_\_

Event/Project Date(s): \_\_\_\_\_

Event/Project Website: \_\_\_\_\_

Location of Event/Project: \_\_\_\_\_

Anticipated Attendance per day: % local \_\_\_\_\_ % visitor \_\_\_\_\_

Anticipated Impact of the hotel/motel industry in Mecklenburg County

(Total Number of Total Room Nights): \_\_\_\_\_

## **DESCRIPTION OF EVENT/PROJECT**

**Please attach pages as required to include complete details of this project and the anticipated benefits to be received as it relates to:**

1. The extent to which the event would promote and provide exposure to the Charlotte region with regard to the city of Charlotte's appeal as a visitor and convention destination;
2. The extent to which the event would have a documented positive impact on hotel/motel room occupancy and tax generation within Mecklenburg County;
3. The extent to which the event is anticipated to enhance the local economy through increased visitor and/or convention activity in the Charlotte region;
4. The extent to which the event has potential for future growth; and
5. The extent to which the event provides an overall benefit to the community.

Provide details of sponsorship packages offered to any and all groups. A comprehensive list of all hotels being used in Mecklenburg County by the event including dedicated room blocks reserved must be included.

Please explain how this project will be promoted. Provide an outline of advertising and promotional activities. If you have a marketing plan you may attach it, including target market information. Describe in detail how you will track, evaluate and report the success of your program.

Is this event expected to (please circle one):    lose money            break even            make money

If you anticipate losing money on this event describe how you plan to make up the loss:

---

---

---

Benefits of Event/Project: (Describe specific ways the event/project will bring visitors into Charlotte, with an emphasis on two-day or more stays)

---

---

---

---

Event/Project Budget: (Provide a detailed breakout of event/project budget, including amounts which will be spent for materials, equipment, advertising, printing, etc.)

Event/Project Funding (Please list funding sources and amount):

<b>SOURCE</b>	<b>AMOUNT</b>
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>Total</b>	\$ _____

Long Range Funding Plans: (Please explain your organization's plans for long-term funding of the event or project)

---

---

---

---

Additional Comments:

---

---

---

---

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

**FOR CRVA OFFICE USE ONLY**

Date Received in Office: \_\_\_\_\_ Date Approved: \_\_\_\_\_

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