



## CAPITAL GRANTS PROGRAM GUIDELINES

### Description of the Program

The Halifax County Convention & Visitors Bureau (Bureau) provides Capital Grant funds in three categories to foster community growth through tourism development projects. These funds have been established to stimulate economic growth by supporting non-profit visitor attractions in Halifax County, developing new visitor attractions, and enhancing and restoring existing structures. Primary consideration will be given to projects with the greatest potential for positive economic impact for tourism. The highest priority will be given to those projects that promote travel from outside Halifax County, which may generate overnight stays in our area accommodations. Funds will be granted for new bricks and mortar construction, existing building improvements, cultural and historical acquisitions, and conservation of artifacts. Funds awarded should be spent and reported by **June 30, 2026**.

The Bureau operates under the guidelines established by the General Assembly for the use of Occupancy Taxes, following General Statutes 153A-155, which contain uniform **provisions for room occupancy taxes**.

### Disbursement of Funds

Once the project is completed, the grantee must submit invoices and copies of canceled checks to the Bureau staff for **reimbursement**. Grant funds **will not** be disbursed in advance of the project for any reason.

### Eligibility

The Bureau does not fund for-profit agencies. All qualified agencies must be located within Halifax County, be a government body, or defined as those having **501(c)(3) designations** and meeting the legal requirements of the State of North Carolina and the Internal Revenue Service (IRS). Only one application per organization will be accepted in the January 1, 2025 to June 30, 2026 grant cycle. Two agencies recognized as the organizers or partners of a capital project cannot apply for the same funding. All agencies that apply for funding must have been in operation for at least three (3) years prior to being considered for a grant award.

### General Funding Assistance

A funding award in one year's budget does not guarantee future funding. Priority will be given to applications that most closely align with the Halifax County Convention & Visitors Bureau's (Bureau) priorities and mission to attract visitors that generate overnight rooms and economic impact in the County. The Bureau board reserves the right to authorize funding to qualified non-profit organizations at its sole discretion.

An application may not be considered if the application packet is incomplete or submitted after the established deadline.

The Bureau Board reviews and approves all applications and determines amounts which may differ from the agency request.

## Categories for Grants

Categories for grants have been established, and organizations may apply in **only one** category in an annual grant cycle:

Bricks and Mortar  
Museum Artifact and Conservation Care  
Municipalities

Definitions for each grant category established for funding are as follows:

### Bricks and Mortar

Grant funds are awarded for traditional bricks and mortar, including construction for new projects. Funds may not be used to purchase land for future projects or to pay off loans for projects. Bricks and Mortar grants require a dollar-for-dollar match with a cap of \$50,000 per organization over a five-year period.

### Museum Artifact and Conservation Care

Grants may be awarded to museums in Halifax County to preserve and protect valuable artifacts through conservation practices, staffing, supplies, and, in rare instances, acquisition of artifacts of significance to the museum. No match is required for this grant, which is capped at \$10,000 and available on an annual basis.

### Municipalities

A \$5,000 non-matching grant is available on an annual basis for tourism-related or community enhancement projects such as parks and recreation improvements, walking and biking trails, signage to tourism attractions nearby, and tourism-related projects of merit to the town.

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### Purpose - Capital Funding

Projects performed under this program must be for travel and tourism related development **only** and may not contain or include elements not vital to the destination's development. Projects not adhering to this provision will not be considered. All projects approved for funding must be designated by the Bureau as a visitor attraction or community development project that may attract and serve visitors to Halifax County.

### Eligibility - Requirement of Non-profit status

Any legally chartered non-profit Halifax County organization representing a visitor attraction or tourism-related community development project, which includes tourism promotion among its major activities, is eligible to apply for a grant under this program. Documentation of legal status, tax exemption, federal identification number, budget, and organizational purpose is required with each application. The organization applying for funds must show that they own the property and it is not leased by the organization.

### Matching Grant Amount for Bricks and Mortar Grants

The matching grant formula will be one grant dollar for each dollar spent by the organization, up to \$50,000 per project. Due to the number of grant applications received each year, expect that the full amount of your organization's grant may not be awarded. Grant awards are capped at \$50,000 per organization, and once this amount has been distributed to an organization, they must sit out of the grant application process until the Authority opens up a new round of

Grants. Multiple non-profits **may not** apply for the same project, and multiple departments of a town and town-owned facilities all fall under the town's \$50,000 cap. The Authority will annually budget the dollars to be awarded for capital projects based on projected funds available.

