

2024 Tourism Product Development 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:	Program/Event (if different from the Organization Name):
Grant Contact:	Address:
Telephone Number:	Email Address:
Chief Officer of Organization:	Address:
Telephone Number:	Email Address:
Federal Tax ID:	

PROJECT INFORMATION

PROJECT INFORMATION		
Title of Organization:		
Title of Festival/ Event: <i>(if applicable)</i>		
2023 Actual Attendance: <i>(if applicable)</i>	Program/Organization:	Festival/Event:
2024 Estimated Attendance: <i>(if applicable)</i>	Program/Organization:	Festival/ Event:
Grant Amount Requested: <i>(if requesting for multiple projects)</i>	Program/Organization:	Festival/Event:

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, 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? \$ _____
A 25% cash match is required for Tourism Product Development Funds, please enter that amount here or if you have a larger contribution than the 25% match you can include that 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:

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

Product Development Applicants:

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).

Include:

- Description, including history/background of the project
- How your project will increase visitation and/or enhance the visitor experience
- How it will impact your business
 - Include expected percentage increases in customers, overnight visitation, and estimated economic impact
- Provide any demographic information you have about your customers/visitors, i.e. age, income, geographic location of residency, etc.
- If your project cannot be fully funded, how would you adapt the project?
- Explain how your project fits into the current tourism and events landscape.
- Show the alignment of your project with Destination Blueprint recommendations.
- Identify competing projects or like-events held within the region.
- A proposed budget for the project with Tourism Product Development Grant request line-item detail (1-page maximum).
- Methods for calculating the number of delegates, attendance statistics (surveys, ticket sales, etc.) and hotel room nights.
- A copy of your sponsorship benefits package if applicable.

If applicable, has a feasibility study been conducted? If yes, please submit with application.

Yes No

If this is for a new/expanded business venture, do you have a business plan? If yes, please submit with your application.

Yes No

Grant Request: \$ _____

Your Match: \$ _____ (25% match is required)

Total Project Cost: \$ _____

Project(s)

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

Submit **one digital copy** to Jennifer Bowen, Jennifer@VisitAugusta.com, for any questions or comments please call 706-823-6613 or email.

Priority of Project	Product Development Fund Projects	Funds Requested
1		
2		
3		
	SubTotal	
Authentic Augusta Experience Collection Partners Only	AAE Partners may apply for funds to deliver the experiences in 2024. Eligible expenses include: Actor/Tour Guide/Artist Fees, Costumes, Props, Gifts, Food & Beverage for visitors, Art Supplies, Technology directly connected to visitor engagement. You may apply for these amounts: <input type="checkbox"/> \$3,000 <input type="checkbox"/> \$6,000 <input type="checkbox"/> \$10,000 <i>(Submit marketing requests in the Marketing Grant Application)</i>	
	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 Board (print name)	Signature	Date
--------------------------------	-----------	------

--	--	--

Director (print name)	Signature	Date
-----------------------	-----------	------