



**Tourism Division Co-Op Program  
Georgia Department of Economic Development  
2009-2010 Tourism Marketing Co-Op Program Guidelines**

Updated 7/22/09

## **Dear Travel Industry Participant:**

The Georgia Department of Economic Development Tourism Division Co-Op Marketing Reimbursement Program guidelines for fiscal year 2009-2010 have been prepared to assist applicants with policy, application and project procedures necessary for funding under the program. Be advised that all materials submitted to GDEcD are subject to the Freedom of Information Act. These guidelines supersede all previous Tourism Co-Op Program guidelines. This program enables businesses within Georgia to apply for a variety of programs and grants to further meet their marketing objectives. **The program's primary mission is the creation and implementation of projects designed to stimulate and expand travel and tourism within the state.**

These guidelines contain procedures, requirements and instructions for developing your grant request. Proposals must be posted marked on or before August 15, 2009. They may be hand-delivered; however **FAXED OR E-MAILED COPIES ARE NOT ACCEPTABLE**. Five (5) copies of the proposal should be sent to the address listed below:

Georgia Department of Economic Development  
C/O Georgia Music Hall of Fame  
200 Martin Luther King, Jr Blvd  
Macon, Georgia 31201  
478-752-3254 (for FedEx purposes)  
**Attn: Fay Tripp**

An industry-based review panel will evaluate each proposal according to the following: project design, performance measures/accountability, and thoroughness. In reviewing previously funded projects, the project's funding history will also be considered in terms of timeliness and effectiveness.

Final awards for funding will be made October 15, 2009.  
If you have any questions, please e-mail Fay Tripp at [ftripp@georgia.org](mailto:ftripp@georgia.org)

## **PROGRAM OVERVIEW**

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### **I. MISSION**

The Georgia Division of Tourism's Co-Op Program is to assist in the creation and implementation of projects designed to stimulate and expand the travel and tourism industry within the state. The Co-Op Program provides financial assistance in the development of innovative and effective marketing projects and tools that will attract and retain visitors for the State and strengthen Georgia's tourism partnerships while extending the State's brand to position Georgia as the preferred travel destination. It is our goal to develop substantive public/private partnerships to increase the opportunities for a wider variety of assistance.

### **II. STRATEGY**

Market Georgia as a preferred destination for:

- Domestic and International Leisure Travel
- Festivals & Events
- Cultural and Heritage Travel
- Sports and Recreation Enthusiasts
- Uniqueness of Local Communities
- Group Travel
- International Travel Trade
- Meetings & Conventions

### **III. ELIGIBILITY**

Non-profit organizations that have been in existence for a minimum of eighteen (18) months, in which the primary goal is to attract and retain additional visitors for Georgia through tourism promotion. A copy of documentation showcasing proof of non-profit status is required.

#### **A. ELIGIBLE APPLICANTS**

To qualify for funding, organizations must be exempted from federal income tax under Section 501(c) of the Internal Revenue Code (your "LETTER OF EXEMPTION" from the Internal Revenue Service must accompany your proposal), and fall into one of the following categories.

*Applicants may not use the 501(c) status of another organization or the 501 (c) non-profit status of their out-of-state parent organization.*

**DMOs (Destination Marketing Organizations):** Recognized federal or state non-profit organizations charged with the responsibility of marketing tourism to their specific city, county, or region. (EXAMPLE: Chambers of Commerce, CVB Authority, Convention and Visitors Bureaus).

**PSOs (Public Sector Organizations):** Federal non-profit organizations that have been in existence for more than eighteen (18) months and have as their primary goal to attract additional visitors through tourism promotion. (EXAMPLE: associations, attractions, recreation or festival/event organizations).

**RTAs (Regional Travel Associations):** Only the nine officially recognized Regional Travel Associations are eligible for this program. These organizations are: Historic High Country Travel Association, NE Georgia Mountains Travel Association, Atlanta Metro Travel Association, Presidential Pathways Travel Association, Historic Heartland Travel Association, Classic South Travel Association, Plantation Trace Travel Association, Magnolia Midlands Travel Association and Georgia Coast Travel Association.

1. Applicant organization must have been in existence for at least eighteen (18) months, and have conducted a festival/event or have promoted their area, prior to requesting funds.
2. All applicants must provide proof of their Federal Employer Identification Number (FEIN) as registered with the Internal Revenue Service. Applicant's Federal ID number and their 501(c) non-profit status must carry the same in-state organization name.