### **Funding in Consecutive Years**

Organizations may apply for grants yearly that capital funds are available until they reach the \$50,000 cap. Recipients will be awarded one grant at a time, giving all eligible organizations equal opportunity for consideration. Grants that have been encumbered for more than 18 months will be released, and the organization may reapply when the project gets back on track for completion.

Grants for museum conservation and municipalities are annually recurring with no cap as long as budgeted by the Bureau.

### **Pledge of Support**

Should your organization be in the fund-raising stage for any tourism-related capital project and not ready to start construction in the year of the grant application, it is possible to request a resolution of support from the Bureau to assist in securing funding and/or grants in the future.

### **Requirement to submit an application**

Grant applicants must show proof with written documentation that 50% of the project funding has been secured when this application is submitted to the Bureau office.

### **Deadline for the Receipt of Applications**

Five complete sets of applications must be received no later than **5:00 pm on November 13, 2024**. Emails of applications will not be accepted as the Bureau staff will not copy and assemble grant applications. Capital grants must have written approval or a formal resolution from the governing board and/or relevant municipal government endorsement and proof of other contributions to the project. Before an organization can apply for a grant, they must have a projected budget outline prepared and a business plan for any additional funding for the project.

### **Notification of the Grant Awards**

Applicants will receive written notice as to the status of their request for matching funds by **November 30, 2024**. No information regarding grant status will be given over the phone or by the staff of the Bureau. The Bureau reserves the right to refuse any application.

### **HCCVB Participation**

The Bureau must aptly be recognized for the grant or donation at the project site on donor boards or room naming opportunities, ground breakings, and in media articles. Bureau Board Members and Bureau staff should be invited to events related to the project.

### **Reporting the withdrawal of a project**

The grantee must notify the Bureau in writing no later than **February 1, 2025**, for any grant project that has been changed in scope, delayed, or canceled. Failure to report the withdrawal of an approved project will affect the grantee's application for matching funds in a future year. Forfeited funds for allocated projects for any fiscal year **may** be distributed to other projects as approved by the Bureau.

### **Disbursement of Funds**

Once the project is completed, the grantee will be required to submit invoices and copies of canceled checks to the Bureau staff for **reimbursement**. Grant funds **will not** be disbursed in advance of the project for any reason.

### **Tourism Related Asset**

The organization must keep the tourism-related asset open to the public a minimum of five years after grant funds are awarded, or a partial return of grant funds ***may*** be requested by the Bureau.

### **Examples of expenses that WILL NOT be granted or reimbursed:**

Event or festival operational costs

Routine administrative costs

Routine postage and shipping charges

Telephone and communication charges

Lodging/travel/entertainment costs

Office supplies

Salaries for full-time, part-time, or temporary employees

Any publications or items for sale

Office equipment purchasing or leasing

In-kind services by suppliers, vendors, or consultants

Familiarization tour expenses

Advertising or marketing expenses

Housing projects

Political projects

Sporting events

Funding to individuals

Public art projects

For-profit organizations

Streetscape or lighting improvements or expenditures

Non-tourism related wayfaring signage

Church Construction

Public or private school projects

Municipal services or utility improvements Projects on leased lands or buildings Water/sewer improvements

Sidewalks or appearance improvement projects

Landscaping or plant materials.

Road construction or paving projects

Feasibility studies for projects

Christmas or holiday decorations

### **Mission Statement**

The mission of the Halifax County Convention & Visitors Bureau is to promote the growth of tourism and the travel-related industry in Halifax County.



**HCCVB CAPITAL GRANTS FUND  
APPLICATION**

**NAME OF ORGANIZATION** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

\_\_\_\_\_

**PHONE** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

**WEB ADDRESS** \_\_\_\_\_

**CONTACT PERSON** \_\_\_\_\_

**TAX EXEMPT FEDERAL ID #** \_\_\_\_\_

**LEGAL NON PROFIT STATUS VERIFICATION** \_\_\_\_\_

**ORGANIZATIONS MISSION STATEMENT:**

**REQUESTED AMOUNT IN THE FOLLOWING CATEGORY:**

**BRICKS AND MORTAR** \_\_\_\_\_

**MUSEUM CONSERVATION CARE** \_\_\_\_\_

**MUNICIPALITIES** \_\_\_\_\_

PROPOSED BUDGET FOR PROJECT ENCLOSED:  YES  NO

ORGANIZATION BUDGETS FOR PAST TWO YEARS ENCLOSED:  YES  NO

MOST RECENT TAX AUDIT LETTER OR COPY OF IRS 990 FORM ENCLOSED:  YES  NO

**(25-50) SHORT PROJECT DESCRIPTION: (ATTACH 300-WORD OUTLINE OF THE PROJECT EXPLAINING THE TOURISM IMPACT AND NEED FOR PROJECT)**

