



## 2024 MEETINGS/EVENTS FUND GRANT GUIDELINES AND APPLICATION

### PURPOSE OF FUNDS

Explore Gwinnett’s “Meetings Grant” initiative provides financial support to assist in generate and draw new/expanding meetings, conferences and conventions to Gwinnett County. Grant uses include: generating new events, convention bids, hosting fees, rental/ transportation assistance as well as elevation of the overall destination experience.

### CRITERIA

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

Primary consideration is given to:

- Number of actualized hotel room nights generated by planner, attendees, and vendors
- Length of stay, seasonality
- Multi-year commitment
- Attendance (maximizing economic impact)
- Percentage of attendees from outside of Gwinnett County
- Utilization of local attractions, facilities, suppliers and service providers
- Creation of revenue/economic impact for dining, retail, and shopping

### APPLICATION PROCESS

**APPLICATION:** Each applicant must include the signed guideline form, completed application, counter-signed between the facility/ planner/organization and any other requested information.

**ELIGIBLE AMOUNTS:** Award ranges are tiered based on range of actualized hotel room nights. Please note: Various factors will impact if grant award is at the higher end of the range, including hotel room nights, ancillary spending, opportunity of repeat booking and economic impact. Not all grant applications will receive the full amount. .

**DEADLINE:** Applications are to be submitted at least two weeks prior to Explore Gwinnett’s monthly board meeting, which is held on the 4th Wednesday in January, March, May, August and October. Applications need to be submitted at least 30 days prior to your event to be considered, and applications will be 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 hotel provided 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. Final payment will be made after the completion of the event and all requested receipts/reports are received by Explore Gwinnett.

### REVIEW PROCESS

Grants are discretionary, based upon available funds, other anticipated use, and appropriateness and anticipated effectiveness of the accepted event.

Applicant Signature \_\_\_\_\_ Date: \_\_\_\_\_

<b>FOR EXPLORE GWINNETT OFFICE USE ONLY:</b>	Previous Grants: Yes_____ No_____
Date Meetings Grant Submitted: _____	Previous Grant Dates: _____
Did the Applicant Submit:	Did the Applicant Meet All Requirements: _____
<input type="checkbox"/> Completed Application	Date Reviewed/Decision by CVB Board of Directors: _____
<input type="checkbox"/> Event Description	Date Invoices/Receipts Submitted for Grant Award: _____
<input type="checkbox"/> Proposal Summary by Event Organizer	Date Meetings Fund Grant Check Issued to Applicant: _____

# 2024 MEETINGS/EVENTS FUND GRANT APPLICATION

Program Contact: Lisa Anders, Executive Director, [lisa@exploregwinnett.org](mailto:lisa@exploregwinnett.org)

## PURPOSE OF THE GRANT PROGRAM:

- To assist event/meeting planners OR local facilities as they bid 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 tradeshow.
- 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)

Facility Rental   
  Transportation   
  Other (specify) \_\_\_\_\_  
 Parking Fees   
  Audio-Visual   
  \_\_\_\_\_

The grant fund mission is to offset costs which may create obstacles to winning the event bid, or the ability to bring the event to Gwinnett. 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 is required. If the meeting/convention/ event fails to materialize, a full reimbursement of ANY paid-out funds should be refunded back to Explore Gwinnett 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.

Include the following 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 several factors can play into grant decision, the overriding factor is documented generation of hotel room night stays, multiple hotel impact, documented ancillary 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

Calc.	Blocked	Picked-Up	Available
Room Nights		0	0
Net Revenue	0.00	0.00	
Net Rate	0.00	0.00	

Rev. Type	Forecast	Revenue	Margin	%

\*Restricted to events utilizing multiple hotels.

# 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: \_\_\_\_\_

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. \_\_\_\_\_  
\_\_\_\_\_

Does this meeting/event/convention have public relations benefits to the local community?  
\_\_\_\_\_  
\_\_\_\_\_

## VISITOR SPENDING/PARTICIPATION PROJECTIONS

Total Expected Participants (Attendees, Staff, and/or Vendors) \_\_\_\_\_

Out-of-State \_\_\_\_\_ Georgia \_\_\_\_\_

Number of Hotel Rooms \_\_\_\_\_ X Average Number of Nights \_\_\_\_\_ x Average Room Rate = \$ \_\_\_\_\_

Additional Visitor Spending Expenditures (if available): \_\_\_\_\_

## ATTACHMENTS

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