#### **B. INELIGIBLE APPLICANTS**

1. Local organizations, other than regional tourism organizations, that receive a line-item state appropriation in Georgia Tourism budget.
2. Local organizations that receive appropriations from other state agencies intended for marketing and promotion.
3. State Agencies, Foundations of State Agencies, State Supported Institutions and Foundations of State Supported Institutions.

ANY GEORGIA TOURISM GRANT AWARDED DURING A FISCAL YEAR WILL BE AUTOMATICALLY REVOKED IF ANY PORTION OF THE MATCH IS PROVIDED FROM OTHER STATE FUNDS.

*\*Organizations exempted from Federal Income Tax under section 501 of the Internal Revenue Code. Applicants may not use the 501 (c) status of another entity or of their out-of-state parent organization.*

#### **IV. CRITERIA FOR PROJECT ELIGIBILITY**

The Department has articulated five (5) critical areas to help us grow the tourism economy. To qualify for funding, proposals must meet at least one of the criteria listed below.

**Each program MUST specifically address at least one of the following core needs:**

1. **Increase share of in-state travel.**
2. **Maintain out-of-state visitation.**
3. **Convert day trips to overnight stays.**
4. **Increase international visitation.**
5. **Introduce Georgia to new visitors.**

##### **Criteria 1:**

Demonstrate an understanding and support of the Tourism Co-Op Grant Mission by developing proposals that include integrated marketing disciplines targeting at least one market segment of Georgia tourism, which include:

- . Cultural/Heritage traveler
- . Local leisure traveler
- . Group Tour Market
- . Sports/Recreation Enthusiasts
- . Local Community Uniqueness
- . Out-of-state leisure travel
- . In-bound international leisure travel
- . Convention/Meeting Market

##### **Criteria 2:**

Address trackable components that stimulate local, regional and/or state economic development that may include but are not limited to:

- . Admissions tax, accommodations tax, sales tax, out-of-state visitation and room nights.
- . Business licenses obtained by vendors for festivals and events.

##### **Criteria 3:**

Develop proposals to reflect two or more of the following:

- . Achievement of goals and objectives within a reasonable time frame.
- . Reasonable costs in terms of benefits obtained.
- . Coordinated efforts and resources using multiple partners.

#### **V. CORE STIPULATIONS**

1. The primary focus of all Tourism Division funded projects must be to promote Georgia tourism.
2. Approved applicants cannot use Tourism Division funds as a match to participate in co-op partnership programs offered by GDEcD, Georgia Department of Community Affairs, OneGeorgia Authority, Georgia Department of Natural Resources, and any other state agency.
3. Tourism Division monies cannot be used as a match to advertise in any GDEcD publication.

1. Project applicants cannot transfer funds from one specific tourism project to another project.
2. Any collateral material produced through the Tourism Division should provide Americans with Disabilities Act (ADA) accessibility information on all properties and attractions listed therein.
3. In-kind contributions cannot be used as a source of matching funds. Only cash matches will be considered eligible.
4. Organizations that utilize advertising agencies must also provide copies of original media invoices.
5. Organizations that use an advertising agency to secure print services must also provide copies of the printer's original invoice. All organizations producing collateral material will be eligible to receive 50-percent reimbursement toward their printing costs.
6. All commissions are ineligible for reimbursement. Organizations will be reimbursed based on net rates only.
7. **Organizations receiving a Tourism Division grant must have a reciprocal link on their Web site to [www.Exploregeorgia.org](http://www.Exploregeorgia.org) web site. Consumer must be able to reach [www.exploregeorgia.org](http://www.exploregeorgia.org) web site in one click.**
8. **The Georgia logo must appear on all materials and meet all identity standards. All materials must be reviewed prior to publication. Please submit materials to [logoapproval@georgia.org](mailto:logoapproval@georgia.org) Please allow at least three (3) business days for *each* approval.**
9. **In addition to the Georgia logo appearing on all materials, we must receive commensurate recognition as given to other major sponsors.**
10. **The Tourism Division reserves the right to determine the acceptability and value of all written, graphic and visual material as to its content and appropriateness for the general public and for the state's effort to promote tourism. All use of the Georgia logo must comply with the Logo Usage Guidelines.**
11. **The Tourism Division reserves the right to adjust requested fundable amount.**
12. **The Tourism Division reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds.**
13. **Applicants who do not comply with all deadlines and procedures may be disqualified as eligible to receive Tourism Division monies for one year.**

## **VI. TIMELINE**

- Applications due August 15, 2009.
- Grant notification October 15, 2009.
- All projects must be completed within the fiscal year (July 1, 2009 - June 30, 2010).
- The dates required to start and complete your project are indicated on the [Application Form](#).
- If you are unable to complete the project within the period required, a written request for time extension must be submitted for approval 60 days prior to deadline.

