



## 2024 TOURISM GRANT PROGRAM GUIDELINES AND APPLICATION

Effective January 1, 2024 – December 31, 2024

### OVERVIEW

Explore Gwinnett Tourism + Film (EG), is pleased to offer the Tourism Grant Program, designed to enhance Gwinnett County's visitor, 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.

Applications should be emailed to:

Victoria Hawkins, Sr. Director of Marketing + Destination Development / [victoria@exploregwinnett.org](mailto: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 shown 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 1, 2024.

### GUIDELINES

To function in accordance with Georgia hotel-motel tax law, all grant money must be used for promotional, marketing, advertising, or tourism product development. These promotional efforts may include, but 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 considered to be 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 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 plan 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. 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 - Grant recipients will be notified via email.
- B. Project Contents
  1. Project must contain the following phrase or logo (funded by Explore Gwinnett Tourism + Film) 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 that alter its approved format may result in the project not receiving reimbursement
  2. Reimbursements will be made for pre-approved expenses only; 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 1, 2024

# 2024 TOURISM GRANT PROGRAM 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?  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 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** \$ \_\_\_\_\_

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 \$ \_\_\_\_\_



All applications should be emailed or mailed to:

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victoria@exploregwinnett.org

Explore Gwinnett  
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