



CORPUS CHRISTI

TOURISM GRANT PROGRAM

GRANT PROGRAM OVERVIEW

Purpose of the Grant To provide financial support to eligible businesses, including new businesses, that offer a unique and compelling visitor experience in Corpus Christi, and thereby increase tourism in the city.

Type of Grant Matching Grant

Grant Amount Up to \$5,000 per business

Total Funds for the Program Year \$50,000

Eligible Businesses Tourism-facing businesses that offer a visitor experience in Corpus Christi, such as tours, attractions, museums, galleries, restaurants, and other businesses that serve to enhance the visitor experience. Both existing and new businesses are eligible to apply.

Eligibility Criteria

- Must be registered with the City of Corpus Christi
- Must provide a detailed project proposal of the proposed new visitor experience, outlining the intended use of the grant funds, including a budget and timeline for the project
- New businesses must have a business plan and a clear strategy for attracting tourists to their business

Application Process Eligible businesses can apply for the grant program by completing an online application form on the Visit Corpus Christi website. The application form will require basic business information, as well as the project proposal mentioned above.

Evaluation Criteria

- Quality and innovation of the new visitor experience offered by the business
- Feasibility and impact of the proposed project
- Ability of the business to successfully implement the project
- Potential to increase tourism in Corpus Christi
- Potential to increase visitor spending in Corpus Christi

Grant Disbursement Grant funds will be disbursed to successful applicants on a matching basis. This means that the business will need to match the grant amount with their own funds or in-kind contributions. The business will need to provide documentation of the matching funds or in-kind contributions before the grant funds are released.

Reporting Requirements Successful grant recipients will be required to submit a final report on the project, including an evaluation of its impact on the visitor experience in Corpus Christi, a financial report, and a narrative report detailing the successes and challenges faced during the project.

Acknowledgement of Support Recipient Organization agrees to publicly acknowledge the support of Visit Corpus Christi in all project-related communications, both online and offline. This includes, but is not limited to, press releases, social media posts, website content, and signage.

FREQUENTLY ASKED QUESTIONS

Q: What is the purpose of the grant?

A: The purpose of the grant is to provide financial support to eligible businesses that offer a unique and compelling visitor experience in Corpus Christi, and thereby increase tourism in the city.

Q: What type of businesses are eligible to apply for the grant?

A: Businesses that offer a visitor experience in Corpus Christi, such as tours, attractions, museums, galleries, restaurants, and other businesses that cater to tourists. Both existing and new businesses are eligible to apply with higher priority going to new and recently started businesses.

Q: How many grants will be awarded?

A: The number of grants awarded will depend on the number of eligible applications received and the availability of funds. The total funds available for the program year are \$50,000.

Q: Is there a matching requirement for the grant?

A: Yes, the grant is a matching grant. This means the business must match the grant amount with its own funds or in-kind contributions.

Q: How do I apply for the grant?

A: Eligible businesses can apply for the grant program by completing an online application form on the Visit Corpus Christi website.

Q: What are the eligibility criteria for the grant?

A: Eligible businesses must be registered with the City of Corpus Christi and provide a detailed project proposal of the proposed new visitor experience, with an outline of the intended use of the grant funds, including a budget and timeline for the project. New businesses must have a business plan and a clear strategy for attracting tourists to their business.

Some examples of visitor-facing experiences that an existing business could apply for are:

- Developing a guided tour or audio tour that provides visitors with an immersive and engaging experience. For instance, a walking tour that highlights the history and unique features of a local neighborhood or attraction.
- Creating a new interactive experience or exhibit at an existing attraction that increases visitor engagement and enhances their experience. For instance, adding a virtual reality experience or interactive game.

Overall, the key is to identify projects that will have a lasting impact on the visitor experience, while still being feasible within the budget and resources available.

Q: How will my application be evaluated?

A: Applications will be evaluated based on the quality of the visitor experience offered by the business, the feasibility and impact of the proposed project, the ability of the business to successfully implement the project, and the potential to increase tourism in Corpus Christi.

Q: When will I find out if I received the grant?

A: Applicants seeking funding must submit an application online using the Corpus Christi Tourism Grant application. Applications from the preceding quarter will be reviewed by the Executive Leadership Team and considered during quarterly review periods in: October, January, April, July.

Q: What are the reporting requirements for the grant?

A: Successful grant recipients will be required to submit a final report on the project, including an evaluation of its impact on the visitor experience in Corpus Christi, a financial report, and a narrative report detailing the successes and challenges faced during the project.

**IF YOU HAVE ANY FURTHER QUESTIONS, PLEASE CONTACT
VISIT CORPUS CHRISTI FOR MORE INFORMATION**

GRANT APPLICATION FORM

SECTION 1: BUSINESS INFORMATION

Name of Business

Business Address

Contact Person

Phone Number

Email Address

Website URL

Number of Employees

Year Established

SECTION 2: PROJECT INFORMATION

Title of Project

Project Summary

Please provide a brief description of the proposed project and how it will provide a new experience for visitors.

Project Objectives

What are the goals and objectives of the proposed project?

Project Timeline

Please provide a detailed timeline for the proposed project.

Project Budget

Please provide a detailed budget for the proposed project, including all costs and sources of funding.

Matching Funds

Describe how you will match the grant funds, including the source of matching funds.

Project Impact

Describe how the proposed project will enhance visitor experience and increase tourism in Corpus Christi.

Sustainability

Describe how the proposed project will be sustainable beyond the grant period.

Project Partners

If applicable, describe any partners involved in the proposed project and their role.

Previous Grant Recipients

If applicable, describe any grants or funding received from Visit Corpus Christi in the past.

SECTION 3: ADDITIONAL INFORMATION

What makes your business unique and appealing to tourists, and why should it be considered for the Corpus Christi Tourism Grant Program?

How will your business implement a new and innovative experience to tourists?

How does your business align with Visit Corpus Christi's tourism objectives and priorities?

What experience or expertise does your business have in implementing similar projects?

How will your business measure the success of the proposed project?

How have you partnered with Visit Corpus Christi in the past?

Is there anything else you would like to share about your business or the proposed project?

SECTION 4: SUPPORTING DOCUMENTS

Please attach the following documents to your application for review:

- Business Plan (if applicable)
- Financial Statements (balance sheet, income statement, cash flow statement) for the past year
- Proof of Business Registration with the City of Corpus Christi
- Marketing Materials (if applicable)
- Letters of Support from Project Partners (if applicable)

By signing below, I certify that the information provided in this application is true and accurate to the best of my knowledge. I understand that if my business is selected to receive the Experience Grant, I will be required to submit a final report on the project, including an evaluation of its impact on the visitor experience in Corpus Christi, a financial report, and a narrative report detailing the successes and challenges faced during the project.

Signature

Date