Daphne Ingram <dingram@lincolntonnc.org>

Online Form Submittal: LTDA Funding Request

1 message

noreply@civicplus.com <noreply@civicplus.com> Thu, Feb 12, 2026 at 12:47 PM
Reply-To: noreply@civicplus.com
To: dingram@lincolntonnc.org, rhaynes@lincolntonnc.org

LTDA Funding Request

LTDA Funding Request

Use this form to submit a funding request to the Lincolnton Tourism Development Authority for an event/activity/project that directly benefits tourism and visitor services/experience.

The funds are intended to provide financial support for tourism-related expenditures including destination promotion, festival/event advertising & promotion, visitor attractions, and similar projects. Funds are not intended for event production costs, event sponsorships, or similar operating costs.

LTDA funds are hotel/motel occupancy taxes paid by visitors, in addition to state & local sales tax. The city collects a 3% occupancy tax from hotel/motel/lodging rental rates inside the city limits of Lincolnton.

Requests must be submitted online a minimum of 10 days prior to an LTDA board meeting, late submissions will be considered at the next quarterly LTDA meeting. Requestors will attend the LTDA board meeting for the discussion and board vote on their request.

- **Attach detailed information** on your project to the online request form including an **itemized budget, vendors/price quotes, design documents & renderings, etc.**
- Approved projects will be issued a funding agreement stipulating the terms & conditions of the funding. **Funds will not be released before a fully executed funding letter is signed by the requesting organization.** Any funds not used as outlined in the funding agreement will be returned to LTDA upon project completion.
- Approved projects will require **LTDA approval for all artwork materials** prior to production or publishing.

- All projects utilizing LTDA funds shall **submit a post-project recap** report upon project completion.
- All **projects MUST be completed within 6 months of funding**. Do not submit projects or events that are more than 6 months in the future.

(Section Break)

First Name:	Sherry
Last Name:	Reinhardt
CELL Phone Number:	704-472-7297
Email Address:	sreinhardt@cac-lincolncounty.org
Street/Mailing Address:	PO Box 652
City:	Lincolnton
Zip Code:	28093
Organization/Non-Profit Name:	Lincoln County Coalition Against Child Abuse & Child Advocacy Center
Non-Profit Tax ID #	56-1788958
Funding Amount Requested:	4245.00
Date Funding Needed:	4/1/2026
Specify exactly to whom/what organization the funding check should be made payable to:	Lincoln County Coalition Against Child Abuse
Upload related documents & files to support funding request:	Marketing Strategy_Lincoln County Child Advocacy Center_The Price Is Right.docx
Additional upload materials	Price is Right for Fighting Child Abuse - Citizens Center.pdf
Additional upload materials	2026 Year End Projected Revenues_Expenses.pdf
Additional upload materials	20th Annual Price is Right for Fighting Child Abuse.pdf
Additional upload materials	YoY Assets_Liabilities Analysis.pdf
Date of event/activity/project:	3/27/2026 9:00 AM - 3/29/2026 3:00 PM
Location of event/activity/project:	James W. Warren Citizens Center 115 W. Main Street Lincolnton, NC 28092
Name of event/activity/project:	20th Annual Price is Right for Fighting Child Abuse

Description of event/activity/project, be specific:	The Price Is Right for Fighting Child Abuse is a high-energy, game show–inspired fundraising event benefiting the Lincoln County Coalition Against Child Abuse (LCCACA) and Child Advocacy Center (CAC). Modeled after the excitement and nostalgia of the classic television show, this interactive event brings the community together for an unforgettable night of fun with a purpose. Guests experience the thrill of friendly competition through games reminiscent of The Price Is Right — complete with audience participation, lively emcees, and exciting prizes. From spinning the "big wheel" to bidding on showcase-style packages, attendees become part of the action while supporting a mission that truly matters. Beyond the entertainment, the heart of the evening is the children and families served by the LCCACA & CAC. Proceeds from the event directly support critical services for child victims of abuse, including forensic interviews, advocacy, therapy referrals, prevention education, and coordinated response efforts designed to minimize trauma and promote healing. This signature fundraiser not only raises essential funds — it also raises awareness. By blending community spirit with meaningful impact, The Price Is Right for Fighting Child Abuse demonstrates that when we come together, we can make a powerful difference in the lives of children right here in Lincoln County. It's more than a game night — it's a night of hope, healing, and standing up for children. The funding requested from the Lincolnton Tourism Development Authority will support two primary, tourism-related expenses associated with hosting The Price Is Right for Fighting Child Abuse in Lincolnton. The first eligible expense is the rental of the James W. Warren Citizens Center, which includes time allocated for event setup, event execution, and post-event breakdown. Utilizing this centrally located municipal venue allows us to host a large-scale community event that attracts attendees from Lincoln County and surrounding areas, increasing visitor traffic to downtown Lincolnton and supporting nearby restaurants, retailers, and service providers. The second eligible expense includes the cost of a targeted, four-week social media advertising campaign designed to promote the event to local residents and businesses, as well as visitors in surrounding markets. This campaign strategically reaches audiences to encourage event attendance, thereby enhancing Lincolnton's visibility as a destination for engaging

