



TOWNS COUNTY CONVENTIONS AND VISITORS BUREAU

2020 Tourism Grant Application

GRANT MONEY TO BE DISBURSED BASED UPON AVAILABILITY

Applicant Information:

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

Organization: _____ Event/Program: _____

Grant Contact: _____ Address: _____

Telephone Number: _____ Email Address: _____

Fax Number: _____ Federal Tax ID: _____

E-Verify ID Number _____

Project Information: Title of Organization: _____

Title of Event/Festival: _____

Estimated Attendance: _____

Estimated Hotel Room Nights: _____

Grant Amount Requested: \$ _____

Certification:

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

Chairman of the Board Signature Date

Director Signature Date

Funding Information:

- 1. Have you previously received a grant from the Towns County CVB? Yes____ No____
- 2. Will you or do you receive public funds from other sources? Yes____ No____

If yes, please provide the funding source and amount.

| Funding Source | Amount |
|----------------|--------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Required Information for First Time Applicants (provide the following as attachments)

- 1. Verification of your non-profit status: preferable a copy of IRS documentation.
- 2. A line-item detailed budget for the entire organization.
- 3. A brief history of your program/organization or festival/event included date founded and mission statement.

All Applicants must provide:

- 1. List of your Board of Directors including name, employer, position, business address, phone, fax and email.
- 2. A brief proposal summary explaining the primary benefits of your program or event as it relates to this grant. Event schedules, dates, duration, frequency and venue.
- 3. A marketing plan for attracting out of town visitors, include specific media and PR plans, target markets, Advertising plans, trade show, and other out of area promotional plans.
- 4. A proposed budget for the project using grant funds.
- 5. Method for calculating the number of delegates, attendance statistics (surveys, ticket sales, etc.) and hotel room nights.
- 6. A copy of your sponsorship benefits package if applicable.
- 7. **If I am awarded Advertising Support Grant, a final report must be submitted within two months of the event and include attendance numbers, final actual-to-budget and a narrative of the event's success.**

Project (s):

Please list the projects specific to your organization for which you are requesting funds. Rank them in order of their importance, with one being the highest. *Example: brochure or rack card production, website enhancements, advertising outside of Towns County.*

| Priority of Project | Project | Funds Requested |
|---------------------|-----------------|-----------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| | Subtotal | \$ |

Please list - Opportunities you would like to participate in and the amount
Example: Co-op, Tradeshow/Events

| Priority of Project | Opportunities | Funds Requested |
|---------------------|--|-----------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | Subtotal | \$ |
| | (Please add subtotal from chart above) | Grand Total |
| | | \$ |

Please review the grant guidelines complete the entire application and include the required attachments.

Submit to - Jane H Holland - janehholland@windstream.net

Applications must be received by the Towns County Conventions and Visitors Bureau at the October 2020 monthly meeting. If you have any questions or need assistance, please contact Jane Holland at the Towns County Conventions and Visitors Bureau at 706-435-0664 or janehholland@windstream.net

INDEMNITY - Grantee agrees, to the fullest extent permitted by law, to defend, indemnify, and hold harmless Towns County Conventions and Visitors Bureau and Towns County, its officers, directors, affiliates, employees and agents, from and against any and all claims, liabilities, losses and expenses (including reasonable attorney's fees) directly, indirectly, wholly or partially arising from or in connection with any act or omission of Grantee, its employees or agents, in applying for or accepting the grant, in expending or applying Advertising Grant funds or in carrying out the Event advertising as set forth in the proposal.

Signature _____ Date _____

YOUR ORGANIZATION'S LETTERHEAD

SAMPLE - FINAL REPORT OF TOURISM GRANT

The _____ received \$ _____ in _____ Tourism Grant Funds.
(Name of Organization) (Year)

Please find the attached tear sheets as examples of our advertising efforts. The June ad in Southern Living Magazine results in 700 inquires; allowing for the opportunity to send more information on (ORGANIZATION NAME HERE) and Hiawassee & Young Harris in Towns County, GA . Our September ad in People Magazine resulted in 856 inquires.

Additionally with the _____ Tourism Grant funds we were able to place television commercials in our selected markets; attendance figures at our annual _____ event were up 5% from last year. Likewise, we partnered with ABC Hotel for our annual event and are able to report 200 hotel/motel/cabin nights were generated.

Website user sessions have also increased 3% since enhancing the website with the _____ Tourism Grant funds. We also created a new rack card and sent 10,000 of the 30,000 printed to Welcome Centers around the state of Georgia.

Furthermore, an analysis of our guest book registry indicated more than 65% of our visitors are from outside of the immediate Towns County area.

Thank you for the opportunity to continued to promote (organization) to visitors. If you have any questions regarding this information please contact Jane Holland at janehholland@windstream.net