



17 May 2019

## FOR IMMEDIATE RELEASE

### ***SAMPSON COUNTY CONVENTION & VISITORS BUREAU ANNOUNCES OPEN ENROLLMENT FOR THE EVENT MARKETING GRANT PROGRAM FROM JUNE 1, 2019 - JUNE 30, 2019 3<sup>RD</sup> Application Cycle***

*Event Marketing Grant Program developed to assist in promoting events and attraction across Sampson County*

(Sampson County, NC) -- The Sampson County Convention & Visitors Bureau (SCCVB) announced today that open enrollment for the 3<sup>rd</sup> Application Cycle that will start effective June 1, 2019 and will run through June 30, 2019 for all Event Marketing Grant Applications. All applications must be postmarked by June 30, 2019 to be considered in the third application cycle of 2019.

The Event Marketing Grant Program was developed to assist Sampson County organizations in the promotion of special events and visitor attractions, and to further stimulate economic growth within the County by supporting non-profit organizations and visitor attractions that are in Sampson County that sponsor special events or those that manage local visitor attractions.

"We are always excited when we (SCCVB) can provide funding to allow additional marketing and advertising for our Sampson County festivals and events, which will in turn attract more visitors to our county" stated Ms. Sheila Barefoot, Executive Director, Sampson County Convention and Visitors Bureau. All Event Grant Marketing funds awarded can only be used for the marketing, advertising or promotion of special events or local attractions that are being promoted in media markets located outside of Sampson County.

The SCCVB Event Marketing Grant committee processes EMG Applications four times per fiscal year (January, April, July & October) or until such time that the annual allocation is exhausted. Cycles for the applications are as follows:

January - 1<sup>st</sup> Cycle - Applications may be submitted December 1<sup>st</sup> - December 31<sup>th</sup>  
April - 2<sup>nd</sup> Cycle - Applications may be submitted March 1<sup>st</sup> - March 31<sup>st</sup>  
July - 3<sup>rd</sup> Cycle - Applications may be submitted June 1<sup>st</sup> - June 30<sup>th</sup>  
October - 4<sup>th</sup> Cycle - Applications may be submitted September 1<sup>st</sup> - September 30<sup>th</sup>

All applications must be postmarked no later than December 31<sup>st</sup> to be considered for the first cycle, March 31<sup>st</sup> to be considered for the 2<sup>nd</sup> cycle, June 30<sup>th</sup> to be considered for the 3<sup>rd</sup> cycle and September 30<sup>th</sup> to be considered for the 4<sup>th</sup> cycle.

Organizations that may apply for EMGP funding include any legally chartered 501-(c3) non-profit Sampson County organization or chartered municipality representing a visitor attraction or large special events that strive to promote tourism within the County by attracting visitors. Documentation of legal status, tax exemption, federal identification number, budget, and organizational purpose are required with all applications.

Funding for the SCCVB EMGP is provided through room occupancy taxes (ROT) that are collected by Sampson County's lodging establishments which are generated as a result of overnight lodging by visitors to Sampson County. The SCCVB has tentatively allocated \$3,000 for the upcoming Fiscal Year budget towards the Event Marketing Grant Program.

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 Event Grant Marketing Program or to receive grant guidelines and applications, contact Sheila Barefoot, Executive 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.