	community events. Supporting invoices and estimates for these two expenses have been submitted for review. All other event-related costs — including volunteer hospitality (food and beverage), operational supplies (printing materials, raffle items, office supplies), and decorative elements (table linens, signage, photo backdrops, lighting, etc.) — will be covered through organizational resources and event proceeds. These expenses are not included in this funding request. By investing in facility usage and strategic marketing, this request directly supports visitor generation, venue utilization, and increased economic activity within Lincolnton.
Describe how this event/activity/project benfits City of Lincolnton tourism and visitor service or experiences (be specific):	The Price Is Right for Fighting Child Abuse is designed to generate measurable economic and promotional impact for Lincolnton. Through a targeted regional marketing campaign and the use of a prominent municipal venue, the event attracts attendees from Lincoln County and surrounding counties, increasing visitor traffic into the city. Event attendees contribute to the local economy through dining, retail purchases, fuel, and other incidental spending before and after the event. By hosting the event at the James W. Warren Citizens Center, the initiative also promotes utilization of a key Lincolnton facility, reinforcing the city's capacity to host engaging, well-organized community events. The four-week digital marketing campaign expands Lincolnton's visibility beyond its immediate borders, positioning the city as a destination for quality entertainment and civic engagement. This extended reach not only supports attendance for this event but also strengthens long-term awareness of Lincolnton as a vibrant community hub. Investment in this event represents a strategic opportunity to support tourism-related marketing efforts, increase facility usage, and generate positive economic activity while aligning with a cause that demonstrates the community's commitment to child safety and family well-being.
Submit this form to the LTDA in advance of any quarterly board meetings. See webpage for more details:	LTDA webpage

Email not displaying correctly? View it in your browser.

Lincoln County Coalition Against Child Abuse & Child advocacy center

Dear Community Partner:

The 20th Annual First Federal Savings Bank Price is Right for Fighting Child Abuse is Saturday, March 28, 2026. Last year's event was a tremendous success - thanks to generous supporters like you! We raised over **$50,000** and welcomed approximately **600 participants and volunteers**. These proceeds directly support the Lincoln County Coalition Against Child Abuse & the Child Advocacy Center (LCCACA) in our mission to protect children who have experienced abuse and to provide vital **awareness, prevention, education, and intervention programs** throughout our community. This year, we are on track for what promises to be our **biggest event yet!**

In 2024, Lincoln County received **1,847 reports of child abuse**. While this number is heartbreaking, it also reflects an important shift: more people are listening to our message that **"child abuse is everyone's business"**. Community members are no longer turning away - they are taking action. At LCCACA, we take our work seriously. We are committed to **preventing child abuse and neglect in all forms**, and to **providing intervention, support, and treatment** for children who have been victimized.

The impact of abuse extends far beyond immediate physical and emotional pain. Many children struggle with long-term behavioral and emotional challenges that can last a lifetime. It is only with the **generosity and support of our community** that we are able to offer these children a brighter, safer future.

Together, we can continue to provide hope, healing, and protection for the children in Lincoln County. Thank you for considering our request and for standing with us in this critical mission.

Sherry Reinhardt / Executive Director LCCACA
704-472-7297 sreinhardt @cac-lincolncounty.org

Catie Patton / Event Board Chair
pattoncatie@gmail.com

The Lincoln County Coalition Against Child Abuse is a non-profit organization and our federal tax I.D. # is 56-1788958 in the event that you should need it when considering a contribution.

United Way
United Way of Lincoln County

ESTIMATE

INVOICE #: 2329249

DATE: 2/5/2026

Lincoln County

Bill to

Sherry Reinhardt
sreinhardt@cac-lincolncounty.org

Event Summary

Name Price is Right for Fighting Child Abuse

Buildings Citizen's Center

Resources Auditorium

Event Time

All day on Thu, Mar 26, 2026

Description

The Concession stand will be open during your event but ran by the Lincoln Cultural Center. You will receive a check for 10% of gross proceeds from the Lincoln Cultural Center prior to leaving on the night of your event.
Please mail your check for $795.00 to:
Lincoln County
115 West Main Street
Lincolnton, NC 28092
Please note Citizens Center Rental in the memo line
Thank you.

