



2023 MEETINGS/EVENTS FUND GRANT GUIDELINES AND APPLICATION

PURPOSE OF FUNDS

Explore Gwinnett's "Meetings Grant" is our initiative to provide ancillary support to generate and draw new meetings/events for Gwinnett County venues and hotels. Grant funds support generating new events and convention bids, as well as elevating expanding conferences and meetings.

CRITERIA

Funds will be awarded for use in booking a specific convention, event and/or tournament.

Primary consideration is given to:

- Number of hotel room nights generated by planner, attendees and vendors

Additional consideration is given to:

- Attendance
- Percentage of attendees from outside of Gwinnett County
- Utilization of local attractions and facilities
- Use of local suppliers/service providers
- Time of year
- Creation of revenue/economic impact for dining, retail and shopping

APPLICATION PROCESS

APPLICATION: Submitted final documents should include: signed guidelines page; completed application; counter-signed contract between venue/hotel and event organization and any other requested budget or marketing information.

ELIGIBLE AMOUNTS: Range from \$500 to \$5,000. Grant amounts are tiered, based on verified, post event hotel room pickup. Various factors like usage of multiple hotel properties, may influence grant amounts and not all grant applications will receive the full request.

DEADLINE: Applications must be submitted one week prior to the 4th Wednesday in January, March, May, August and October. Grant Applications will not be considered post-event.

REPORTING/ACCOUNTING AND PAYMENT PROCEDURES

REPORTING/ACCOUNTING: Up to 50% of the grant will be paid prior to the event, with the inclusion of a counter-signed agreement. The final 50% of the grant will be paid post-grant, following receipt of official hotel room night pick-up report. If hotel room nights do not meet the original grant criteria (i.e. a larger % of projected room nights do not materialize), grant reimbursement may be adjusted downward, and applicant may not receive the full amount.

PAYMENT: Payment will be made directly to the organization, facility or vendor. Payment is not made to individuals associated with the planning organization.

Applicant Signature _____ Date: _____

FOR EXPLORE GWINNETT OFFICE USE ONLY:

Date Meetings Grant Submitted: _____

Did the Applicant Submit:

- ☐ Completed Application
- ☐ Event Description
- ☐ Budget Worksheet
- ☐ Proposal Summary by Event Organizer

Previous Grants: Yes _____ No _____

Previous Grant Dates: _____

Did the Applicant Meet All Requirements: _____

Date Reviewed/Decision by CVB Board of Directors: _____

Date Invoices/Receipts Submitted for Grant Award: _____

Date Meetings Fund Grant Check Issued to Applicant: _____

2023 MEETINGS/EVENTS FUND GRANT APPLICATION

Program Contact: Lisa Anders, Executive Director, lisa@exploreghwinnett.org

PURPOSE OF THE GRANT PROGRAM:

- To assist event/meeting planners or local facilities as they bid for regional meetings, events and tournaments generating hotel overnight stays and creating a significant economic impact for Gwinnett County. Meetings can represent a wide variety of markets, from conventions, meetings, faith-based conferences and tradeshows.
- To be used judiciously to assist in helping hoteliers "bring the meeting home."
- To bring in new meetings/events into Gwinnett but not to fund in-state events that are already existing and are recurring events on an annual basis.
- Priority is given to expanding existing events to create additional room nights and economic impact and to first-time Gwinnett events (with established history).

GRANT PROGRAM USES: (Check all that apply)

<input type="checkbox"/> Facility Rental	<input type="checkbox"/> Transportation	<input type="checkbox"/> Other (specify)
<input type="checkbox"/> Parking Fees	<input type="checkbox"/> Audio-Visual	<input type="checkbox"/> _____

The Grant Fund purpose is to offset financial challenges for new/expanded events and assist in new event generation. Explore Gwinnett reserves the right to determine the eligibility of the expense.

