



2024 TOURISM MARKETING GRANT 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 <i>(if applicable)</i>		
2023 Actual Attendance:	Program/Organization:	Festival/Event:
2024 Estimated Attendance:	Program/Organization:	Festival/Event:
Grant Amount Request:	Program/Organization:	Festival/Event:

FUNDING INFORMATION

1) Have you previously received a grant from Destination Augusta? Yes No

2) Do you receive public funds from other sources? Yes No

If yes, in the 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, 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 organization or event receive in 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 similar 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 plans, target markets, advertising plans, and other out-of-area promotional plans.
- 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.

TIMING

Fall 2023 Tourism Grant Cycle: For those applying in the Fall 2023 grant cycle, 2024 Tourism Grant Applications are due no later than 5pm on **Friday, October 20, 2023**. Award notifications will go out in early November. Those applying for 2024 Tourism Marketing Grant Co-op opportunities must apply in the Fall 2023 grant cycle.

2024 Rolling Grant Cycle: In 2024, the Tourism Marketing Grant will be offered on a rolling timeline. An application may be submitted at any time, it will be reviewed and a recommendation made to the applicant within no more than a 45-day term. When applying please keep timing top of mind. Ideally, you'll want to

submit the application at least 6 months in advance of when you want the advertising to begin to ensure the promotion is in the market long enough to make an impact.

CO-OP MARKETING

Click [here](#) to review the 2024 Tourism Marketing Grant Co-op Marketing Opportunities.

- I am applying for the 2024 Authentic Augusta Experiences Tourism Marketing Grant Co-op Package (*only available to existing Authentic Augusta Experience partners*)
- I am applying for the 2024 General Tourism Marketing Grant Co-op Package

INDEPENDENT MARKETING INITIATIVES

Eligible entities with a comprehensive out-of-area marketing plan can apply for projects which promote your organization, festival, event, or initiative as a visitor attraction, and are in alignment with Destination Augusta’s overall marketing strategy. These funds are limited and will be awarded to outstanding plans with proven overnight stay results.

Please review the Tourism Marketing Grant Guidelines carefully prior to moving forward.

Please list the projects for which you are requesting funds. Rank them in order of their importance with one being the highest. **Examples include digital advertising, website enhancements, print advertising, design production, photography, video, etc.**

Priority of Project	Marketing Project	Marketing Method	Amount
1)			
2)			
3)			
4)			
5)			
6)			
7)			
		Marketing Projects Total	

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 the Board (Print Name) Signature Date

Director (Print Name) Signature Date

SUBMISSION INFORMATION

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

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