Description	Qty/Hours	Unit price/Hourly rate	Line total
House Manager Fees	7	$15.00	$105.00
sponsored rate		$100.00	$100.00
House Manager Fee	13	$15.00	$195.00
sponsored rate		$100.00	$100.00
House Manager Fee	13	$15.00	$195.00
sponsored rate		$100.00	$100.00
		Subtotal	$795.00
		Other amount	$0.00
		TOTAL AMOUNT	$795.00

LCCACA
Balance Sheet Prev Year Comparison
As of December 31, 2025

	Dec 31, 25	Dec 31, 24	$ Change
ASSETS			
Current Assets			
Checking/Savings			
Checking			
FFSB Operating Account	160,513.41	170,779.59	-10,266.18
PayPal Account	2,410.61	5,940.70	-3,530.09
Total Checking	162,924.02	176,720.29	-13,796.27
Savings			
FFSB CD 2232 (LT Sustain)	361,892.85	348,845.11	13,047.74
FFSB MM (Savings)	202,267.05	147,107.24	55,159.81
UB CD 0342 (LT Sustain)	100,000.00	0.00	100,000.00
UB CD 8090 (LT Sustain)	107,662.36	103,991.94	3,670.42
UB CD 8407 (LT Sustain)	274,461.97	261,614.02	12,847.95
UB MM (ST Contingency)	371,805.03	364,537.64	7,267.39
Total Savings	1,418,089.26	1,226,095.95	191,993.31
Total Checking/Savings	1,581,013.28	1,402,816.24	178,197.04
Other Current Assets			
Charles Schwab	102.00	102.00	0.00
Due to CACNC	0.00	8,490.00	-8,490.00
Total Other Current Assets	102.00	8,592.00	-8,490.00
Total Current Assets	1,581,115.28	1,411,408.24	169,707.04
Fixed Assets			
Accumulated Depreciation	-349,428.62	-307,286.54	-42,142.08
Computers	31,491.89	27,320.97	4,170.92
Equipment	126,395.51	125,333.25	1,062.26
Furniture & Fixtures	45,835.66	45,835.66	0.00
Leasehold Improvements	255,884.42	255,884.42	0.00
Total Fixed Assets	110,178.86	147,087.76	-36,908.90
TOTAL ASSETS	**1,691,294.14**	**1,558,496.00**	**132,798.14**
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Credit Cards			
First Federal Savings Bank - CC	12,949.82	560.77	12,389.05
Total Credit Cards	12,949.82	560.77	12,389.05
Other Current Liabilities			
Funds for VA Crisis Van Equip	44,059.90	0.00	44,059.90
Payroll Liabilities	4,537.28	4,618.57	-81.29
Total Other Current Liabilities	48,597.18	4,618.57	43,978.61
Total Current Liabilities	61,547.00	5,179.34	56,367.66
Total Liabilities	61,547.00	5,179.34	56,367.66
Equity			
Unrestrict (retained earnings)	1,493,253.98	1,388,714.84	104,539.14
Net Income	136,493.16	164,601.82	-28,108.66
Total Equity	1,629,747.14	1,553,316.66	76,430.48
TOTAL LIABILITIES & EQUITY	**1,691,294.14**	**1,558,496.00**	**132,798.14**

