



FY21 Tourism Grant Guidelines

For Marketing and Product Development Funds

Introduction

The Clayton County Tourism Authority (CCTA) is pleased to announce the FY21 Tourism Grant Program designed to enhance visitor and tourism promotional efforts, and tourism product development for the Clayton County area. The Tourism Grant assists entities with tourism marketing, promotion, tourism product development, attractions, special events, and festivals that will foster local economic impact through tourism ultimately resulting in increased visitation from outside of the Clayton County area and higher destination appeal.

The Clayton County Tourism Authority administers the grant under contract with Clayton County which is funded through a portion of the local hotel/motel tax. Grants are reviewed by the Tourism Grant Committee, which is comprised of the members of the Clayton County CCTA Board of Directors.

Mission

The purpose of this grant program is to provide funds for marketing, product development, and other qualified expenses directed towards increasing the number of overnight visitors to Clayton County from outside of the area.

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Tourism Grant Eligibility Requirements

Applicants must fulfill all the following:

- Be a documented not-for-profit, governmental, or quasi-governmental entity
- Have completed at least one year of fiscal operation as a not-for-profit organization
- All applicants must represent an ongoing, sustainable activity
- Applying for funds for a non-retroactive project
- Be a partner in goodstanding (For first-year applicants, “good standing” status is defined as and will be determined upon receipt of all required reporting to CCTA throughout the annual grant period)
- No qualified entity may serve as a fiscal agent for a non-qualified entity
- If requested, applicant may be required to furnish the CCTA with up to 10% of all printed materials produced with the assistance of this grant
- Applicants should be able to demonstrate the ability to execute its project without depending on the continued financial assistance from these funds. It should be the intention of the organization to be self-sustaining.
- Applicants must be located in Clayton County. Or, if it is a festival/event it must take place in Clayton County.
- An application and all related documents must be submitted to and approved by the CCTA.
- Provide a sponsorship benefits package equivalent to the dollar amount of grant funds awarded. Sponsorship benefits could include, but are not limited to event tickets, website exposure, print advertising acknowledgement, press passes, etc.
- A contract must be signed by the applicant and the CCTA prior to distribution of funds. The contract is for a term of one year.
- A final report is required for each grant at the end of each grant cycle. It should be submitted in the form of summary which addresses the following:
 - A description of the qualifying event or activity
 - Benefits to Clayton County and the traveling public
 - Actual Attendance & Attendance Tracking Method

- Impact on tourism in Clayton County
- Marketing plan results and analytics
- Effect on Clayton County hotels. Provide number of room nights generated in Clayton County hotels.
- Samples of advertising and promotion including tear sheets, brochures, photographs, video, other collateral, digital advertising, broadcast affidavits, etc. may be attached.

Tourism Grant Core Stipulations

- Failure to use funds as specified in the contract may result in penalties up to and including a full refund of grant funds.
- Failure to submit the agreed upon procedures and final report by the deadline is unacceptable and may result in penalties up to and including a full refund of grant funds.
- Project applicants cannot transfer funds from one specific tourism project to another without a written request and addendum to the contract. Submit any requests for official modification forms to Beth Bailey at beth@seeclaytoncountyga.com and Tamara Patridge at tamara@seeclaytoncountyga.com. Approval to transfer funds is not guaranteed.
- Organizations receiving a Tourism Grant must have a reciprocal link on their website to www.seeclaytoncountyga.com. The consumer must be able to reach www.seeclaytoncountyga.com in one click.
- Any media (photography, video and/or audio) obtained through this grant program must be shared with the CCTA for promotional use.
- Applicants who do not comply with all deadlines and procedures may be disqualified and ineligible to receive Tourism Grant Funds for one year.

Marketing Fund Applicants: Qualifying Programs and Events

Programs: Qualifying entities may be not-for-profit, governmental, or quasi-governmental entities which promote their products and/or services to visitors from outside the Clayton County area.

Festival/Event: A festival is a cultural event or group of events planned, produced, and promoted in a well-defined period and organized to occur at regular intervals, usually on an annual basis, all related to a common cultural form, theme or vision.

There is no guarantee that all applicants will be awarded a grant. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Any and all decisions regarding awarding or not awarding grants are at the sole discretion of the CCTA.

Marketing Fund Applicants: Funding Purposes

All grants must be used for expenses directly related to the project. Grants must be used for marketing and other qualified expenses directed toward increasing hotel/motel room nights (overnight visitors) and toward bringing visitors to Clayton County from out-of-market (50+ miles outside of Clayton County).

