



Jacksonville Tourism Development Authority

FY23 Funding Request for Event Promotion Application

Jacksonville Tourism Development Authority (JTDA) promotional funds are for marketing events that will take place within the City of Jacksonville. Other expenses are specifically prohibited. Promotional funds are distributed through an approved JTDA marketing firm. No funds are paid directly to the event sponsor or grant recipient. Any expenses by the event sponsor or grant recipient are the responsibility of the sponsor or grant recipient. The evaluation process is competitive, and limited grant funds will be at the sole discretion of the JTDA.

Name of Organization

Name of Contact or Applicant

First:

Last:

Organization Address

Contact Information

Phone Number:

Email Address:

Event Information

Name of Event:

Event Description (Please include activities, event timeline and what visitors will experience):

Amount of Funding Requested:

Is this a one-time or recurring event?

Proposed Date(s) of Event:

Proposed Event Location:

Projected Attendance for Event:

Projected Number of Room Nights Produced by Event:

Amount of Promotional Funds Received by JTDA in Previous Year:

Are any TDA Board members, City Employees or City Staff related to or connected to your event?

Explain how the event will result in hotel stays in the City of Jacksonville, North Carolina. Provide specifics.



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Explain the basis of the projected attendance and projected hotel nights to be produced by the proposed event. (Additional information and documents may be attached.)

Other Documentation to Include:

- Documentation of room nights created by previous JTDA funding
- Previous year's financial statements
- Other information to support JTDA promotional funding request

After-Action Reporting Requirements

It is agreed that within 60 calendar days of the completion of the event, I will submit:

- Documented number of room nights produced by this event
- Explain the methodology used to determine the number of room nights
- Total budget with actual expenditures itemized for the event
- Document in itemized form the marketing that was accomplished through the JTDA grant for promotions

I understand that failure to submit all or any portion of the documentation required in the after-action reporting will result in disqualification for JTDA funding for the following fiscal year. I also understand that any funds awarded are not guaranteed for the coming years.

Signature: _____

Date: _____

The Jacksonville Tourism Development Authority will consider the information you provide within this application and will respond to the contact listed regarding the funding request decision.

Please return completed form to: Jacksonville Tourism Development Authority
Attn: City Clerk
815 New Bridge Street
PO Box 128
Jacksonville, NC 28541-0128

Email: cityclerk@jacksonvillenc.gov • **Phone:** 910 938-5200 • **Fax** 910 455-6761