LINCOLN COUNTY COALITION AGAINST CHILD ABUSE, INC
WITH PROJECTED AMOUNTS
FOR THE YEAR ENDING JUNE 30, 2026

		TOTAL BUDGET
REVENUES		
NC GOVERNOR'S CRIME COMMISSION	CAC	$87,644.00
NC Governors Crime Commsion Enhanced		60,000.00
DHHS		$134,000
DSS LEASE		
Price Is Right		35,000.00
UNITED WAY		$20,000.00
PARTNERSHIP GRANT		$50,000.00
Cigar Bourbon Benefactor		50,000.00
Other Grants		10,000.00
Donations		15,000.00
TOTAL REVENUE		461,644.00
EXPENSES		
Events		15,000.00
COUNSELING		120,000.00
TELEPHONE/CELL PHONE/INTERNET		4,000.00
PROGRAM EXPENSE		4,000.00
APRIL EVENTS		1,000.00
MEALS		1,800.00
TRAINING/CONFERENCES		10,000.00
SALARIES, TAXES & W/C INSURANCE		216,440.00
BOOKS/RESOURCES/MATERIALS FOR CAC		3,000.00
COURT CERTIFIED LANGUAGE INTERPRETERS		500.00
PROFESSIONAL FEE		3,000.00
MILEAGE REIMBURSEMENT/OTHER TRAVEL		2,000.00
OFFICE SUPPLIES		5,000.00
UTILITIES/Water/Electricity/Alarm		7,000.00
POSTAGE/SHIPPING		500.00
INSURANCE - LIABILITY		6,000.00
PRINTING/PUBLICATIONS		15,000.00
PROFESSIONAL GRADE COPIER LEASE		5,000.00
Bookkeeping		20,000.00
computers		3,000.00
Equipment Maintenance		3,500.00
NCPANDA		3,000.00
Building Maintenance		1,500.00
SUPPLIES-DRINKS, SNACKS, ETC FOR CENTER CLIENTS		2,000.00
Therapy Dog		6,000.00
Audit		6,000.00
Websites		5,000.00
contract pc Medical, education outreach		55,000.00
		524,240.00
EXCESS (DEFICIT)		(62,596.00)

PROJECTED AMOUNTS
$87,644.00
60,000.00
$134,000
35,000.00
$20,000
$50,000.00
50,000.00
10,000.00
15,000.00
461,644.00
15,000.00
120,000.00
4,000.00
4,000.00
1,000.00
1,800.00
10,000.00
216,440.00
3,000.00
500.00
3,000.00
2,000.00
5,000.00
7,000.00
500.00
6,000.00
15,000.00
5,000.00
$20,000
3,000.00
3,500.00
3,000.00
1,500.00
2,000.00
6,000.00
6,000.00
5,000.00
55,000.00
524,240.00
(62,596.00)

Marketing Strategy | Lincoln County Child Advocacy Center | The Price Is Right

Executive Overview:

The Price Is Right for Fighting Child Abuse is a long-standing, highly attended community event that plays a critical role in funding services for children and families served by the Lincoln County Child Advocacy Center.

For 2026, Lincoln County CAC's primary marketing need is not attendance growth, but rather expanded sponsorship and donor participation to strengthen fundraising outcomes and diversify revenue sources.

Event Date: March 28, 2026 | **Sponsors & Donation Deadline:** March 25, 2026

This proposal outlines a focused, short-term marketing approach designed to:

- Increase awareness of sponsorship opportunities.
- Make it easy for businesses and individuals to support the event.
- Support existing face-to-face solicitation with digital outreach.
- Test a targeted paid campaign to attract new sponsors.

The strategy is intentionally lean, time-sensitive, and centered on sponsorship acquisition.

Phase 1: Build Sponsorship Foundations

Establish the core assets needed to support outreach and advertising.

Actions:

1. **Sponsorship Messaging & Positioning**
    - Capture key talking points
        - Who is Lincoln County CAC, and ways to support
        - What is the Price is Right, who it benefits, why sponsorship matters, and ways to support
    - *Assumption*: CAC remains the primary point of contact for sponsor inquiries

2. **Digital Sponsorship Hub**
    - Update existing website with Sponsorship language, details
    - Update existing Facebook Event Page with Sponsorship language, details
    - Pinned Facebook post and Event Page Sponsorship language, details

3. **Visual Asset & Content Prep**
    - ✔ Gather all available images ~~and videos~~ of The Price is Right from years past
    - Social media pinned image for CAC's page & Event Page

- Meta Ad still images
- Meta Ad Video, if possible
- ✔ *Assumption:* CAC provides existing photos/videos

4. **Email Outreach, if Desired (Not at this time)**
    - Lincoln County business directory, distribution list
    - Email explanation and sponsorship invitation

Expected Outcomes:

- A centralized digital destination (website + Facebook) where interested sponsors can quickly understand opportunities and contact Lincoln County CAC without friction.
- A repeatable foundation Lincoln County CAC can reuse and refine for future years' sponsorship efforts.

Phase 2: Targeted Paid Awareness

Run a modest, targeted Meta (Facebook/Instagram) campaign focused on sponsorship awareness.

