2023 TOURISM GRANT PROGRAM
GUIDELINES AND APPLICATION

Effective January 1, 2023 – December 31, 2023

OVERVIEW

Explore Gwinnett Tourism + Film (EG is pleased to offer the 2023 2022 Tourism Grant Program, designed to enhance Gwinnett County's visitors, marketing and tourism promotion efforts. EG designates a fixed amount of funds annually to assist organizations with destination marketing, promotion, special events marketing, and tourism product development, all with the goal of drawing visitors and enhancing destination appeal.

This program is designed for qualified applicants whose project(s) or event(s) clearly demonstrate a tourism or destination marketing mission. This grant, if awarded, will pay 50% up front for an approved project. The final 50% will be paid on a reimbursement basis, following receipt/review of invoice/payment documentation.

Grant applications 5-6 annually and should be received by the second Friday in January, March, May, August, October & November. Applications should be emailed to:

Victoria Hawkins, Sr. Director of Marketing + Destination Development / victoria@exploregwinnett.org.

- Greater consideration and higher priority will be given to projects that demonstrate the highest potential for economic impact and overnight hotel visitation.
- Greater consideration will also be given during the first three years of operation.
- Greater consideration will be given to projects that incorporate **paid** digital/social media into the overall project plan.
- Qualified first-time applicants are given a higher priority than organizations/events that have previously received funding.
- Greater consideration is given to projects that utilize partnerships or are done in conjunction with another non-profit organization.

Even though a project application may qualify, limited funds may not allow all projects to receive assistance. All projects awarded a grant must be completed, and final receipts/project overview submitted by December 13, 2023.

GUIDELINES

To function in accordance with Georgia Hotel-Motel Tax, all grant money must be used for promotional, marketing, advertising, or tourism product development. These promotional efforts may include, by are not limited to, paid media advertising, event development, digital media (web, social media, etc.), destination wayfinding signage and tourism product development.

The Tourism Grant Program consists of four basic areas:
1. Eligibility Requirements
2. Application Process
3. Performance Criteria
4. Final Report Process

ELIGIBILITY REQUIREMENTS

1. **Festival/Event:** A public, themed celebration or activity that has the potential & mission of drawing out-of-market visitors, as well as generating room nights.
2. **Organization/Associations:** Organizations whose project, event or initiative will enhance Gwinnett's tourism efforts for both leisure and/or group visitors.
3. **Attraction/Public Use Facility:** Physical attractions or structures that strive to generate tourism visitation or create ongoing tours or activities.

Items eligible for funding assistance include, but are not limited to, the following:
1. Development of new events, qualifying major exhibits and activities
2. Successful expansion of established programs or events
3. Out-of-market tourism advertising/marketing or promotion, including digital, social, or other types or marketing. For purposes of this grant "out of market" is outside the Atlanta MSA
4. Destination marketing activities: advertising, printed materials, billboards, online marketing, and social media
5. Tourism Product Development – Examples include wayfinding destination signage, arts + cultural facilities, and other tourism capital projects.

Items ineligible for funding consideration include, but are not limited to, the following:
1. Expenses incurred or obligated before grant project approval.
2. Projects restricted to private or exclusive participation.
3. Activities related to any for-profit organization.
4. Administrative costs including salaries, travel, food, beverages, lodging, and entertainment for personal and/or volunteers of organization.
5. Tangible personal property including, but not limited to, office furnishings or equipment, permanent collections of individual pieces of art, etc.
6. Interest, reduction of deficits or loans
7. Scholarships, endowments, or cash awards of any type

Factors considered in grant approval include, but are not limited to, the following:
1. High probability of significant economic impact on the Gwinnett County hospitality community
2. Major tourism drawing power from outside the metro area, thereby generating overnight stays in Gwinnett County
3. Organizational stability, management capacity, responsibility, and accountability of organization
4. Advance marketing and public relations planning; advance budget planning
5. Overall impact or potential for Gwinnett's overall tourism portfolio
6. Applications that are part of partnerships or implement new media.
7. Grant applications with financial input from an organization are typically graded higher than those requesting 100% assistance.

APPLICATION PROCESS

A COMPLETE APPLICATION CONSISTS OF AN OFFICIAL APPLICATION FORM, PLUS THE FOLLOWING ITEMS.

