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Online Form Submittal: LTDA Funding Request

1 message

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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:	Trent
Last Name:	Mason
CELL Phone Number:	7046045647
Email Address:	trentonbmason@gmail.com
Street/Mailing Address:	207 Mockingbird Lane
City:	Lincolnton
Zip Code:	28092
Organization/Non-Profit Name:	Young Adult Steering Committee
Non-Profit Tax ID #	*Field not completed.*
Funding Amount Requested:	$11,300
Date Funding Needed:	8/1/2025
Specify exactly to whom/what organization the funding check should be made payable to:	Downtown Development Association
Upload related documents & files to support funding request:	2025 Apple Drop Funding Request Breakdown.jpg
Additional upload materials	Apple Drop 2025 Budget Presentation.pptx
Additional upload materials	*Field not completed.*
Additional upload materials	*Field not completed.*
Additional upload materials	*Field not completed.*
Date of event/activity/project:	12/31/2025 2:00 PM - 12/31/2025 9:00 PM
Location of event/activity/project:	100, 200, and 300 blocks of Main Street in Lincolnton, NC.
Name of event/activity/project:	Apple Drop
Description of event/activity/project, be specific:	1. Unique Branding and Identity: The Apple Drop helps Lincolnton carve out a unique identity among other cities while giving our community an opportunity to give back on New

Year's eve. We do this by tying the celebration to the city's agricultural roots. Thus it creates a distinctive and memorable experience that resonates with both residents and visitors.

2. Attracting Visitors: The novelty of the Apple Drop attracts visitors from surrounding areas, including Charlotte, Hickory, and Gastonia. The event draws crowds who are eager to experience something different from traditional New Year's Eve celebrations, leading to increased overnight stays in local hotels and patronage of restaurants and shops.

3. Supporting Local Businesses: The influx of visitors for the Apple Drop stimulates the local economy. Vendors, artisans, and local businesses benefit from the increased foot traffic, which not only boosts sales on the night of the event but also introduces new customers who may return throughout the year.

4. Showcasing Lincolnton's Community Spirit: The event highlights Lincolnton's strong sense of community. Local organizations, schools, and businesses collaborate to make the Apple Drop a success, creating a welcoming atmosphere that leaves a lasting positive impression on visitors. This community involvement also fosters pride among residents, who become ambassadors for the city.

5. Media and Social Media Exposure: The Apple Drop garners media attention and buzz on social media, with attendees sharing their experiences online. This exposure helps to put Lincolnton on the map as a destination, encouraging more people to visit in the future, not just for the Apple Drop but for other events and attractions the city offers.

6. Encouraging Year-Round Tourism: By creating a memorable event that ties into the city's identity, the Apple Drop encourages visitors to return to explore more of what Lincolnton has to offer. Whether it's the local wineries, historic sites, or scenic trails, the event serves as a gateway to discovering the city's other attractions.

7. Community Engagement: A New Year's event can engage the local community, fostering a sense of pride and ownership in the city's tourism efforts. This can lead to better hospitality and services for visitors as residents become active participants in creating a welcoming environment.

In summary, the Apple Drop New Year's event is more than just a celebration; it's a strategic initiative that enhances Lincolnton's appeal, drives tourism, and supports the local economy while fostering a strong sense of community pride.

Describe how this event/activity/project benfits	A New Year's event in Lincolnton can significantly benefit the city's tourism by enhancing visitor services and experiences in

City of Lincolnton tourism and visitor service or experiences (be specific):	several ways: 1. Attracting Visitors: A well-organized New Year's event can draw tourists from nearby areas, boosting the local economy. These visitors may choose to stay overnight, increasing demand for hotels, restaurants, and other local businesses. 2. Showcasing Local Culture The event provides an opportunity to highlight Lincolnton's unique culture, history, and local attractions. This can create a memorable experience for visitors, encouraging them to return or recommend Lincolnton to others. 3. Enhancing Visitor Experience: Special activities, entertainment, and celebratory events can create a festive atmosphere, making Lincolnton an attractive destination for celebrating the New Year. 4. Branding for the City: Hosting a successful New Year's event can elevate Lincolnton's profile as a vibrant and exciting destination. This can help the city establish itself as a place worth visiting not just during the holiday season but throughout the year. 5. Economic Impact: The influx of visitors during the New Year's event can lead to increased spending in local businesses, from retail to dining, which contributes to the city's economy. This economic boost can also lead to further investments in infrastructure and tourism-related services. 6. Community Engagement: A New Year's event can engage the local community, fostering a sense of pride and ownership in the city's tourism efforts. This can lead to better hospitality and services for visitors as residents become active participants in creating a welcoming environment. Overall, a New Year's event can be a powerful tool for boosting tourism in Lincolnton by creating a positive and memorable experience for visitors, which in turn benefits the local economy and the community.
Submit this form to the LTDA in advance of any quarterly board meetings. See webpage for more details:	LTDA webpage

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