Actions:

1. **Meta Business Profile Setup**
    - Allow LUWELL access to the Lincoln County CAC Facebook page
    - Set up Meta Business Profile
    - Requires a credit card on file for Meta ad spend, limit set

2. **Meta Ad Campaign**
    - Campaign objective: Awareness and Traffic
    - Audience: Business owners, managers, community supporters
    - Demographics: Age 30-70
    - Interests: Community, Volunteering, Small Business, Family
    - Geographic focus: Lincoln County Zip Codes
    - Meta Look Alike Audience: Requires a list of past sponsors' email addresses
    - Creative: Image or ~~short video~~ with sponsorship call-to-action
    - Target launch date: February 28, 2026* (4-week campaign)

    Ad #1 Messaging Framework
    - Awareness: Teach what Lincoln County CAC does.
    - 'Protecting Lincoln County's Children.'
    - 'Child abuse is everyone's business.'
    - Images: AI-generated with stats overlaid
    - Call to Action: [Donate Now]
        - Link to https://cac-lincolncounty.org/how-you-can-help

    Ad #2 Messaging Framework
    - Event + Donations: Connect event to mission.

- 'Your donation makes a difference.'
- Images: Past Price is Right photos
- Call to Action: [Contact Us]
    - Link to Messenger

Expected Outcomes:

- Increased visibility of sponsorship opportunities
- New inbound inquiries
- Data to evaluate whether paid ads should be repeated or evergreen

---

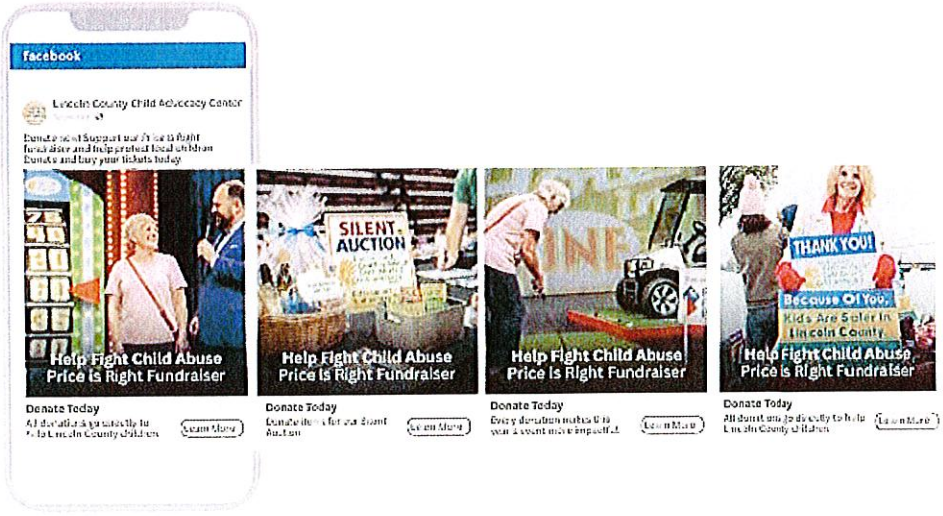
* Launch date is approximate.

Example Ads:

Lincoln County CAC | Awareness Campaign



Price is Right | CTA Campaign



LUWELL's Role

- Bring 20+ years of marketing leadership, an MBA in Marketing, and experience ranging from Fortune 100s to startups—ensuring Lincoln County CAC benefits from proven, high-level strategy applied with practical execution.
- Provide strategic oversight and guidance for sponsorship-focused marketing efforts.
- Serve as CAC's marketing point of contact for this initiative.
- Develop sponsorship ad messaging and positioning in collaboration with CAC.
- Create and organize digital sponsorship assets, including:
    - Sponsorship language for website and Facebook
    - Pinned social post copy and creative
    - Meta Paid Ad creative concepts
    - Email sponsorship invitation template, if desired
- Manipulation of existing CAC photos and videos for use in the campaign.
- Configure and manage Meta Business Profile access and Ad Account setup.
- Build, launch, and manage targeted Meta Ad campaign.
- Monitor campaign performance and provide basic reporting and recommendations.

Investment

LUWELL Management Fee: $1,750

Covers strategy, content creation, copy, image, ~~and video~~ production, Meta Business Profile & Ad setup, ad campaign monitoring and optimization, campaign management, and reporting.

Meta Paid Ad Budget: $1,700

Zip Codes within Lincoln County
Recommended spend: $1,700
Duration: 4 weeks, Start Date: Feb 28 to End Date: March 25
Paid directly to Meta via Credit Card (Facebook/Instagram Ads)

TOTAL OF MARKETING CAMPAIGN | DONATION & PRICE IS RIGHT: $3,450