



## **2025 Sports, Meetings & Events Fund Grant Application Guidelines**

The Visit Milledgeville Sports, Meetings & Events Fund Grant Application is to encourage and recruit tournaments, meetings and events that generate out-of market overnight hotel stays in Milledgeville-Baldwin County. The grant's mission is to offset a portion of costs which could otherwise prevent a tournament, meeting or event from being able to come to Milledgeville-Baldwin County.

### **Qualifying Programs & Events**

Group events are vital to Milledgeville-Baldwin County's tourism economy as they aid in advancing visitor spending, enhancing destination appeal and creating a significant economic impact for the community. Primary consideration is given to the number of hotel nights being booked by a specific tournament, meeting or event. Qualifying examples include, but are not limited to:

- Sporting tournaments, races or rides
- Meetings, conventions & trade shows
- Events and festivals (a public, themed celebration or activity that has the potential & mission of drawing out-of market visitors, as well as generating room nights)

### **Available Funding**

The Sports, Meetings & Events Fund Grant Application is a competitive process and grants are determined by the availability of annual budgeted funds. The maximum amount available for a grant is \$3,500, and while many factors can play into the grant decision, the overriding factor is documented generation of hotel room night stays supported by total event/food, beverage and venue revenues. Total room nights play the primary determining factor in the level of grant funding and the minimum number of rooms that must be booked for grant consideration is 30 room nights.

30-50 rooms - \$1,000 to \$1,500

50-100 rooms - \$1,500 to \$2,500

100 room nights or more - \$2,500 to \$3,500

### **Application Submission**

Applications may be submitted to Rebekah Snider, Visit Milledgeville Executive Director, and must be fully completed in order to be offered consideration. Applications must be

submitted a minimum of 30 days prior to the event date in order to be considered. Applications submitted post-event will not be considered.

Applications may be submitted year-round but must be submitted at least two weeks prior to Visit Milledgeville's bi-monthly board meeting, which is held on the second Monday of January, March, May, July, September and November.

### **Funds Distribution & Event Report**

For approved grants, Visit Milledgeville will distribute grant funds directly to the organization coordinating the qualifying program or event. Funds will not be distributed to individuals associated with the coordinating organization.

Funds will be distributed in two rounds with 50% of the grant being distributed in advance of the event. The final 50% of the grant will be distributed post-event, following receipt of the official hotel room night group block report. If hotel room nights do not match the initial application guarantee (if anticipated room nights do not materialize), grant reimbursement may be altered downward, and the applicant organization may not receive the full amount.

The final event report must be submitted within 30 days of the tournament, meeting or event and the remaining 50% of grant funds will be distributed at that time. The final event report must include an event summary including documented hotel room nights, attendee volume, and any venue/catering usage list to aid in gauging economic impact.

**I have read and understand the guidelines for the Sports, Meetings and Event Fund Grant Application.**

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



## 2025 Sports, Meetings & Events Fund Grant Application

### Applicant Information

Organization Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Primary Event Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### Event Information

Event Name: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Event Location: \_\_\_\_\_

Website: \_\_\_\_\_

Event Category: ☐ Sports Tournament ☐ Meeting ☐ Festival or Event

Attendance: \_\_\_\_\_ Total Room Nights \_\_\_\_\_ Peak Night \_\_\_\_\_

Has lodging been secured? (If so, please provide contract): \_\_\_\_\_

Does this event have off-site events, functions or activities planned that would contribute to local economic investment? \_\_\_\_\_

Amount of Grant Funding Requested: \_\_\_\_\_

### Attachments

Please include any appropriate documentation of facility rental, hotel contracts or event marketing plans.