



## Georgia Department of Economic Development Tourism Product Development Resource Team Grant Funding Request

### 2019-2020 GRANT INFORMATION PACKET

#### Background and Overview

The Office of Product Development assists communities and tourism partners in giving new life to existing resources and in fostering new tourism products for economic development. Communities receive technical assistance and financial resources to create new opportunities/markets for Georgia tourism products through strategic partnerships, packaging and marketing.

In October 2009, the Tourism Product Development Office created a new initiative to focus technical assistance in the form of reconnaissance and strategy visits to local communities interested in developing its tourism potential. The Tourism Product Development (TPD) Resource Team works to evaluate a community's past, present and potential for tourism growth and development in the future through innovative, unique local experiences. Since creation, the TPD Team has serviced the following communities:

*Counties:*

- *Banks County*
- *Berrien County*
- *Brooks County*
- *Butts County*
- *Carroll County*
- *Catoosa County*
- *Charlton County*
- *Clinch County*
- *Coffee County*
- *Cook County*
- *Coweta County*
- *Dade County*
- *Echols County*
- *Effingham County*
- *Gordon County*
- *Habersham County*
- *Hall County*
- *Haralson County*
- *Jones County*
- *Lanier County*
- *Laurens County*
- *Liberty County*
- *Marion County*
- *McDuffie County*
- *McIntosh County*
- *Meriwether County*
- *Morgan County*
- *Oconee County*
- *Paulding County*
- *Pike County*
- *Polk County*
- *Pulaski County*
- *Putnam County*
- *Randolph County*
- *Seminole County*
- *Taylor County*
- *Tift County*
- *Upson County*
- *Washington County*

- *White County*

Cities:

- *Andersonville*
- *Colquitt*
- *Conyers*
- *Euharlee*
- *Forsyth*
- *Griffin*
- *Indian Springs*
- *Kingsland*
- *Kingston*
- *Norcross*
- *Perry*
- *Plains*
- *Porterdale*
- *Rex*

- *Stockbridge*
- *Toccoa*

*Special Projects:*

- *Athens Music Heritage*
- *Bartow-Carver Park*
- *City of Rome Downtown Development Authority*
- *Columbus Black Heritage*
- *Douglas County Courthouse Museum*
- *Glen Mary*
- *Glynn County African-American*
- *Gone with the Wind Trail*
- *Paradise Gardens*
- *Sandersville School*
- *Saving Tara Façade*

During TPD Resource Team visits, the team members work with local leadership to assess the tourism portfolio and make development recommendations related to the following areas of tourism:

- Arts and Culture
- Culinary
- Nature and Adventure
- Agritourism
- Lodging
- Heritage / Historic Preservation
- Sports and Recreation
- Festivals and Events
- Downtown Redevelopment

The Resource Team’s primary objectives are inventorying and discussing those assets that would be the most likely candidates for developing a tourism-based economy within the community as well as identifying obstacles that might impede the implementation of such an effort. The resulting TPD report of recommendations acts as a guidebook for years of potential new product development within the community.

## Funding Overview

In an effort to further tourism development in the TPD Resource Team Communities, the Georgia Department of Economic Development (GDEcD) Office of Tourism Product Development offers project funding assistance for communities who have completed the team review and recommendation process and begun implementation of strategies within their TPD report.

This funding assistance furthers communities who have already committed financial and volunteer resources to implement a strategic tourism development plan in partnership with GDEcD. This funding partnership allows the local community to build new product resulting from the recommendations made by the team or projects the community has developed as an expansion of the original resource team report.

There are two (2) funding cycles ***available only*** to the Tourism Product Development Resource Team participants (listed above) during 2019-2020. Additional communities that complete the Tourism Product Development Resource Team process may apply for funding following receipt of their final

report and with approval of the Director of Tourism Product Development. Funding amounts will vary over each funding cycle and are dependent on the final budget of GDEcD; the department reserves the right to refuse all grants.