A. A project marketing narrative describing the specifics of the proposed project, including project bids if applicable.
1. A minimum of two written quotes for contract services/materials for purchases over $500 that are part of the requested grant project (i.e., printing bids)

B. A financial narrative, including, if available:
1. Projected revenues anticipated to be generated by sponsorships, grants, gate receipts, concession sales, souvenir sales, in-kind services, or other forms of financial contributions.
2. Projected expenses for the project in line-item detail
3. Profit/Loss projections

PERFORMANCE CRITERIA

A. Notification - The GCVB Grant Administrator will notify all grant recipients of final decision by email.

B. Project Contents
1. Project must contain the following phrase or logo (funded by Explore Gwinnett Tourism+ Film or inclusion of logo) on all printed materials, collateral materials, advertising materials, etc.

C. Execution
1. Project must be completed as approved. Any substantial changes made to the project altering project could result in not receiving reimbursement.
2. Reimbursements will be made for pre-approved expenses only/ R; reimbursements will not exceed the total amount approved for the original grant.
3. A final project overview must be submitted within 30 days of completion of the project or by December 13, 2023

FINAL REPORT PROCESS

A COMPLETE FINAL REPORT MUST INCLUDE THE FOLLOWING ITEM(S):

A. A written summary of the results of your project, as well as event/project images. Include attendance figures for festivals/events, pictures, media coverage, etc. if available.

THE GCVB RESERVES THE RIGHT TO REQUEST:

B. A summary of all expenditures. (Copies of invoices may be requested)

2023 TOURISM GRANT PROGRAM APPLICATION

*COMPLETED APPLICATION CONSISTS OF THIS ORIGINAL APPLICATION FORM PLUS THE
FOLLOWING ITEMS SUBMITTED AS ATTACHMENTS: (if available)*

1. A project marketing and financial narrative
2. Any other materials that further support your application

APPLICANT INFORMATION

Organization Name: _____

Non-Profit Classification: _____

Mailing Address: _____

City/State /Zip: _____

Telephone _____ Fax: _____

Chief Officer of Organization (Name, Title)_____

Contact Person for Project_____

What is the total amount of grant funding that you are requesting?_____

Have you previously received any grant(s) from Explore Gwinnett/Gwinnett Convention and Visitors Bureau? □ Yes □ No

If yes, complete the following:

Date of Grant _____ Project _____ Amount _____

Date of Grant _____ Project _____ Amount _____

PROJECT INFORMATION

Project Name _____

Description of Project _____
_____

Project Category: □ Festival/Event □ Tourism Project Development □ Marketing Assistance □ Web Marketing/New Media □ Other

Project Type: □ New □ Continued □ Expansion.

Date you will begin work on the project: (Month/Year) _____

Date project scheduled for completion: (Month/Year) _____

Date(s) if project is Festival/Event: (Month/Year) _____

ECONOMIC IMPACT INFORMATION

Will your project attract overnight visitors from outside the Gwinnett County area? □ Yes □ No

If yes, how many hotel rooms do you anticipate using? _____

Please list hotels contracted, with estimated room blocks if applicable. _____
_____
_____

Will your project attract/influence local area citizens? □ Yes □ No

If yes, how? _____

Will your project have an economic impact (i.e., restaurants, shopping, etc.)? □ Yes □ No

How is your attendance tracked and verified? _____

What is the expected total attendance for your festival, event, or tourism product? _____

How many people outside of Gwinnett County will be exposed to your project? _____

What will be the primary benefits of your project for the hospitality community?_____
_____
_____

Any Additional Details: _____
_____

PROJECT BUDGET INFORMATION

What is the projected cost (all expenses) of your project? $_____

What amounts do you project to expand for?

Paid Media Advertising:

Digital	$ _____
Social	$ _____
Print	$ _____
Television	$ _____
Billboards	$ _____
Total Paid Media	**$** _____

For Tourism Product Development, please provide information on the project timeline, how grant money would be utilized and any other supporting materials.

_____

_____

_____

_____

What is the total amount that your organization will directly provide in funding for this project? $ _____

If you will be receiving private funds for this project, complete the following:

Funding Source _____ Amount $ _____

Funding Source _____ Amount $ _____

If you will be receiving public funds from other sources, complete the following:

Funding Source _____ Amount $ _____

Funding Source _____ Amount $ _____