



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: _____

FOR EXPLORE GWINNETT OFFICE USE ONLY:

Date Meetings Grant Submitted: _____

Did the Applicant Submit:

- ☐ Completed Application
- ☐ Event Description
- ☐ 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: _____

2024 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 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.
- 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 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

The screenshot shows a 'Business Block' for property 'SHATL177'. It includes a 'Rooms' tab with a table for 'Rooms Revenue (in USD)' and a 'Catering' tab with a table for 'Catering Revenue (in USD)'. The 'Rooms' table has columns for 'Calc.', 'Blocked', 'Picked-Up', and 'Available'. The 'Catering' table has columns for 'Rev. Type', 'Forecast', 'Revenue', 'Margin', and '%'. The interface also includes buttons for 'Resv.', 'Grid', 'Events', 'Options', 'OK', 'Save', and 'Close'.

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.