



## FY23 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/Project Name:
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 this required information in your grant application packet—in order as listed:**

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? Why is there a need for this kind of program/event?
  - Identify competing projects or like-events held within the region.
5. Methods for evaluating the program or event including calculating the number of delegates, attendance statistics (surveys, ticket sales, etc.) and hotel room nights.
6. A marketing plan for attracting out-of-market visitors to Clayton County with this program or event. (*Do not include your full organizational marketing plan—just the plan for this program or event*)
  - Include specific media and public relations plan, target markets, advertising plans, and other out of area promotional plans.
7. A proposed budget for the project with Tourism Grant request line-item detail.
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 for this specific program or event? 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)		
	<b>Subtotal</b>	

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

Submission Information – Deadline Thursday, May 11, 2023 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](mailto:Beth@seeclaytoncountyga.com)) and Tamara Patridge ([Tamara@seeclaytoncountyga.com](mailto:Tamara@seeclaytoncountyga.com)) and one printed copy (unbound) 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 Thursday, May 11, 2023.**

If you have questions or need assistance, please contact Beth Bailey at the Clayton County Convention & Visitors Bureau at 678-610-4242 or [Beth@seeclaytoncountyga.com](mailto:Beth@seeclaytoncountyga.com).