FY22 Tourism Grant Application

APPLICANT INFORMATION
In the space below include legal name of organization, address, name of Program/Event, contact name and title, telephone number, email address, fax number and Federal Tax ID Number.

Organization:	Program/Event:
Grant Contact:	Address:
Telephone Number:	Email Address:
Chief Officer of Organization:	Address:
Telephone Number:	Email Address:
Federal Tax ID:	

Certification

I, the undersigned, certify that the information contained in this application and in all attachments is true and correct to the best of my knowledge.

_____   _____
Authorized Agent for Organization *(please print)*   Signature

_____
Date

Funding information

1) Have you previously received a grant from the Clayton County Tourism Authority or CVB?   Yes   No

2) Will you (do you) receive public funds from other sources?   Yes   No
If yes in space, please provide the funding source and amount:

Funding Source	Amount

3) What is the total amount that your organization will directly provide in funding for this project? $_____

Required Information

All applicants must provide:

1. Verification of your non-profit status; copy of IRS tax-exempt letter.
2. A line-item detailed budget for the entire organization.
3. A brief history of your program/organization or festival/event including date founded and mission statement.
4. A brief proposal summary explaining the primary benefits of your program or event as it relates to this grant addressing the questions and specifications listed below. For events, please provide detailed event schedules, dates, duration, frequency and venues.
   - Provide a (1) description, including history/background of the project. (2) how your project will increase visitation and/or enhance the visitor experience and (3) how it will impact your business. Include expected percentage increases in customers, overnight visitation, and estimated economic impact.
   - How many customers/visitors did your business or event receive the past two full calendar years? Provide any demographic information you have about your customers/visitors, i.e. age, income, geographic location of residency, etc.
   - If your project cannot be fully funded, how would you adapt the project?
   - Explain how your project fits into the current tourism and events landscape? Is there a need for this kind of program/event?
   - Identify competing projects or like-events held within the region.
   - Outline how you intend to evaluate the project/events (i.e. survey methods, ticket sales, key performance indicators (KPI's), etc.) and whether this varies from the most recent method applied to this project/event.
5. A marketing plan for attracting out-of-market visitors to Clayton County.
   - Include specific media and public relations plan, target markets, advertising plans, and other out of area promotional plans.
6. A proposed budget for the project with Tourism Grant request line-item detail.
7. Methods for calculating the number of delegates, attendance statistics (surveys, ticket sales, etc.) and hotel room nights.
8. A copy of your sponsorship benefits package.

Product Development Applicants:

Grant Request: $_____

Your Match: $_____

Total Project Cost: $_____

If applicable, has a feasibility study been conducted? If yes, please submit with application.
        Yes   No

If this is for a new/expanded business venture, do you have a business plan? If yes, please submit with your application.
        Yes   No

Project(s)

Please list the projects specific to your organization for which you are requesting funds. Rank them in the order of their importance, with one being the highest. *Example: print advertising, digital advertising,*

Priority of Project	Marketing Fund Projects	Grant Funds Requested
(1)		
(2)		
(3)		
(4)		
	Subtotal	

Priority of Project	Product Development Fund Projects	Grant Funds Requested
(1)		
(2)		
(3)		
(4)		
	Subtotal	
	(Please add subtotal from chart above) **Grand Total**	

Submission Information – Deadline Friday, May 13, 2022 at 4:00 p.m. *(postmarked not accepted)*

Please review the grant guidelines, complete the entire application and include the required attachments. Submit one electronic copy to Beth Bailey (Beth@seeclaytoncountyga.com) and Tamara Patridge (Tamara@seeclaytoncountyga.com) and one printed copy via mail or delivery to:

Clayton County Convention & Visitors Bureau
Tourism Grant Program
127 N. Main Street
Jonesboro, GA 30236

Applications must be received by the Clayton County Convention & Visitors Bureau no later than **4:00 p.m. on Friday, May 13, 2022**.

If you have questions or need assistance, please contact Beth Bailey at the Clayton County Convention & Visitors Bureau at 678-610-4072 or Beth@seeclaytoncountyga.com.