



The Augusta Convention & Visitors Bureau

2021 Tourism Grant Round 2 Co-op Marketing Application

APPLICANT INFORMATION

In the space below include legal name of organization, address, name of Program/Event, contact name and title, telephone number, email address, fax number and Federal Tax ID Number.

Organization:	Program/Event:
Grant Contact:	Address:
Telephone Number:	Email Address:
Chief Officer of Organization:	Address:
Telephone Number:	Email Address:
Federal Tax ID:	

PROJECT INFORMATION

Title of Program/Organization:		
Title of Festival/ Event: <i>(if applicable)</i>		
2020 Actual Attendance:	Program/Organization:	Festival/Event:
2021 Estimated Attendance:	Program/Organization:	Festival/ Event:
Grant Amount Requested:	Program/Organization:	Festival/Event:

CERTIFICATION

We, the undersigned, certify that the information contained in this application and in all attachments is true and correct to the best of our knowledge.

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Chairman of Board (print name)

Signature

Date

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Director (print name)

Signature

Date

Funding information

- 1) Have you previously received a grant from the Augusta CVB? Yes No
- 2) Will you (Do you) receive public funds from other sources? Yes No
If yes in space, please provide the funding source and amount:

Funding Source	Amount

- 3) What is the total amount that you will directly provide in funding for this project?
\$ _____

Required Information

First Time Applicants provide the following as attachments

- 1) Verification of your non-profit status; preferably a copy of IRS documentation.
- 2) A line-item detailed budget for the entire organization.
- 3) A brief history of your program/organization or festival/event including date founded and mission statement (1-page maximum).

All Applicants Must Provide:

- 1) A list of your Board of Directors including name, employer, position, business address, phone, fax and email.

Co-op Marketing Applicants

2021 Tourism Grant Marketing Changes:

Due to the impact of the COVID-19 pandemic on 2020 overnight visitation to Augusta and subsequent declines in hotel/motel tax collections -the grant's funding source- there are limited funds available to award in the 2021 Tourism Grant cycle. With the reduction in available funds, it is critical that we maximize our resources to package and promote the destination as a whole to get visitors back and our residents out exploring Augusta. In response the Tourism Grant Committee voted that 2021 Tourism Grant funds be allocated towards co-op marketing programming, rather than individual marketing awards.

We will be offering two rounds of co-op marketing opportunities in 2021. Applicants that apply for Round 1 that are interested in Round 2 need not reapply.

- Round 1 Co-op Marketing Program (February-July)
- Round 2 Co-op Marketing Program (July-December)

1) Please review the 2021 Round 2 Co-op Marketing Package which you can access by clicking here. *Click [here](#) to review the 2021 Round 2 Co-op Marketing Package.*

I am applying for the Round 2 Co-op Marketing Program

2) What would your organization like to promote through the Round 2 Co-op Marketing program?

3) Does your organization have access to high-resolution photography of your program/organization or festival/event?

Yes No If you answered **no** please explain:

Submission Information – Deadline June 11, 2021 at 4:00 p.m. Please review the grant guidelines, the co-op marketing package, complete the entire application, and include the required attachments.

Submit **one digital copy** to Lindsay Fruchtl (Lindsay@VisitAugusta.com).

Applications must be received by the Augusta Convention & Visitors Bureau no later than **4:00 p.m. on Friday, June 11, 2021.**

If you have questions or need assistance, please contact Lindsay Fruchtl at the Augusta Convention & Visitors Bureau at (706) 823-6606 or Lindsay@VisitAugusta.com.