

## Wilson County Tourism Development Authority **Tourism Grants Program** 2026-2027 Guidelines

**The Wilson County Tourism Development Authority administers funding established to stimulate economic growth by allowing visitor attractions to Wilson County. In return, creating a positive economic impact for tourism. Your organization may need to provide the WCTDA within 60 days after your event, an Economic Impact Study (*based on festivals and sports related activities*).**

### **1. Purpose - Funding**

Projects funded under this program ***must be for tourism related activities***. Funds requested may not be used for any materials or information not related to destination marketing. All projects approved for funding must be designated by the Wilson County Tourism Development Authority as a visitor attraction for the main purpose of attracting and serving visitors to Wilson County.

### **2. Funding in consecutive years**

Organizations may apply for grants every year. The WCTDA will consider all grant applications each year and award grants in its discretion with no guarantee.

### **3. Deadline for the receipt of applications**

Applications must be postmarked no later than June 5th, 2025. If the applications are not received by the deadline the application may not be considered for funding for that year or funding in the future. Depending on your event date the applications can be reviewed as requested due to funding and time constraints.

**4. Wilson Visitors Center participation (Wilson County Tourism Development Authority)** The Wilson Visitors Center must aptly be recognized for the grant or donation at the project site, invited to ground breakings, and associated events and further be mentioned in media coverage and printed materials.

**5. Examples of expenses that will not be granted:** Lodging/travel, Salaries, Postage, Administrative costs, Telephone charges, Office supplies, Publications for sale, purchasing of equipment and Capital expenditures.

**6. The Wilson County Tourism Development Authority** shall review all applications and make final funding decisions. The WCTA shall have final authority in granting and disbursing funds.

**7. Applicants must complete and submit an “Application for Funding”** (attached) for the purpose of review by the WCTA. Please only send in the Application – not the information sheet. Grants will be honored on an individual basis and after receiving a thank you letter from the applicant with the amount listed in the acceptance letter.

**8. The Wilson County Tourism Development Authority** reserves the right to inspect, at any time, the grant recipient's record to ensure compliance with program guidelines and accuracy of financial reporting. **Within 60 days of completing the tourism related activity, each organization receiving funds shall provide detailed accounting to the Wilson County Tourism Development Authority Board of Directors. If not received, the applicant may not be eligible for funding in the future.**

**9. Right to Disburse in Increments/Require Accountings**

Wilson County Tourism Development Authority reserves the right to make disbursements of \$5,000 or less. If additional funds are awarded, WCTDA reserves the right to review an accounting of how the previous funds were used prior to receipt of additional funds.

The undersigned applicant hereby acknowledges that WCTDA, on its discretion, may require personal guarantees to be signed before disbursements of any approved funding. The undersigned further acknowledges, any person who receives the funding may be personally liable for expenditures that are not directly related to travel, tourism, and conventions within Wilson County.

***Please email a copy by June 5th, 2026, to: [tourism@wilsoncountync.gov](mailto:tourism@wilsoncountync.gov) and return one printed copy of the application by mail or in person, to the Wilson County Visitor's Center at 228 S. Goldsboro St., Wilson, N.C. 27893.***

# Wilson County Tourism Development Authority

PO Box 2882, Wilson, NC 27894 | 228 Goldsboro St S, Wilson, NC, 27893 |  
252-243-8440 | 800-497-7398 | [www.wilson-nc.com](http://www.wilson-nc.com) | [www.ComeSeeWilson.com](http://www.ComeSeeWilson.com)

NORTH CAROLINA

## Wilson County Tourism Development Authority 2026-2027 Funding Application Tourism Special Events & Related Tourism Activities

**Applicant Name:** \_\_\_\_\_

**Applicant Email address:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Project Name:** \_\_\_\_\_

**Date Project Begins:** \_\_\_\_\_ **Estimated Completion:** \_\_\_\_\_

**Budget:** \_\_\_\_\_

**(Note: This line should match the total of items A&B below)**

**A. Amount of funding request: \$** \_\_\_\_\_

**B. Funds to be provided by applicant: \$** \_\_\_\_\_

**List sources(s) of project funds provided by the applicant:**

*Provide a brief narrative description of the project. Include the purpose of your project, outline of project procedures, and the intended result: (Please attach copy).*

**Estimate anticipated attendance:** \_\_\_\_\_

**Estimate number of visitors requiring overnight lodging:** \_\_\_\_\_

***Please provide any additional comments that merit this event or activity as a project designed to enhance Wilson County as a destination.***

**Please give an estimate of hotel room nights** \_\_\_\_\_

**List hotel properties (if known)** \_\_\_\_\_

**Name & address to appear on check:** \_\_\_\_\_

***Signature of Project:*** \_\_\_\_\_

**Director** \_\_\_\_\_

**Date** \_\_\_\_\_

**Tax status determination letter** \_\_\_\_\_

**Legal Name of Organization** \_\_\_\_\_