



29 May 2020

## FOR IMMEDIATE RELEASE

### ***SAMPSON COUNTY CONVENTION & VISITORS BUREAU ANNOUNCES OPEN ENROLLMENT FOR THE EVENT MARKETING GRANT PROGRAM June 1, 2020 - June 30, 2020***

*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 will start effective June 1, 2020 and will run through June 30, 2020 for all Event Marketing Grant Applications. All applications must be postmarked no later than July 3, 2020 to be considered.

The Event Marketing Grant Program was developed to assist Sampson County organizations in the promotion of special events and visitor attractions. In 2018, the Sampson County CVB Board of Directors approved the implementation and funding of the Sampson County Convention & Visitors Bureau Event Marketing Grant Program.

The SCCVB Event Marketing Grant Program (EMGP) was developed 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.

"The new grant program provides the SCCVB with the ability to award marketing funds to organizations that attract both overnight visitors, as well as day-trippers to Sampson 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.

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 \$4,000 for Fiscal Year 2020-2021 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 please visit our website <http://www.visitsampsonnc.com/wp-content/uploads/Event-Marketing-Grant-Program-Guidelines-and-Application-2019-2020-Fillable-Version.pdf>, or contact the CVB office at 910-592-2557 or via email at [sbarefoot@visitsampsonnc.com](mailto:sbarefoot@visitsampsonnc.com). The Sampson County CVB office is inside the Sampson County Exposition Center located at 414 Warsaw Road, Clinton, NC.