## Tourism Product Development Resource Team Grant Funding Cycles

### **2019-2020 Funding Cycle I:**

Applications available: Thursday, April 11<sup>th</sup>, 2019

Application Due Date: Thursday, June 27<sup>th</sup>, 2019

Grant Amount: Up to \$10,000

Recipients Notified: September 2019

Project Completion Deadline: Friday, June 12<sup>th</sup>, 2020

Final Project Report Deadline: Friday, June 19<sup>th</sup>, 2020

**Applications will only be accepted *by email* to:**

**[TourismProduct@Georgia.org](mailto:TourismProduct@Georgia.org)**

### **2019-2020 Funding Cycle II:**

Applications available: Thursday, September 12<sup>th</sup>, 2019

Application Due Date: Thursday, December 12<sup>th</sup>, 2019

Grant Amount: Up to \$5,000

Recipients Notified: January 2020

Project Completion Deadline: Friday, June 12<sup>th</sup>, 2020

Final Project Report Deadline: Friday, June 19<sup>th</sup>, 2020

**Applications will only be accepted *by email* to:**

**[TourismProduct@Georgia.org](mailto:TourismProduct@Georgia.org)**

## Eligible Projects

Projects should exhibit the capacity to build additional economic impact through tourism by creating jobs, expanding visitation to the community, or attracting a new market of visitors. This benchmark should be evaluated through tracking mechanisms of visitation, economic impact or other metrics pertinent to the project.

Projects can be (but not limited to) the following areas:

- **Arts and Culture**
- **Culinary**
- **Nature and Adventure**
- **Agritourism** (regional trails involving one or more eligible communities may apply; applicant must be an eligible community)
- **Lodging**
- **Heritage / Historic Preservation**
- **Sports and Recreation**
- **Festivals and Events**
- **Downtown**
- **Marketing** (if request is for marketing collateral such as website, brochures, mobile apps, or other promotional materials - applicant must provide explanation about how local funding source will continue to maintain marketing product or fund reproduction following the initial grant; grant will not fund or supplement an organization's general marketing, advertising, or PR budget)

## Special Consideration for Georgia Tourism Initiatives

In order to enhance the impact of statewide initiatives by Georgia Tourism, projects focused on Georgia Film, Music, Civil Rights, African-American Heritage, Outdoors and Recreation and Craft Beer / Wine / Spirits will receive 5 points per Tourism Initiative which will be added to applicant's project score sheet.

## Eligible Applicants and Partners

**Applications will only be accepted from city or county local governments or authorities, as defined in the Official Code of Georgia (OCGA) Statutes or the Constitution.** Sectarian institutions are not eligible applicants. The application can only be signed by an authorized official that has the authority to sign a check or official document for the applicant entity. Application can be completed by recipient organization, but must be signed by applicant.

***Each qualifying government, municipality or state-authorized authority may submit up to two (2) applications for stand-alone or phased projects.***

Please use this link as a reference for local authorities:

<https://apps.dca.ga.gov/development/research/programs/RASearch/RASearchResults.asp>

### **Partnerships with Eligible Applicants:**

Eligible applicants may partner with non-profit organizations, businesses, individuals, or other government entities to allow the Agreement funds to ultimately go to the partner organization/person. Examples of partner organizations include, but are not limited to: Chambers of Commerce, Convention and Visitors Bureaus, 501(c)3 nonprofits, historical societies, foundations, State Parks, etc. A Memorandum of Understanding (MOU) between the Applicant and the Partner/Recipient signed by both parties must be submitted at the time of the request. An eligible applicant **may not** partner with or use grant funds to benefit a sectarian institution.

### **Eligible Counties:**

For county-wide Tourism Product Development Resource Teams, the county government, each municipality within the county and state-authorized authorities can apply or apply on the behalf of a county-wide partnering non-profit organization, businesses, individuals, or other government entities. Agreement funds may ultimately go to the partner for project completion.

