

**Mecklenburg County  
Tourism & Arts Relief Grant**

**Program Description**

Since the State of Emergency was declared by the Governor of Virginia on March 12, 2020, which included business operation restrictions, many of our non-profit organizations have been unable to conduct normal business operations. Fund-raising efforts to support their missions were particularly hard hit. Some have had to close entirely, while others were forced to severely limit operations. This Project will help to stimulate our non-profit businesses and organization, specifically those related to the arts and those who contribute to tourism.

The program is open to all 501(c)3 and 501(c)6 organizations who are located in Mecklenburg County, and who's missions are strongly tied to Tourism &/or the Arts. Some examples of these organizations include Chambers, Theatres, Museums, Historic Attractions, etc.

The application window will be open Sept 1<sup>st</sup> through Sept 14<sup>th</sup>. Organizations who wish to apply may do so online, at [www.VisitMeckVa.com/TARG](http://www.VisitMeckVa.com/TARG).

Applicants will need to demonstrate their loss in revenue by providing a comparative profit & loss statement for 2019 vs YTD 2020. Awards will be determined using an application scoring matrix and the maximum grant award per recipient will be no greater than \$20,000.

Priority will be given to organizations who can demonstrate their significance in driving visitation to Mecklenburg County, their viability in an uncompromised environment, and their willingness to consider creative strategies to remain sustainable in our current environment. The grant committee expects to announce awards on Sept 21<sup>st</sup>.

The Tourism & Arts Relief Grant is being made possible through CARES Act funding received by Mecklenburg County. On August 20<sup>th</sup>, the offices of Economic Development and Tourism made a request to the CARES committee for \$200,000 to establish this program to help non-profits who are valuable to the tourism industry. Many of these organizations have been left behind or excluded from other COVID-19 related grant opportunities because of their non-profit status.

**1. ELIGIBLE BUSINESSES/ORGANIZATIONS:**

Assistance through the program will be targeted to businesses that meet each of the following five criteria.

- a. Locally owned (Mecklenburg County)
- b. A designated 501(c)3 or 501(c)6 organization

- c. 20 or fewer employees
- d. Operations have been negatively impacted by COVID-19 (as evidenced by Profit and Loss Statement)
- e. Has not received federal CARES Act assistance *for the same purpose* as the Tourism and Arts Recovery Program request AND
- f. Primary focus of business/organization is tourism or arts activities

**2. ELIGIBLE EXPENDITURES:**

This Project is to provide relief for lost revenues related to COVID-19. Funds must be used for business/organization related expenses (that have not been previously covered by other CARES Act funding) such as, but not limited to:

- a. Payroll
- b. Rent/mortgage
- c. Utilities
- d. PPE
- e. Business related loan payments
- f. Inventory
- g. Other daily operating expenses

**3. APPLICATION REQUIREMENTS**

Each Applicant will be required to submit the following documentation along with a completed application:

- a. A Profit and Loss Statement document may be sourced from accountant or accounting software and should detail monthly income and expenses for calendar year 2019 and January 1st through August 31<sup>st</sup> of 2020.
- b. Applicants will be required to sign a self-certifying document attesting to the validity of the documentation they have submitted.

**4. REVIEW & AWARD PROCEDURES**

Applications will be reviewed and scored by the Project Management Team and funded in order of scoring from highest to lowest until all funds have been dedicated.

Application review and scoring is scheduled for Sept 15<sup>th</sup>. Award announcements are scheduled for Sept 21<sup>st</sup>. Disbursements are scheduled on or before Oct.9<sup>th</sup>.

For additional information on the program, organizations may contact Tina Morgan, Mecklenburg County Tourism Coordinator at 434-738-6191 x4438.