

2021 Occupancy Tax Awards by Occupancy Tax Committee

<i>Organization</i>	<i>Requested</i>	<i>Total Project</i>	<i>Advertising/marketing</i>	<i>Award</i>
	<i>Grant Amount</i>	<i>Budget</i>	<i>amount from event budget</i>	
TPC - concerts	5100	17890.25	1440	<b>2500</b>
NC Alliance Music by the River	1500	5500	500	<b>1500</b>
NC Alliance Shuttle	4500	23700		<b>2500</b>
NC Railway Save the Milk Car	15000	26000	na - exhibits	<b>2500</b>
Johnsburg Mosaic Project	2520	6120	160	<b>2500</b>
Johnsburg Historical Society-Museum	10000	19350	2200	<b>2500</b>
NC Farmers Market	2100	2110	1360	<b>1500</b>
NC Bus Alliance cruise nights	1500	4330	2000	<b>1500</b>
Rock The Dacks	4000	20500	1000	<b>2500</b>
	<u>46220</u>		<u>8650</u>	<b>19500</b>

We have broken down the application information to make it easier to see the direct advertising/marketing line in each applicant's budget,

In all applications we have been generous compared to the actual budget line.

In the future we are going to see how this format works:

2500 for first year events

1500 for requests after the first year

We will change the award amounts, if needed, but this worked out very well this year leaving us \$5500 to award for new events later in the year.

All grant recipients should be made aware that funds are reimbursement only and must be spent in the award year.