- *Banks County*
- *Berrien County*
- *Brooks County*
- *Butts County*
- *Carroll County*
- *Catoosa County*
- *Charlton County*
- *Clinch County*
- *Coffee County*
- *Cook County*
- *Coweta County*
- *Dade County*
- *Echols County*
- *Effingham County*
- *Gordon County*
- *Habersham County*
- *Hall County*
- *Haralson County*
- *Jones County*
- *Lanier County*
- *Laurens County*
- *Liberty County*
- *Marion County*
- *McDuffie County*
- *McIntosh County*
- *Meriwether County*
- *Morgan County*
- *Oconee County*
- *Paulding County*
- *Pike County*
- *Polk County*
- *Pulaski County*
- *Putnam County*
- *Randolph County*

- *Taylor County*
- *Tift County*
- *Upson County*
- *Washington County*
- *White County*

### **Eligible Cities:**

For city-wide Tourism Product Development Resource Teams, only the municipality or a state-authorized authority within the city can apply for a city-wide partnering non-profit organization, businesses, individuals, or other government entities. Agreement funds may ultimately go to the partner for project completion.

- *Andersonville*
- *Colquitt*
- *Conyers*
- *Euharlee*
- *Forsyth*
- *Griffin*
- *Indian Springs*
- *Kingsland*
- *Kingston*
- *Norcross*
- *Perry*
- *Plains*
- *Porterdale*
- *Rex*
- *Stockbridge*
- *Toccoa*

### **Eligible Special Projects:**

For individual project Tourism Product Development Resource Teams, the business or organization participant of the resource team may only apply for project funding through a partnership with their local municipality, county government or respective authority with a memorandum of understanding in place to act as their applicant partner.

- *Athens Music*
- *Bartow-Carver Park*
- *Columbus Black Heritage*
- *City of Rome Downtown Development Authority*
- *Douglas County Courthouse Museum*
- *Glen Mary*
- *Glynn County African-American*
- *Gone with the Wind Trail*
- *Paradise Gardens*
- *Sandersville School*
- *Saving Tara Façade*

## Funding Information and Requirements

### **The TPD grant requires a local match for the amount requested:**

For all projects, a cash match is required. The match may be all in cash, or up to 60% in-kind and 40% cash. If the TPD funds are being utilized by a government entity or a non-profit organization through a partnership memorandum of understanding, then up to 60% of the match may be in-kind. Definition of in-kind: Donation of services or materials by internal or external partners for which an organization would normally have to purchase. If the TPD funds will be ultimately be utilized by a private, for-profit business or organization through a partnership memorandum of understanding, then the match must be a 100% cash match.

### **General Requirements:**

- TPD does not fund administrative fees, salaries, general budget expenses or general marketing and advertising. Please note that artist fees are not considered administration or salaries, and are therefore eligible.
- Applicants are responsible for securing all appropriate and necessary state, federal, tribal and local permits and/or individual or landowner consents required to execute the project prior to application.
- Mitigation activities performed as a condition or precondition for obtaining a Federal permit, license, or funding by other Federal programs **are not eligible** for these funds.
- Only apply for projects that will be completed by project completion date.
- Once applicants for funding are selected, GDEcD will provide the full funding amount of the grant if the funds are less than \$5000.00. For grants more than \$5000.01, 80% of the grant funds will be provided to the applicant upon selection; the remaining 20% of the funds will be provided once the project is completed and the final project report is submitted and approved by GDEcD Office of Tourism Product Development. It can take up to 60 days before an applicant receives the TPD grant funds. The applicant must complete the following forms provided by GDEcD: signed contract, W-9 Form and Vendor Form.
- Do not submit projects that have already been completed before application has been submitted.

### **Application Review:**

Each application is reviewed by staff and an advisory review committee. Eligible grants will be evaluated and scored based on the thoroughness and quality of response to the above categories A-E. Applicants must follow the instructions in this information packet exactly in order to qualify for review; any applications that do not complete all required sections detailed in this document will be considered incomplete. Applications with the highest average scores will be considered for funding by GDEcD.

