



**Georgia Department of Economic Development  
Tourism Division  
Co-Op Marketing Reimbursement Grants Program – Tip Sheet**

**Updated 7/22/09**

1. Read the guidelines thoroughly. The funds must be used for tangible/measurable results that promote Georgia tourism.
2. Submit your application stapled in the left or in a flat folder. Avoid bulky binders.
3. An entity is the organization applying. When submitting a joint application, pick the entity that is in a Tier 1 or Tier 2 county to be the lead organization/contact person for the project. Bonus points are given for joint programs (5 points) and Tier 1 and Tier 2 locations (5 points).
4. Your entire project must take place in the GEDcD fiscal year between October 15 and May 31.
5. Consider the GDEcD's match as a partnership/sponsorship of your entire project, not just a portion of the project, even if you choose to list more than a 50% match by your organization. Ex. Total project cost \$75,000, funds requested \$20,000.
6. The Georgia logo and call to action (1-800-VISITGA or [www.Exploregeorgia.org](http://www.Exploregeorgia.org)) in all materials.
7. The panel of judges are most interested in:
  - Explicit detail in how Co-Op funds are to be used within the overall budget. You must note which expenses are directly funded by Co-Op monies.
  - Value added components to increase the total impact of the project. Total project must be at no cost to the state.
  - The total budget and clear budget breakdown with explanation of how Co-Op monies will benefit your entity's overall budget.
  - The ratio of the total cost of the project in light of the expected return or the economic impact of the project – calculate economic impact by multiplying the expected number of overnight visitors by \$109 per person/per day and the expected number of day-trip visitors by \$50 per person/per day. (Source: TIA Georgia Economic Impact Study 2007.)
  - The total cost of the project vs. the number of overnight visitors your project will attract. Overnight visitors are more likely to generate hotel room revenue, which in turn helps the local CVB budgets. When you choose your project, try to pick one that you know will generate overnight visitors.

