



Tourism Development Authority

Grant Program Policy

Mission: The Yadkinville Tourism Development Authority (TDA) Grant Program was established to help organizations accomplish projects that support the TDA's mission to develop activities and experiences that promote tourism in the Town of Yadkinville. This policy establishes guidelines for the appropriate use of grant funds.

General Guidelines

Eligible Organizations:

1. Non-Profit Organizations
2. Private Businesses that attract and are patronized by tourists
3. Private Businesses that are the primary organizer of a special event or project
4. Governmental Organizations

Eligible Project Requirements:

1. Located within the municipal limits of the Town of Yadkinville
2. Serve as the primary organizer of the event or project
3. Open to the public to attend, participate, or spectate (except “Meetings and Conferences” section below)
4. Acknowledgement of Yadkinville TDA funding support in all advertising and promotion
5. Grant approval must occur prior to event or project execution
6. Allow the Yadkinville TDA to photograph, video, or otherwise capture the event
7. Allow Yadkinville TDA to publicize the project on its website and digital media
8. Allow Yadkinville TDA to use attendance software to verify event attendance

Grant Funding Opportunities

Multi-Day Special Events and Festivals

For the purposes of Yadkinville TDA grant funding, multi-day special events and festivals are defined as organized public events that take place over the course of two (2) or more consecutive days and are designed to attract tourists from outside the immediate area. These events must include a series of scheduled activities, performances, or attractions that promote cultural, recreational, or community engagement and have a demonstrable impact on local tourism and overnight stays. To be eligible for funding under this option, applications must:

1. Span at least two consecutive days
2. Be open to the public (for free or ticketed)
3. Have a cohesive theme or purpose (ex., music, food, heritage, seasonal celebration, sporting event)
4. Include a published schedule of events or programming
5. Show evidence of marketing efforts aimed at non-local audiences
6. Positively affect tourism-related economic activity, such as lodging, dining, retail, or transportation

Single Day Special Events and Festivals

Special events and festivals occurring on a single day may include cultural arts productions, artist-in-residence events, and other events open to the public that are of interest to and promote tourists from the region and state. This category also includes concerts and musical events featuring regional or national acts.

To be eligible for grants, these events must:

1. Span only a single day
2. Be open to the public (for free or ticketed)
3. Have a cohesive theme or purpose (ex., music, food, heritage, seasonal celebration, sporting event)
4. Include a published schedule of events or programming
5. Show evidence of marketing efforts aimed at non-local audiences
6. Positively affect tourism-related economic activity, such as lodging, dining, retail, or transportation

Marketing and Promotion

Applicants may apply for grants that promote travel and tourism, aiming to attract tourists to the area or business from outside the immediate vicinity.

Applicants may apply once per fiscal year, which runs July 1 through June 30, and will be handled on a case-by-case basis at the discretion of the Yadkinville TDA. This category does require proof of expenses as outlined in the grant contract.

Public Art

Public art intended to enhance the visual attractiveness of the Town of Yadkinville, including murals, sculptures, and other fixed visual community improvements.

To be eligible for grants, public art projects must:

1. Be in a space open to the public
2. Be subject to the framework of the Town's code
3. Be presented as a full-color artistic concept for approval
4. Not be misconstrued as signage or other building identification
5. Have all needed permits and approvals before beginning work
6. Install a final product that is intended to remain in place for a minimum of ten (10) years

Meeting and Conferences

Meetings and conferences that bring non-local tourists, lodging, dining, and related tourism activity to Yadkinville. These events may include industry or professional conferences, conventions, symposiums, training seminars, or other organized gatherings that promote travel and enhance the Town's visibility as a destination for business and organizational events.

There is no maximum award amount, and this will be handled on a case-by-case basis at the discretion of the Yadkinville TDA Board.

Tourism Capital Improvements or Fixed Assets

Capital investments focused on tourism aim to develop or improve infrastructure and facilities in Yadkinville, which may include entertainment venues, cultural centers, recreational facilities, public squares, and wayfinding signage. These investments are designed to enhance the town's appeal to tourists and increase its capacity to accommodate more visitors.

Only governmental organizations are eligible for these grants. There is no maximum award amount and no match required, and this will be handled on a case-by-case basis at the discretion of the Yadkinville TDA Board.

Application Acceptance and Review Period

- Applications will be accepted on a rolling basis until funds are depleted. Funds will reset on July 1 of each fiscal year.
- To ensure sufficient time for review, all grant applications must be submitted no later than sixty (60) days prior to the date of the event.
- If there are incomplete sections or missing documentation, staff will notify the applicant to forward the missing information. Please note that failure to provide all required materials may delay the review and processing of the grant application.
- All applicants will appear before the Yadkinville TDA Board to present their application.

Grant Contracting and Payment

- If the application is approved, the applicant will enter into a contract with Yadkinville TDA.
- Applicants are required to include the Yadkinville TDA logo in an approved format on all project advertising and promotional materials, announcements, press releases, social media posts, and all other materials used to promote the event or project.
- Staff must be kept informed of any changes or proposed changes in the project.
- Grantees are responsible for all project costs and cost overruns due to miscalculations or undiscovered costs.

Project Closeout

All grantees are required to submit a Grant Close Out form which illustrates the results of the project.

Generally, grants awarded by the Yadkinville TDA will be reimbursement grants and will be paid out within thirty (30) days of the Project Close Out form submission. However, the applicant can request up to 50% of grant awards to be distributed prior to the event if receipts are submitted to the Yadkinville TDA. This request can be made as part of the application process and will be outlined in the grant award contract.

Supplemental Information

The Yadkinville TDA Board reserves the right to:

- Waive any irregularities therein
- Request applicants submit more details or alternate proposals
- Choose to approve or deny any application
- Cancel or modify the grant program entirely
- Allocate a percentage of available grant funding to each category of eligible grants at the discretion of the Board

Due to the statutory authority of how the Yadkinville TDA may expend funds, there are projects and expenses incurred that are not eligible for grant awards. Examples include, but are not limited to, the following:

- Political Events
- Church and Religious Functions
- Family Reunions
- Local School Programs
- General administrative expenses
- General Operating expenses

Use the following QR code to complete the application:



History of this Document

Version	Revision Date	Description and Change	Author
1	10/13/2026	Initial Creation	Town Clerk