All projects are to be completed and all reimbursement documentation submitted to **The Tourism Division** by May 29, 2010, to maintain eligibility for reimbursement.

## **VII. DEFINITIONS**

**Applicant:** an entity or organization located in Georgia who meets the definition of a “Destination” or “Attraction”, whose purpose is to promote the tourism industry of Georgia; which demonstrates the ability to pay all invoices for advertising approved in the grant application; which represents a city, county, region or regions, or tourism industry or activity; and which, in the judgment of the Tourism Foundation, adequately represents the interests of the regional development district or districts which the applicant's application covers. The applicant must sign the application.

**Application:** a written request for tourism promotion funds containing the required forms, information and attachments, and that is fully and properly executed by the applicant and all partners.

**Attraction:** a subset within the larger "destination" recognized by visitors that falls under one of the following categories:

**Cultural or Historic Organizations:** fairs and festivals, heritage and historic sites, historic estates, historic homes, museums.

**Destination:** a place, area, or region that contains several "attractions" or activities, or an independent activity that attracts a minimum of 85% of its visitors from outside the local market, that is promoted by one of the following marketing organizations

**Entertainment:** dinner theater, live performing art centers, sports organizations and/or arenas, vineyards/wineries.

**For-profit destination** properties and marketing organizations, including: County, regional, multi-county, and statewide organizations whose purpose is the promotion and facilitation of travel to a specific destination.

**Fulfillment:** the printed materials used in response to an inquiry requesting additional information that was generated by direct advertising.

**Grant Period:** the twelve month period running from the beginning project date through the ending project date, with the possibility of a single extension, if granted, of not greater than six months past the ending project date.

**Non-profit organizations,** including: Convention and visitors bureaus, county, regional, multi-county, statewide organizations whose purpose is the promotion and facilitation of travel to a specific destination.

**Partner:** an entity or organization located in Georgia with a financial contribution to a collaborative marketing program with a common call to action, being represented by the applicant. Partners must represent community, region, county, multi-county or statewide organizations, and must be local tourism businesses or organizations that enhance destination/attractions. Vendors within a grant cannot be applicants or partners within that same grant.

**Return on Investment:** the measure of a project’s ability to use grant funds to generate additional value, including, but not limited to bookings/reservations.

**Scenic/Natural Areas:** (self explanatory)

**Sightseeing Companies:** local or regional bus tours, dinner cruises, sightseeing tours

**Theme/Amusement Parks** (self explanatory)

**Tourism means Georgia Department of Economic Development, Tourism Division, Tourist:** someone traveling 50 miles or more or spending the night.

**Total project cost:** the total of all proposed project expenditures.

**Zoos, Aquariums or Wild Animal Parks** (self explanatory)

## **VIII. GRANT TYPES & OVERVIEW REQUIREMENTS**

### **A. Applications:**

1. An applicant shall apply for tourism promotion funds on forms supplied by the Tourism Division or on exact computer duplicates.
2. An applicant may only apply for ONE grant per fiscal year.
3. The applicant shall include a complete advertising or marketing plan, in sufficient detail to permit evaluation against the required criteria. The application shall include a complete media plan with advertising costs as well as a complete description of the project. The information shall be broken out by individual publications with ad size, specific broadcast stations, billboard locations, printing costs, production expenses. The application shall also include description as to how the partner(s) benefit from participation in the advertising plan and how said partner(s) complement the common call to action.
4. The Tourism Division may request such additional information as it determines necessary to evaluate any application, including, but not limited to, financial and budgetary information related to the application or to the applicant or to any partners to the application.
5. Failure to provide the required application information, or failure to provide such additional information as the Tourism Division reasonably requests by a specific date, in order to evaluate any application, may at the Tourism Foundation's option, disqualify the entire application.
6. The Tourism Division reserves the right to reject any application on the basis of the amount of funding sought, to request the applicant to revise an application to a lower or higher level of funding, or to award more or less than the full amount requested in the application. The Tourism Division also reserves the right to require brand identification on any advertising approved as part of the application and/or require that the applicant display appropriately the 1-800-VISITGA (800-847-4742) phone number.
7. The applicant and all partners shall disclose in the application any financial benefit that will be received, if the application is approved, by any entity in which the applicant or partner organizations, its representatives or its employees have an ownership interest. The applicant and partner(s) shall also disclose any other employees or representatives of the applicant or partner organizations may have with a vested interest that is not otherwise described as part

