



COUNTY OF GRANVILLE, NORTH CAROLINA

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PUBLIC INFORMATION RELEASE

FOR IMMEDIATE RELEASE

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Granville TDA Issues Call for Mini-Grant Applications

GRANVILLE COUNTY TOURISM DEVELOPMENT AUTHORITY: The Granville Tourism Development Authority (TDA) is now accepting grant applications for the upcoming fiscal year.

The Granville TDA's mini-grant program seeks to assist Granville County organizations and agencies in the promotion and marketing of events and activities that encourage tourism and create an economic impact from visitor spending with a goal of helping stimulate events/activities that can grow and eventually thrive on their own merit, without direct funding. Any approved funding should be considered as a supplemental resource only.

Eligible organizations include Granville County-based community groups, nonprofit organizations, and municipalities or recognized communities located within Granville County. For-profit groups cannot apply for grant funding unless the event's proceeds will go to a community-supported organization.

Priority will be given to products that encourage out-of-county visitors, with primary consideration given to those that promote the Granville TDA's mission of marketing the area as a travel destination. (The tourism industry's definition of a "visitor" is an individual trekking outside of 50 miles to attend an event or activity.) Events planned for off-peak times may receive higher priority.

Total funding of any event, project or program will not be greater than 25 percent of the total project budget and will not exceed \$5,000. Included with the request can be a one-time artist/entertainment allowance of up to \$1,000.

Grant applications will be accepted until April 21, 2023, for inclusion in the upcoming fiscal year (July 2023 through June 2024). The Granville TDA Board of Directors will review applications and will make recommendations for approval during their June board meeting. Award recipients will be notified after July 1, 2023, when the new fiscal year begins.

Applications are available online (<https://www.granvillecounty.org/visitors/tda-mini-grant-2023-2024/>) or through the Granville County Tourism Development office, 124 Hillsboro Street in Oxford. Those interested may also contact Angela Allen, Tourism Director, at (919) 693-6125 or angela.allen@granvillecounty.org.

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