**PROJECT DESCRIPTION: Attach up to five typed 8.5 x 11 pages using 12-point type, including the answers to the following:**

- (1) Complete project summary and how grant funds will be utilized**
- (2) Organization Mission and Vision Statements**
- (3) Demonstrate the need for this project in the community**
- (4) Determine the economic impact on tourism for the county/community**

SUPPORT LETTER FROM LOCAL MUNICIPALITY ENCLOSED:  YES  NO

ARCHITECTURAL PLANS FOR PROPOSED PROJECT ENCLOSED:  YES  NO

PERCENT OF PROJECT DEDICATED TO TOURISM: \_\_\_\_\_

OUTLINE OF PROJECT STEPS AND/OR TIMELINE ENCLOSED:  YES  NO

ORGANIZATIONAL BOARD MEMBERS ENCLOSED:  YES  NO

HAVE 50% OF PROJECT FUNDS BEEN SECURED:  YES  NO

**AGENCY MUST HAVE RECEIVED 50% OF PROJECT BUDGET TO APPLY FOR THE HCCVB CAPITAL**

<b>GRANT. SOURCE</b>	<b>AMOUNT</b>
_____	_____
_____	_____
_____	_____
_____	_____
<b>FUNDING TOTAL</b>	_____

**PROJECTED COMPLETION DATE:** \_\_\_\_\_

**AGENCIES AWARDED GRANTS FOR JANUARY 1, 2025 – JUNE 30, 2026 MUST HAVE PROJECTS COMPLETED BY JUNE 30, 2026.**

**DISBURSEMENT OF FUNDS:** At the completion of the project, requests for grant funds should be submitted to the Visitors Bureau via a cover letter with summary of expenses, invoices, and copies of canceled checks enclosed.

**ADDITIONAL COMMENTS OR SUPPORTING DOCUMENTS MAY BE ATTACHED WITH THE APPLICATION AS DEEMED NECESSARY BY THE APPLICANT.**

<b>The Scoring Sheet for HCCVB Capital Grant Applications is directly related to the grant guidelines and will be used to assist the grant committee. <u>Applicant to complete using best estimates available.</u></b>		
<b>Qualification</b>	<b>Response/potential points</b>	<b>Points Allotted</b>
Applicant Project is 100% utilized for tourism.	<input type="checkbox"/> Yes, 10 points <input type="checkbox"/> No, at least 50%, 5 points <input type="checkbox"/> No, less than 50%, no points	
Number of visitors to the project per year is greater than 1,000 and less than 4,999.	<input type="checkbox"/> Yes, 5 points <input type="checkbox"/> No, 0 points	
Number of visitors to the project per year is greater than 5,000.	<input type="checkbox"/> Yes, 10 points <input type="checkbox"/> No, 0 points	
Open to the public minimum of five days a week.	<input type="checkbox"/> Yes, 5 points <input type="checkbox"/> No, 0 points	
Estimated number of annual room nights generated by the visitor attraction: (check one)	<input type="checkbox"/> Greater than 100, 5 points <input type="checkbox"/> Greater than 250, 10 points <input type="checkbox"/> Greater than 500, 15 points	
First time applicant	<input type="checkbox"/> Yes, 5 points <input type="checkbox"/> No, 0 points	
Grant application completed per grant instructions	<input type="checkbox"/> Yes, 5 points <input type="checkbox"/> No, 0 points	
	<b>Scoring Totals</b>	

Signature of applicant: I, \_\_\_\_\_ have completed the application to the best of my ability and that numbers provided are accurate as of the date submitted \_\_\_\_\_ . By signing this application, I certify that that I agree to the guidelines and conditions set forth by the Halifax County Tourism Bureau.

\_\_\_\_\_  
Signature

\_\_\_\_\_ Yes, five copies of this grant application have been provided to the HCCVB office by the stated deadline.

**PLEASE TYPE IN 12 POINT TYPE OR PRINT CLEARLY. SUBMIT FIVE COMPLETED SETS OF YOUR APPLICATION FOR THE REVIEW COMMITTEE WITH ONLY ONE SET OF DRAWINGS IF APPLICABLE. RETURN GRANT APPLICATIONS TO THE HALIFAX COUNTY CONVENTION & VISITORS BUREAU, 260 Premier Boulevard, Roanoke Rapids, NC 27870. All grant applications must be received by 5 pm, November 13, 2024. Incomplete applications and emailed grants will be returned for consideration in the next grant cycle. The Halifax County Convention & Visitors Bureau reserves the right to refuse any application.**