of the project. The applicant and partner(s) shall also disclose if they are presently in compliance with all state, federal and local laws, including but not limited to, Hotel/Motel tax and payments to Workers' Compensation and Unemployment Compensation. The applicant and partner(s) shall also disclose if they are presently involved in a bankruptcy proceeding, and who within their organization may be contacted for details of the bankruptcy proceeding. Involvement in bankruptcy proceedings is not automatic disqualification from the grants program, but the Tourism Division reserves the right to request additional information regarding any bankruptcy proceedings to insure the state's money is being granted appropriately. Failure to disclose this information shall result in the cancellation of any grant to the applicant organization previously approved by the Tourism Division and the disqualification of the applicant and partner organizations and their representatives from future grant awards.

8. The period of service for all submitted invoices shall fall within the grant period as approved by the Tourism Division. Activities that are a part of the grant project may not precede the grant's approval date by the Tourism Division.

### **B. Application Review and Evaluations.**

1. The Tourism Division shall review all applications for completeness and conformance to this rule. If an application is deemed to be incomplete or not in conformance with this rule, the Tourism Division may return the application to the applicant for additional information or otherwise contact the applicant and request the information required. The Tourism Division reserves the right to deny or to defer consideration of any incomplete application or of any application that fails to conform to the appropriate rules and guidelines.
2. The Tourism Division shall establish a subcommittee of marketing professionals both inside and outside the industry to evaluate and prioritize all applications that are complete and conform to guidelines.
3. Eligible and complete applications shall be evaluated and given priority by the subcommittee, using the following criteria:
  - a. The project demonstrates potential for a strong positive return on investment and is well researched.
  - b. The project promotes a viable tourism destination, attraction or festival.
  - c. The project is a part of the applicant's overall marketing plan.
  - d. The project includes repeat marketing efforts and the results from those efforts justify repeat funding.
  - e. The geographic advertising markets appear reasonable and based upon research.
  - f. The project demonstrates how it will increase visitation, length of stay and/or tourism expenditures from outside 50 miles, or in a major out of state market.
  - g. The project includes tracking and evaluation measures.
  - h. The project will have a significant impact on the area's overall tourism efforts.
  - i. The project involves partnerships that leverage additional public/private investment.
  - j. Preference will be given to applications from organizations that partner with other organizations to leverage the impact of the marketing program.
  - k. Preference will be given to applications from organizations in eligible or conditionally eligible Tier 1 & 2 Counties (see Tier Listing).
4. Grants will be awarded on a competitive basis, in accordance with program priorities established earlier. The Tourism Division anticipates that the demand on the co-op grant

fund will exceed the available monies in that fund. The Tourism Division will award grants based on how successfully the grants meet the evaluation criteria. The Tourism Division reserves the right to award some grants and deny others, as well as the right to fund grants at a level less than the 50% match.

5. Unsuccessful applicants will be notified in writing within thirty (30) days of the Tourism Division's decision on the application.

### **C. Match Requirement.**

1. Applicant and partners must be able to provide the total project cost. Reimbursement from the grant is based on paid invoices submitted properly and in a timely manner to the Tourism Division. The match is up to 50% of qualified invoices reflecting approved advertising costs.

2. Cost overruns above the award amount shall be borne by the applicant unless the Tourism Division grants prior approval in writing.

3. There shall be no changes in the project after the grant is awarded unless prior written approval of the Tourism Division is obtained by the applicant and may not materially change the project's objective or goal. The request for changes must be in compliance with Audit & Compliance.