Applications will be scored on the following scale:

- 2019-2020 Funding Request Project Profile Sheet – Complete or Incomplete
- Memorandum of Understanding – Only if Applicable – Complete or Incomplete
- Project Overview – Up to 50 points
- Time Line - 15 points
- Budget - 15 points
- Support Materials - 20 points (includes photos, letters of support, etc.)
- Additional Consideration for Georgia Tourism Initiatives – 5 points per Initiative

**Final Report:**

All grant recipients are required to submit a Final Project Report that details the project development process, final budget of revenues and expenditures (including a detailed list of all in-kind work used for grant match), and methods to be implemented for tracking project success and tourism visitation. Detailed photos of all elements of the completed project must be included in the final report.

**Funding Disclaimer:**

GDEcD reserves the right to reject any and all applications. The actual number and size of awards will depend on available funding. Additionally, applications will be accepted only if they meet the requirements set forth in this document. At all times, GDEcD reserves the sole and absolute discretion not to award any funds.

## Application Instructions

Applicants must submit the following for their application to be considered complete:

- 2019-2020 Grant Funding Request Project Profile Sheet *(may be submitted in PDF or Word Document format)*
- Application Attachments *(Must be submitted in PDF Format)*
  - a) Memorandum of Understanding - only include if applicable
  - b) Project Overview
  - c) Time Line
  - d) Budget
  - e) Support Materials

Application Attachment documents must be submitted in PDF form. Applications can be completed in versions of Microsoft Word or Excel, but must be converted to PDF prior to submitting final application request. Saving all attachments to one pdf would be preferred and sent in one email. (Microsoft files can be converted to PDFs for free at <https://www.freepdfconvert.com/>)

**Applications will only be accepted *by email* to:**  
**[TourismProduct@Georgia.org](mailto:TourismProduct@Georgia.org)**

**Cycle I Application Due date: Thursday, June 27<sup>th</sup>, 2019  
by 5PM.**

*Applicants are encouraged to submit one email with all documents attached or use a file sharing service such as DropBox. To ensure that all attachments are accounted for, all files should be sent in one email, please convert all documents to pdf. Receipt of application will be confirmed by the Office of Tourism Product Development within 48 hours of submission. Please apply early to avoid technical difficulties; **no applications received following the 5pm deadline on the due date will be accepted.***

## Required Application Sections

### 2019-2020 Grant Funding Request Project Profile Sheet

This document, available for download from [www.marketgeorgia.org](http://www.marketgeorgia.org) must be completed and signed by applicant. This document may be submitted as either a Word Document or a PDF. PDF preferred.

- **Funding Request Project Profile Sheet must be completed and submitted along with application.**
- **Funding Request Project Profile Sheet must have actual signature on signature line – no electronic signatures.**

### Attachment A: Memorandum of Understanding - *only if applicable*

If the applicant (government or state-authorized authority) is working with a partner who will ultimately receive the grant funds and complete the project, then the parties are required to submit a Memorandum of Understanding (MOU) as part of the application. The MOU outlines the specific duties that both the applicant and the partner will have related to the project. Both the applicant and the partner entities must play an active part in the project; the applicant entity cannot simply serve as a “pass-through” for the funds. The MOU must be signed by both parties; if the same individual is a principal of both the applicant and the recipient partner, a different authorized individual must sign the MOU on behalf of one entity. **If the application requires a MOU and one is not provided, the application will not be scored.**

### Attachment B: Project Overview

Narrative Response is **not to exceed 3 pages.**

#### **Overview and Objectives:**

Provide a brief overview of the project indicating how the funds will be spent. The overview should (where applicable) include:

- A description/origin of the project
- Detailed project overview
- A description of the geographic location of the project and the local community
- The name/names and credentials of the government / authority who will be accountable for the funds
- The name of the partner entity and description (if applicable)
- A description of the relationship between the government / authority and the partner who will ultimately receive the funds and complete the project (if applicable)
- Evidence that the contractors/consultants/artists working on the project will produce high quality work

**Impact and Sustainability:**

- Justification of need for tourism development within this community
- Estimated impact of the project to community
- Planned tracking mechanisms for determining increase in visitation, economic impact or other established metrics (i.e. Evidence that the project will attract tourists and/or lengthen their stays in the area)
- Evidence that the project is sustainable and will continue to attract tourists once the grant period is over

**Readiness**

- Evidence of the community's readiness to take on this project. Give evidence that those involved have experience successfully completing other tourism-based projects and that the community as a whole is prepared to welcome tourists.

