

**Forsyth County Tourism Development Authority
Business Development Fund**

Application for Funding - B

Visit Winston-Salem Business Development Fund is designed to enhance our local travel and tourism sector of the economy.

Events that will be considered for funding include conventions; meetings; group tour series; amateur, collegiate, or professional athletic events that consist of games, exhibitions, tournaments and other sports-related events; and arts-related, cultural, heritage and other leisure events and festivals. Events considered must be held in Winston-Salem/Forsyth County. A full description of the criteria upon which event and use eligibility are determined is outlined in the attached document entitled *FCTDA Business Development Fund Criteria (Adopted January 27, 2009 by the Forsyth County Tourism Development Authority)*.

To ensure the success of your application, please understand the following:

- Applications must be completed using the form provided. Additional information that is requested may be attached to the application.
- Submit applications to:
 - Richard Geiger
 - President
 - Visit Winston-Salem
 - 200 Brookstown Ave.
 - Winston-Salem, NC 27101
 - 336-728-4223
 - Richard@visitwinstonsalem.com
 - www.visitwinstonsalem.com
- Visit Winston-Salem will notify the organization in writing of the decision regarding the funding request.
- Funds may be used for:
 - Bid presentation costs or hosting fees
 - Publicity/advertising to increase visitation
- Requests for funding ground transportation, food and beverage function sponsorships, public facility rental or parking fees must be submitted using *Forsyth County Tourism Development Authority Business Development Fund Application – A*.
- Requests for funding for other purposes should be discussed with Visit Winston-Salem staff prior to the submission of an application.

Bid presentation costs and hosting fees are payments required by event sanctioning organizations to submit a bid for an event or payments required by the event sanctioning organization to host an event with the fee used to defray the cost of producing the event.

Requests for advertising and promotion funding must demonstrate that the advertising and promotional plan targets the traveling public with an emphasis on stimulating travel into the area. Consultation with Visit Winston-Salem's Marketing and Communications staff during the development phase of the advertising and promotional plan is recommended.

Successful applications for funding in these areas will contain strong impact measurement methodology. It is important that each application contain an effective methodology for assessing the return derived from the investment of the Business Development Funds. Factors to be considered might include out of town attendees, overnight stays, overall economic impact on the community, increases in admissions, etc. A report of the impact of the event on the local community must be submitted within 30 days of the completion of the event.

Approved funds will be disbursed to the service provider, i.e. advertising agency, publication, event sanctioning organization, etc. In order for funding to be received, an invoice must be submitted directly to Visit Winston-Salem demonstrating that services have been rendered.

Application – B

1. Organization: _____

2. Name of meeting/event: _____

3. Brief description of meeting/event: _____

4. Geographic area from which the event draws attendees:

Local _____ State _____ Regional _____ National _____

5. Hotel(s) being used: _____

6. Proposed venue(s) being used : _____

7. Estimated total room nights: _____

8. Estimated total attendance: _____

9. Contact information for organization representative:

Name/Title: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

10. Amount of funding requested: _____

11. Are you requesting funds from another organization: YES _____ NO _____

If yes, name of organization(s): _____

12. Will event be held regardless of funding from Visit Winston-Salem: YES _____ NO _____

13. Event History(three year minimum):

Location/Date: _____

Total room night pick up: _____ Attendance: _____

Meeting/Event facility(ies): _____

Location/Date: _____

Total room night pick up: _____ Attendance: _____

Meeting/Event facility(ies): _____

Location/Date: _____

Total room night pick up: _____ Attendance: _____

Meeting/Event facility(ies): _____

Location/Date: _____

Total room night pick up: _____ Attendance: _____

Meeting/Event facility(ies): _____

14. How will funding from Visit Winston-Salem impact the success of the event: _____

15. What will funding be used for: _____

16. How will the return on the funding investment be determined? _____

I, the undersigned, hereby certify that I have read and understand the application policies and procedures and, that all information included with our application is true and correct. Further, should funding be awarded, I agree to abide by the requirements of this policy related to reporting and documentation of event impact measurement.

Organization
Authorized Signature, Applicant

Title

Date

Request Approved _____

Request Denied _____

Visit Winston-Salem
Authorized Signature

Title

Date