

2022 TOURISM GRANT 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, and Federal Tax ID Number.

Organization:	
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 (if applicable)		
2021 Actual Attendance:	Program/Organization:	Festival/Event:
2022 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.

Chairman of Board (print name)

Signature

Date

Director (print name)

Signature

Date

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FUNDING INFORMATION

- 1) Have you previously received a grant from Destination Augusta? Yes No
- 2) Will you (Do you) receive public funds from other sources? Yes No

If yes, in space below please provide the funding source and amount:

Funding Source	Amount

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 as attachments:

1. A list of your Board of Directors including name, employer, position, business address, phone, fax and email.
2. A brief proposal summary explaining the primary benefits of your program or event as it relates to this grant addressing the questions and specifications listed below. For events, please provide detailed event schedules, dates, duration, frequency and venues (2-page maximum).
 - a. Provide a (1) description, including history/background of the project. (2) how your project will increase visitation and/or enhance the visitor experience and (3) how it will impact your business. Include expected percentage increases in customers, overnight visitation, and estimated economic impact.
 - b. How many customers/visitors did your business or event receive the past two full calendar years? Provide any demographic information you have about your customers/visitors, i.e. age, income, geographic location of residency, etc.
 - c. If your project cannot be fully funded, how would you adapt the project?
 - d. Explain how your project fits into the current tourism and events landscape? Is there a need for this kind of program/event?
 - e. Identify competing projects or like-events held within the region
 - f. Outline how you intend to evaluate the project/events (i.e. survey methods, ticket sales, key performance indicators (KPI's), etc.) and whether this varies from the most recent method applied to this project/event.
3. A marketing plan for attracting out-of-market visitors to Augusta. (1-page maximum)
 - a. Include specific media and public relations plan, target markets, advertising plans, other out of area promotional plans, and Destination Augusta co-op advertising opportunities (see Marketing Opportunities Planner).
4. A proposed budget for the project with Tourism Grant request line-item detail (1-page maximum).
5. Methods for calculating the number of delegates, attendance statistics (surveys, ticket sales, etc.) and hotel room nights.
6. A copy of your sponsorship benefits package if applicable.

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PROJECT(S)

Please list the projects for which you are requesting funds. Rank them in order of their importance with one being the highest.

Examples: *digital advertising, website enhancements, print advertising, design production, etc.*

Priority of Project	Marketing Projects	Funds Requested
1)		
2)		
3)		
4)		
5)		
6)		
7)		
	MARKETING PROJECTS TOTAL	

Please list Destination Augusta Co-op Marketing Opportunities you would like to participate in and the amount.

Note: *Please refer to the 2022 Marketing Opportunities Planner for details*

2022 Destination Augusta Co-op Opportunity	Funds Requested
CO-OP MARKETING TOTAL	

SUBMISSION INFORMATION

Please review the grant guidelines, complete the entire application, and include the required attachments.

Submit one digital copy to Lindsay Fruchtl at Lindsay@VisitAugusta.com.

Applications must be received by Destination Augusta no later than **4:00 p.m.** on **Wednesday, June 15, 2022.**