Greater consideration is given to projects that are planned in conjunction with another non-profit organization. The list below is a guide but is not comprehensive. Eligible allowable and disallowable expenses include, but are not limited to, the following:

Allowable Expenses

- Development of new events or major exhibits and activities
- Out-of-market tourism advertising/marketing or promotion including digital, social media, print, television, direct mail, radio, or other types of advertising/marketing.
 - For purposes of this grant “Out-of-Market” is considered 50+ miles outside of Clayton County. Local media outlets do not normally meet the intended purpose of the grant and will receive less consideration than media outlets located 50+ miles outside of Clayton County.
- Promotional activities that compliment advertising, including materials that create awareness and build or maintain a positive image of Clayton County, e.g., printing of brochures, inserts, and display banners for events
- Production costs of media advertising, photography, videography, website and social media development
- Marketing expenses, including outside professional marketing service
- No more than 10% of grant funds may be used for postage

Disallowable Expenses

- Capital expenditures
- Rental of offices, repairs, renovation and/or remodeling of facilities
- General operating or administrative expenses
- General staff or personnel costs (excluding sales and marketing staff)
- Interest or the reduction of deficits or loans
- Expenses incurred or obligated before grant project approval
- Projects restricted to private or exclusive participation, other than certain grand and pre-opening expenses
- Scholarships or endowments
- Cash awards of any description
- Expenses not directly related to the approved program
- Activities related to any for-profit organization
- Activities or materials which violate the law

Marketing Fund Applicants: Focus Areas and Target Markets

Projects which target and support Clayton County area tourism drivers, the Clayton County Tourism Authority’s strategic priorities and audiences will be given special consideration.

Clayton County Tourism Drivers

1. African American History and Culture
2. Diversity and Inclusion
3. Clayton County Local and International Culinary Scene
4. Film Festivals

Clayton County Tourism Authority Strategic Priorities

1. Tell Clayton County's Story to Influence the Decision to Travel Here
2. Help Clayton County Gain Market Share in Small Meetings Market, Events and Film
3. Help Increase Visitor Activity and Spending in Clayton County

Audiences

- Target Markets
 - Near Drive – 250-mile radius of Clayton County
 - Top MSAs: Savannah, GA; Nashville, TN.
- Clusters
 - Leisure Traveler (as defined by U.S. Travel Association)
 - A Leisure Traveler is on a trip away from home and stays overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home which includes visits to friends and relatives as well as trips taken for outdoor recreation and entertainment purposes. Excluded are international travelers spending on medical, educational and cross-border/seasonal work-related activities, as well as nonresidents spending on U.S. airlines passenger fares between the U.S. and foreign countries and between two foreign points.
 - Transient Traveler (as defined by U.S. Travel Association)
 - A person or persons who are predominantly on-the-move and seek short (and often urgent) hotel stays.
 - Small Meeting Planners (as defined by Small Meeting Market Conference)
 - Small meeting planners organize events – usually under 300 attendees - in a variety of meeting formats including seminars, conferences, trade shows, executive retreats, incentive programs, golf events, conventions, and other programs.

Marketing Fund Applicants: Grant Review Criteria

Applications are evaluated in the following areas but not limited to:*

- 1) Uniqueness of campaign or event
- 2) Marketing plan
- 3) Ability to attract and service visitors
- 4) Credibility of applicant organization
- 5) Fiscal stability and administrative ability
- 6) Potential for greater local economic impact in hospitality industry

*The Clayton County Tourism Authority Reserves the right to use their full discretion in making final determination on award recipients.

Product Development Grant Applicants: Project Criteria

For a project to be considered it should **meet the following basic criteria:**

- Increases visitation or enhances visitor experience
- The tourism sector supports it and it does not create an unfair competitive disadvantage to other local business
- Integrates well with the existing destination product and Clayton County's brand
- Generates economic benefits and/or quality of life improvements for local community
- Is sustainable, and financially and conceptually viable

Product Development Grant Applicant: Goals of Tourism Product Development

- Increase the number of products, experiences and services available for visitors and locals
- Grow the number of visits, length of stay and spending by visitors
- Improve the profitability of tourism businesses
- Keep Clayton County, GA competitive with other destinations

Product Development Grant Applicant: Match Required

The applicant must be able to match each dollar by a quarter (\$75 grant request + \$25 your match = \$100 project costs). Applications that include cash matches will be given higher consideration than those with in-kind matches.

Product Development Grant Applicant: Tourism Product Development Focus Areas

Tourism Product Development comprises those experiences, activities and products that are specifically provided for the visitor and community. Projects which align with the CCTA's areas of focus will be given special consideration including events, exhibits and tours related to:

Please note that this list is not all-inclusive.

1. African American History and Culture
2. Diversity and Inclusion
3. Clayton County Local and International Culinary Scene
4. Film Festivals

*The Clayton County Tourism Authority Reserves the right to use their full discretion in making final determination on award recipients.

Tourism Grant Application Process

The Tourism Grant Program consists of these basic areas:

- 1) Completed application
- 2) Grant awarded by the Tourism Grant Committee
- 3) Signed contract between the applicant and the Clayton County Tourism Authority
- 4) A final project report and agreed upon procedures are due to the CCTA no later than May 1, 2022

FY21 Tourism Grant Timeline for Application and Awards

DATE	ACTION
April 1, 2021	Application open
May 14, 2021	FY21 Application deadline (4:00 p.m.)
July 1, 2021	Target date for notifying FY21 grant recipients
August 12, 2021	Check presentation and contract signing at Clayton County Tourism Authority Board Meeting
May 1, 2022	FY21 Final Reports due to Clayton County Tourism Authority