**Community TPD Resource Team Recommendations**

- Evidence that this project will fit into the overall tourism development plan for the community developed and implemented as a result of the TPD Resource Team report and recommendations.
- Evidence of that this project fits within overall community goals of the community's Local Comprehensive Plan through the Georgia Department of Community Affairs (if applicable)

## **Attachment C: Time Line**

Provide a timeline with a schedule of work. The schedule must be sufficiently detailed and manageable. Present the scope of work through a month-by-month description of activities required to complete the project. Remember that the project must be completed and a final report submitted based on the funding cycle provided above.

## **Attachment D: Budget**

Recreate the below budget chart.

- All items listed in the budget must be reasonable, necessary to accomplish project objectives, allowable in terms of state and federal cost principles, auditable, and incurred during the contract period.
- The budget must show a match for the TPD request. The match may be all in cash, or up to 60% in-kind and 40% cash. Definition of in-kind: Donation of services or materials for which an organization would normally have to pay. If the TPD funds are being utilized by a government entity or a non-profit, then up to 60% of the match may be in-kind. If the TPD funds will be utilized by a private entity, then the match must be a 100% cash match.
- Applications must include a detailed line-item budget breakdown that includes all major work elements and the cost of each element as discussed below.

- Please note that “other,” “miscellaneous” and “contingency” are NOT acceptable budget categories.
- Salaries and administrative costs may be included in the total budget in order to present a complete budget for the project, but these items cannot be funded with TPD funds and are considered ineligible expenses.
- If the TPD Funds request is for a single phase of a multi-phased project, the detailed budget should include only the expenses for the project phase for which support is being sought. An overview of costs for other phases can be attached for further project explanation.

**Example Budget:**

| Itemized Expenses | Cost         | TPD Funding Amount Requested | In-Kind Income (60%) (Must provide source and proof of partner commitment) | Cash Income (40%) (Must provide source and proof of partner commitment) | TPD Funds + In-kind + Cash = Total |
|-------------------|--------------|------------------------------|--|---|------------------------------------|
| 1.                |              |                              |  |   |                                    |
| 2.                |              |                              |  |   |                                    |
| 3.                |              |                              |  |   |                                    |
|                   | Total Amount | Total Amount                 | Total Amount   | Total Amount  | Total Amount                       |

**Budget Material is limited to 5 pages.**

**Attachment E: Support Materials**

Support Material is any additional material that helps the panel better understand the project and/or evaluate the work of any artists/consultants/companies/designers that will be involved. Support Material may include, but is not limited to:

- Photos (note: photos must be submitted in PDF format. Photos may be pasted into a Word document and saved in PDF format. No other formats will be accepted due to file sizes.)
- Resumes/company profiles/bios
- Marketing materials and collateral
- Plans/drawings
- Newspaper articles or other press
- Letters of Support

**Support Material is limited to 10 pages.**

**Please note: If you are applying for funding for signage, marketing collateral, or other marketing projects, the support material must include photos or renderings of the new designs.**

## Questions?

Please contact the office of Tourism Product Development with any questions:

**Cindy Eidson**  
**Director of Tourism Product Development**  
[ceidson@georgia.org](mailto:ceidson@georgia.org)  
404-962-4844

**Tracie Sanchez**  
**Manager of Tourism Product Development**  
[tsanchez@georgia.org](mailto:tsanchez@georgia.org)  
404-962-4092