4. The match shall be a cash match. No in-kind services may be utilized for the match.

5. State funds from any source may not be used for the match.

### **D. Eligible Expenditures; Ineligible Expenditures.**

#### **1. Eligible expenditures are those directly related to direct advertising. Direct advertising includes, but is not limited to:**

a. Advertising on television, radio, or other telecommunications medium, i.e. advertisements in newspaper, magazines or other print media; direct mail advertising, the Division reserves the right to deny or to suggest modifications to any direct advertising request.

b. Billboards are for Destination/Attraction Advertising/Events/Festivals only. Creative for billboards **must** utilize approved templates designed by the Foundation or its agents. Please review the Georgia Identity & Logo Usage Guide.

c. Advertising expenses may include the purchase and use of mailing lists for direct mail promotions, and US postage used for direct mail advertising, postage for fulfillment of advertising will not be eligible for reimbursement.

d. Advertising related to real estate shall be for vacation rentals only. Any portion of advertising relating to the sale of real estate will be prorated. Creative concept must be submitted with the application or modification. Real estate ads in visitor guides and brochures must be grouped on a specific page or pages and those pages pro-rated from the grant at the time of submission. (Example: CVB X has a 32-page visitor guide and has determined that area realtors will take up 2 pages – CVB X will disclose this in their grant and their media breakout and totals will request funding for 30 pages only). No real estate/realty ads are allowed within co-op advertising, unless such ads are specifically and clearly delineated as vacation rentals only.

e. Advertising may be cooperative advertising, representing a community, region, county, multi-county or statewide organization. Must be outside of 50-mile radius or in major out of state markets. Participants may include local tourism businesses or organizations that enhance destination/attractions. Creative concept must be approved in advance of publication.

- f. Advertising expenses may include the printing of direct mail literature. Expenses may also include the printing of travel related literature of which 80% is used as Fulfillment for direct advertising within the approved application or approved modification.
- g. Advertising may include production expenses for direct advertising up to an amount not to exceed 15% of the cost of printed material (the printing of direct mail literature and travel related literature) as well as the cost of advertising in print, on television, radio, and billboards, approved and expended within the grant, and qualified for reimbursement.
- h. Advertising expenses may include the registration fees for consumer and trade shows, provided participation in such shows is for the purpose of attracting visitors to the State of Georgia.
- i. Advertising may include web based advertising, pop-up displays, banners, etc., that are part of the said marketing program.

**2. Ineligible expenditures include, but are not limited to:**

- a. Web site design, website upgrades, website maintenance, web hosting or domain.
- b. Administrative costs of the applicant, including, supplies, personnel, phone, normal postage, distribution and shipping expenses, or travel costs.
- c. Any cost associated with preparation of the direct advertising grant application.
- d. The rental or purchase of real estate.
- e. Construction costs.
- f. Political or lobbying activities of any kind.
- g. Membership fees or dues to any organization, or solicitation of membership to any organization through advertising within this program.
- h. Costs associated with the start up of any business or publication although it may partially or totally be devoted to the promotion of tourism in the state.
- i. The purchase of any audio/visual or computer equipment.
- j. The costs of alcoholic beverages.
- k. Any expenditure not identified within the project application, unless the Tourism Division grants prior approval in writing.
- l. Event production expenses (e.g. audio equipment, awards, entertainment, portable restrooms, hired labor, refreshments, etc.).
- m. Fundraising activities.
- n. Retail advertising, with the exception of Destination Shopping, that is able to produce verification that said destination attracts a minimum of 85% of its visitors from outside the local market. No price point advertising is allowed.
- o. Schools and camps are not eligible for grant funding

- o. TODS (Tourist Oriented Directional Signs) and Logo signs for gas, food, lodging and camping are not eligible.
- p. Items for resale.
- q. Travel, entertainment, theatre tickets, transportation, food & beverage expenditures within a FAM trip do not qualify for reimbursement.

#### **E. Scoring**

The award amount is based on the score attributed to the application by the judges. The number of applications funded is determined after all have been scored.

##### **1. Thoroughness (5 pts total)**

Application responses clear and complete 5 pts

##### **2. Project design (45 pts total)**

Realistic goals and objectives 10 pts

Ability to attract and service visitors 20 pts

Integrated marketing disciplines 10 pts

Innovative tourism 5 pts

##### **3. Accountability/Economic Impact (50 pts total)**

Reliable tracking mechanism 10 pts

Expected revenue generated 20 pts

Reasonable cost/benefit ratio 15 pts

Benefit to the community/positive economic impact 5 pts

##### **4. Bonus Points (10 pts total)**

Tier1/Tier 2 community 5 pts

Joint application 5 pts

#### **F. Award Levels**

To be considered for funding, the total project cost must be at least \$5,000.00 and the applicant's and partner's combined share of the project cost must be at least \$2,500.00. The applicant and partner(s) must provide a minimum of 50 percent of the total project cost. There is no cap on the total project cost. However, the grant amount is capped at \$20,000

#### **G. Audit & Compliance.**

1. The state reserves the right to review/audit an applicant's and/or partner's records, including financial statements and supporting records, relating to the project. Records, including financial statements and supporting records, must be retained by the applicant and all partners for a minimum of three years after the close of the project.
2. The state may terminate any project agreement upon discovery of any violation of the terms of the agreement, these rules, or state or federal law by the applicant or by any partner to the grant application.

