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## FOR IMMEDIATE RELEASE

### ***SAMPSON COUNTY CONVENTION & VISITORS BUREAU AWARDS CAPITAL GRANT FUNDING TO THE SAMPSON ARTS COUNCIL AND SAMPSON COMMUNITY COLLEGE***

#### *Capital Grant Program developed to grow tourism assets in Sampson County*

(Sampson County, NC) - The SCCVB Capital Grant Program (CGP) was developed to stimulate economic growth by supporting non-profit visitor attractions in Sampson County, NC. The program allows the SCCVB to award capital grant funding to organizations whose projects are designed or developed to attract visitors to Sampson County. The program allows eligible organizations to receive funding for the development of new visitor attractions or to organizations that are working to enhance or restore existing structures and other projects whose primary mission is to serve visitors to Sampson County.

The CVB is proud to announce Capital Grant funding to the Sampson Arts Council and the Sampson Community College.

The Sampson Arts Council will receive grant funding for a new driveway and parking area at the Victor R. Small House in the amount of \$9,347. The vision of the SAC Parking Repair Project was to increase accessibility to the SAC through an improved parking area and handicap space. This project enhances the safety of the SAC and the Victor R. Small House, which is a prominent historic landmark on a main city street. With a high volume of visitors and tourist to the facility, it was a priority to keep the building and grounds safe and accessible to everyone.

The Sampson Community College will receive grant funding for the purchase of benches for Phase 1 of the "Develop the East Project" in the amount of \$10,000. This project will create a place for recreation, exercise, arts, and general community fellowship. There will be a venue for youth sports and tournament, charity events, concerts and community gathering. This project will serve as a welcoming point of entry to the city and the college. "Develop the East" will be a highly visible greenspace in the heart of the county that will draw students, residents and visitors to gather and enjoy personal recreation, sporting events, performing arts and festival activities.

Organizations that may apply for CGP funding include any legally chartered 501-(c)3 non-profit Sampson County organization or chartered municipality representing a visitor attraction, which includes tourism promotion among its major activities. Documentation of legal status, tax exemption, federal identification number, budget, and organizational purpose are required with all applications. The organization applying for funds must show

that they own the property, and it is not leased by the organization. However, if an organization making a request does not own the land or the structure to be preserved or built on a site, the organization may provide properly executed documents that state the organization has a permanent easement for the site, including ingress and egress.

The Sampson County Convention & Visitors Bureau CGP will use a matching grant formula whereby organizations may be awarded one grant dollar for each dollar spent by the organization, up to \$50,000 per project. Due to the potential number of grant applications that may be received annually, the full amount of an organization's grant request may not be awarded. It is anticipated that typical grant awards may average between \$5,000 and \$10,000. The SCCVB Capital Grant Program has a cap of \$50,000 per organization. Once this amount has been distributed to an organization, the organization must sit out of the grant application process for a period of three (3) years from date of final funding from the CVB. In addition, multiple non-profits may not apply to receive funding for the same project.

SCCVB Executive Director, Sheila Barefoot stated, "the Sampson County CVB Capital Grant Committee will process Capital Grant Applications twice per fiscal year (August & January) or until such time that the annual allocation is exhausted. Applications for the first cycle may be submitted from July 1<sup>st</sup> until July 30<sup>th</sup>, and must be postmarked no later than July 30<sup>th</sup> for consideration during the August cycle. Applications for the second cycle may be submitted from November 30<sup>th</sup> to December 31<sup>st</sup>, and must be postmarked no later than December 31<sup>st</sup> for consideration during the January cycle. Capital Grant applicants must contain the written approval or a formal resolution of the organizations governing board, and include relevant municipal government endorsement, and a list providing other individuals or organizations that have made contributions to the proposed project."

Funding for the SCCVB Capital Grant Program is provided through room occupancy taxes (ROT) that are collected by Sampson County's lodging establishments which are generated because of overnight lodging by visitors to Sampson County. The SCCVB will allocate 33% of all room occupancy taxes collected to the Capital Grant Program on an annual basis.

"It is the mission of the Sampson County Convention & Visitors Bureau to market and promote Sampson County, its assets, and its industry partners to attract both business and leisure travelers to Sampson County," stated Julie Stadig, CVB Board Chair.

The Sampson County CVB was approved and enacted to be a public authority established through legislation by the General Assembly of the State of North Carolina and adopted, approved, and enacted by the Sampson County Board of Commissioners with the purpose of promoting the development of travel and tourism related activities in Sampson County, through state, regional and national advertising, marketing and promotional activities and campaigns.

For more information or details about the SCCVB Capital Grant Program or to receive grant guidelines and applications, contact Sheila Barefoot, Director at 910-592-2557 or via email at [sbarefoot@visitsampsonnc.com](mailto:sbarefoot@visitsampsonnc.com). The Sampson County CVB's offices are inside the Sampson County Exposition Center located at 414 Warsaw Road, Clinton, NC.

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