Daphne Ingram <dingram@lincolntonnc.org>

Online Form Submittal: LTDA Funding Request

1 message

noreply@civicplus.com <noreply@civicplus.com> Tue, Aug 26, 2025 at 4:52 PM
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:	Joanna
Last Name:	Underwood
CELL Phone Number:	980-241-0692
Email Address:	junmor61@gmail.com
Street/Mailing Address:	403 E. Main Street
City:	Lincolnton
Zip Code:	28092
Organization/Non-Profit Name:	The Lincoln Theatre Guild
Non-Profit Tax ID #	58-1488072
Funding Amount Requested:	7,500
Date Funding Needed:	10/15/2025
Specify exactly to whom/what organization the funding check should be made payable to:	The Lincoln Theatre Guild
Upload related documents & files to support funding request:	The Lincoln Theatre Guild.pdf
Additional upload materials	*Field not completed.*
Additional upload materials	*Field not completed.*
Additional upload materials	*Field not completed.*
Additional upload materials	*Field not completed.*
Date of event/activity/project:	11/28/2025 7:00 PM - 12/7/2025 3:00 PM
Location of event/activity/project:	The Lincoln Cultural Center 403 E. Main Street Lincolnton, NC
Name of event/activity/project:	Rudolph the Rednosed Reindeer: The Musical
Description of event/activity/project, be	A holiday classic, we will perform the much loved story of Rudolph. There will be 6 performances of this production as

specific:	well as opportunities for Lincoln County School children to come see the show with their class.
Describe how this event/activity/project benfits City of Lincolnton tourism and visitor service or experiences (be specific):	This event will bring people into downtown Lincolnton, where we hope patrons will also visit our downtown shops as well as restaurants. Because of the age of the cast members, we will have out-of-town family and friends stay at our local hotels.
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.

The Lincoln Theatre Guild
403 E. Main Street
Lincolnton, NC 28092

The Lincoln Theatre Guild will be producing and performing the holiday classic, "Rudolph, the Red Nosed Reindeer: The Musical," this coming holiday season. We will have shows Friday and Saturday following Thanksgiving, Nov. 28 - 29, as well as the following week-end, Dec. 5-7, 2025.

For the LTG to perform this show for the community the best we can, we need to advertise so we can "fill the seats!" We will do the following to advertise the show:

1. **T-Shirts**: The cast will have t-shirts to advertise the show everywhere they go. This will be approximately $1,000.00. ASR Graphics is the company we use to make our shirts.
2. **Playbills**: We will produce a program for this show, which is very expensive with a large cast show. This will cost approximately $4500.00. Playbillder is the program we use to create this and they print and ship to us when they are complete.
3. **Christmas Parade Float**: We will be advertising the production on a Christmas float, rented by Cline Floats. This will cost approximately $650.00
4. **Posters**: We advertise around the community and online with posters. We make these in house at the Lincoln Cultural Center, but we have to pay for the paper and ink. For the amount of posters we will need to advertise all over the county and beyond will cost approximately $300.00
5. **Digital Advertising**: We would like to use the digital billboard signs in Lincolnton and Denver to advertise this production. This will cost approximately $1,000.00.

The Lincoln Theatre Guild has been in operation since 1981. We are very proud that we have been performing for our community for 44 years, especially during COVID. Many community theatres did not survive the pandemic, unfortunately.

We produce 6-8 shows per year as well as holding our annual Youth Drama Camp each summer. One of our main focus groups is children and teens and therefore many of our main season shows include youth. This year, 5 of our 6 shows have roles for children & teens.

Our annual budget includes the following:
Royalties for plays, purchase/rental of scripts, costumes, sets, props, performance space rental (LCC & Citizens Center), musicians, playbills, t-shirts, posters, advertising, website domain, Office & costume storage (at the LCC), warehouse space for set building and storage, Electricity and water for warehouse.

Because Royalties vary by production and company, as well as many of the other areas needed to produce a show, our yearly budget is anywhere between $90,000-$100,000 per year. As we, the LTG, have grown over the years, the budget has been adjusted accordingly and as needed.