3. Approved grant recipients shall provide to the Tourism Division final written evaluations, as determined by the Tourism Division at the time of grant approval, of the advertising program supported by the grant. If the grantee determines that program changes are necessary to improve the overall effectiveness of the project, the grantee may submit a letter of request for program changes to the Division. The letter of request shall clearly be identified as a **“Grant Modification Request”** and shall contain a description of the proposed changes; a narrative describing why the changes would improve the overall effectiveness of the project; the original grant award number, the date and amount of the original award. The Tourism Division shall consider **no more than three letters of modification** per grant. Modification requests that involve the movement of media purchases may be granted at the discretion of the Tourism Division. A modification request for an extension of the ending date of not greater than six months may be granted at the discretion of the Tourism Division, provided that said modification is submitted no later than sixty (60) days prior to the ending project date. Other modifications must be reviewed and approved by the Tourism Division, or a designee of the Tourism Division. No modifications shall be granted after the end of the grant period.

#### **H. Project Agreement/Application**

1. Simultaneously with the award of a project, the Tourism Division shall enter into agreement with the applicant, including, but not limited to the following:
  - a. That the information provided within the grant is true and correct, and that the applicant has read and understands this rule;
  - b. An agreement to comply with the brand standards outlined in GDEcD’s Logo & Brand Standards Guidelines;
  - c. An identification of the grant amount;
  - d. A promise by the applicant and partners that no in-kind services have been used to match any portion of the grant;
  - e. The irrevocable promise of the applicant and partners to pay the approved expenses within the grant, and subsequently request up to 50% reimbursement those expenses;
  - f. A promise by the applicant not to assign or transfer any of the rights, duties or obligations of the applicant without the written consent of the Tourism Division;
  - g. A promise by the applicant not to amend the grant without the written consent of the Tourism Division;
  - h. The project must be completed by the ending project date, unless a written request for an extension is submitted no later than sixty (60) days prior to the ending project date;
  - i. The project agreement shall require the applicant and partners to indemnify and hold harmless the State of Georgia and the Tourism Division for any liability arising from the agreement.

#### **IX. FINAL REPORT**

**A final report of the project must be submitted within 30 days of the completion of the project or by May 31, 2010 whichever occurs first. If not received by the due date, you will NOT receive reimbursement. Failure to use the Georgia logo properly will affect reimbursement.**

The final report must include:

- A 1-2 page typed summary of the results of your project and the impact it had on tourism. Include attendance figures, as appropriate, as well as any tracking or documentation of the results of your project.
  - A side-by-side comparison of your original budget to actual (Please note that you are expected to document the “Total Budget of the Project” as shown on your application.).
  - A summary of all expenditures and all revenues generated by your project (sponsorships, grants, gate receipts, concessions, etc.).
  - Documentation from local hotels, as appropriate to your project, that recaps the hotel room night pick-up reports.
  - **Actual** samples (not on a disk) of advertising and promotions from the completed project (dated tear sheets, tapes, photographs, broadcast affidavits, audio/video tapes, etc.). Please DO NOT include entire magazines. Magazine name and date must be included on samples.
  - Documentation of using the Georgia Department of Economic Development logo elements in accordance with the Georgia Identity & Logo Usage Guidelines.
- (All funds must be used for expenses directly related to the project. **Projects must be completed as approved. Any substantial changes made to the project that alter its approved format may result in the project NOT receiving reimbursement.** Please contact Fay Tripp, 478-752-3254 or [fitripp@georgia.org](mailto:fitripp@georgia.org) if you choose to significantly change the parameters of your project. Reimbursement will be made for approved expenses only. Reimbursements will not exceed the total amount approved for funding.)*

Please submit your final report to:

**Attn: Co-Op Final Report  
Georgia Department of Economic Development, Tourism Division  
200 Martin Luther King, Jr Blvd.  
Macon, Georgia 31201**

**Be sure to download the Application Form and the Tier Listing.**