Daphne Ingram <dingram@lincolntonnc.org>

Online Form Submittal: LTDA Funding Request

noreply@civicplus.com <noreply@civicplus.com> Fri, Mar 27, 2026 at 5:50 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:	Joanna
Last Name:	Underwood
CELL Phone Number:	980-241-0692
Email Address:	junmor61@gmail.com
Street/Mailing Address:	816 N. Laurel Street
City:	Lincolnton
Zip Code:	28092
Organization/Non-Profit Name:	The Lincoln Theatre Guild
Non-Profit Tax ID #	51-1488072
Funding Amount Requested:	15,000
Date Funding Needed:	5/15/2026
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:	LTDA request letter 2026 - Google Docs.png
Additional upload materials	*Field not completed.*
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Additional upload materials	*Field not completed.*
Date of event/activity/project:	6/25/2026 7:00 PM - 6/28/2026 7:00 PM
Location of event/activity/project:	James W. Warrant Citizens Center W. Main Street Lincolnton, NC
Name of event/activity/project:	ANNIE
Description of event/activity/project, be	A family friendly, much loved comic strip character comes to life in this 1930's musical "ANNIE." There will be singing, acting,

specific:	dancing, live instrumental music and many people behind the scenes making the "magic" happen.
Describe how this event/activity/project benfits City of Lincolnton tourism and visitor service or experiences (be specific):	With a 70+ cast, crew and musicians, traveling from Charlotte, Shelby, Hickory, Morganton and Gastonia, there will be many opportunities to visit restaurants (fast food and sit down) and other businesses during our rehearsal weeks. The week-end the show runs, there will be many friends and family come to Lincolnton and visit our restaurants and shops, as well as possibly staying in one of our hotels or VRBO's.
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 "ANNIE" for our 2026 Summer Musical. We will be performing this musical in the James W. Warren Citizens Center June 25-28.

This production will include 70+ actors, musicians and backstage crew from the Greater Lincoln area. This will bring many family and friends to Lincolnton during the run of the show, hopefully enjoying our downtown shops and restaurants.

We are requesting $15,650 for this project. We will use this money in these ways:

1. Cast T- Shirts - ASR Graphics, Maiden
   $1,000
   These are used for advertising the show all around the area.
2. Posters -
   *CVS for larger posters, $100
   *11" x 17" posters we will make in house, $50 for paper
   these will be placed in businesses (upon approval) downtown, all over Lincoln County, and in surrounding counties where cast members live.
3. Electronic Billboard - Lamar Advertising Company
   $4,500
   We will use this form of advertising to go out all over the county.
4. Playbills - Playbillder
   $4,000
   For a cast this size we will need to order approximately 1500 playbills.
5. Social Media Advertising - Luwell, Candace Carpenter
   $6,000
   Included in marketing package: FB and IG ads, community/organization outreach, content creation.

The other expenses in addition to the above include:

*Royalties (the rights in order to be able to perform): $9,375.15
*Rental of/Purchase of costumes: $3,000
*Rental of Rehearsal and Performance Venue: $2,000
*Musician Fees (full orchestra and conductor): $7,500
*Lighting & Sound Technician Fees: $1,000
*Set and Props - buy and/or build: $1,500

I hope you will consider our request as this whole production is going to cost about $40,000 and will reach many people in Lincolnton, Lincoln County and several surrounding counties. If you need any other information, please let us know.