Grant funds may NOT be used for:

- Alcohol
- Guest Rooms
- Food and Beverage Costs
- Out-of-County Expenditures
- Meeting Planner Fees
- Attrition Fees

APPROVAL OF GRANT

For approved grants, a countersigned contract with detailed room block agreement must be provided. If the meeting/convention/event fails to materialize, a full reimbursement of ANY paid-out funds must be made within 30 days of officially cancelling the event.

EVENT FINAL REPORT

The Meetings Mean Business grant evaluation must be submitted within 30 days after the meeting/event/convention has concluded. The final 50% will be issued at this time.

If the room pick-up is not comparable with the amount claimed on the initial application, Explore Gwinnett reserves the right to amend the grant funding to adjust for decreased room nights.

The following should be included in the evaluation:

- Documented Hotel Room Nights (full grant amount may be adjusted if room night block is lower than anticipated). Screenshot from hotel required (see right for example).
- Analysis of event's success, changes for return and revenue impact

AVAILABLE FUNDING

The maximum amount of a grant is \$5,000, and while many factors can play into grant decision, the overriding factor is documented generation of hotel room night stays, total event/food and beverage revenues and opportunity for future or expanded events.

650 room nights or more	\$4,500 to \$5,000*
500-649 room nights	\$4,000-\$4,500
350-499 room nights	\$3,000-\$4,000
150-349 room nights	\$1,500-\$3,000
100-150 room nights	\$1,000-\$1,500

The screenshot shows a software interface for managing hotel room blocks. At the top, it's titled 'SHATL177 - Business Block'. There are input fields for 'Acct/Com', 'Agent', 'Group', 'Contact', 'Property' (set to SHATL177), 'Name', 'Status' (PRO), 'Start Date', 'End Date', 'Rate Code', 'Packages', 'Cutoff Date', 'Follow up Date', 'Decision Date', and 'Owner'. There are also checkboxes for 'Master Block', 'Sync', 'Print Rate', 'Suppress Rate', and 'Elastic'. At the bottom, there are two tables: 'Rooms Revenue (in USD)' and 'Catering Revenue (in USD)'. The 'Rooms Revenue' table has columns for 'Calc.', 'Blocked', 'Picked-Up', and 'Available'. The 'Catering Revenue' table has columns for 'Rev. Type', 'Forecast', 'Revenue', 'Margin', and '%'. There are also buttons for 'Resv.', 'Grid', 'Events', 'Options', 'OK', 'Save', and 'Close' on the right side.

MEETINGS MEAN BUSINESS GRANT APPLICATION

APPLICANT INFORMATION

Organization Name: _____
Name/Title of Person Completing Application: _____
E-Mail: _____ Phone: _____
Address: _____ City/Zip: _____
FEIN Number or Non-Profit Organization Status: _____
Amount of Grant Funding Requested: _____

EVENT INFORMATION

Event Title: _____ Event Date: _____
Host Organization: _____
Website: _____
Have you ever received grant funding from Explore Gwinnett (Gwinnett Convention and Visitors Bureau) for any event previously, and if so, how much? _____
Brief Description of Convention/Event/Meeting: _____

Location: _____ Event Venue: _____
Has the Facility Been Secured? (If so, please attach contract) _____
Facility Contact: _____

MEETING/EVENT/CONVENTION HISTORY (MANDATORY)

Previous Location/Date(s): _____
Previous Venue: _____
Attendance: _____ Total Room Nights: _____ Peak Night: _____
Previous Location/Date(s): _____
Previous Venue: _____
Attendance: _____ Total Room Nights: _____ Peak Night: _____

ADDITIONAL INFORMATION

What work will need to be done to secure this meeting/convention/event?

Does event have off-site events, functions or activities planned (in and/or outside of hotel or convention center)? Please provide details. _____

Will this event utilize local vendors or suppliers? If so, please list.

VISITOR SPENDING/PARTICIPATION PROJECTIONS

Total Expected Participants (Attendees, Staff, and/or Vendors) _____
% Out-of-State _____ % In State _____
Number of Hotel Rooms _____ X Average Number of Nights _____ x Average Room Rate = \$ _____

ATTACHMENTS

Please include event budget (including facility rental), an event marketing plan or any other appropriate event information.